

## BOOK REVIEW

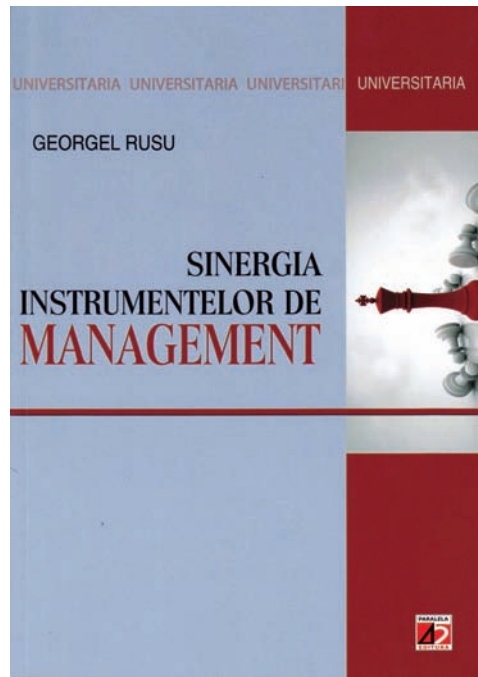
# SINERGIA INSTRUMENTELOR DE MANAGEMENT

**Author:**

**Georgel RUSU**

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**REVIEWER:**

**Florin-Eduard GROSARU**

Currently there are a lot of authors that published diverse studies regarding the management field. Nevertheless, a more systematic and up-to-date study on the aforementioned topic is more than needed.

The volume “Sinergia instrumentelor de management” not only fills this important lacuna, but offers a new, interesting and exhilarating approach of the domain’s concepts. The author is Georgel Rusu which is colonel within the Directorate for Training and Doctrine, General Staff, Ministry of National Defense.

The volume features the scientific analysis with narrative qualities of an essay. The book’s formula is unprecedented. The discourse is very convincing, the chapters and subchapters are following a logical ascending trajectory, unveiling the information gradually.

An absolute novelty element proposed by the author is the definition of the social synergy’s acquiring process, which effects are revealed by a correct employment of management tools and instruments, a logical and functional usage of resources based on a healthy organizational culture.

The author points out that the achievement process of social synergies is not recommended to be done by imitating other nations' experience, but from a lessons learned perspective. The personal thoughts, will, inspiration and qualities of the manager are those which unify the organization's human energies (both technical and social), such as the generated output of the actions/processes is more than the sum of the inputs.

The concept of management viewed as an asymmetric process is the one which states that leadership should be fulfilled by a minority, representing the majority of the consenting people. The activity is based on the qualities of the managers and not on their number.

In the context of a reality dominated by the economic aspects, the volume reveals the essence of the management domain using an approach valid for all organizations, including the non-commercial ones. The author uses a critical view on the opinions of well known authors based on personal reasoning and scientifically arguments, and generates relevant conclusions applicable to Romanian realities.

A special mention should be made to the suggested thesis of "management alignment" with national culture and civilization. Also, the connections within national and international leadership frameworks towards the globalization process are coherent and offer interesting themes for possible future debates.

The establishment of a hierarchy based on essences gives new understandings for systematic managerial processes and make them understandable for each management practitioner. Each qualified user (manager) receives only the recommended tools.

The volume is a valuable landmark among the domain's studies and has a great synthetic character based on the right scientific background. Its quality derives from the novelty of approach, the logic of argumentation and the applicability of the proposed approaches at any organizational level.

The author's ideas advocate for an optimization of efforts and resources using a logical connection between normative compulsion instruments and systemic/organizational ones. This approach warns us against the danger of "white collar anarchy" and also indicates the logical, scientific and legal methods to avoid the "Babel tower" effect. Every manager could use the book's arguments in order to personalize the managerial act and to make it both efficient and effective.

### **REVIEWER:**

#### **Florin-Eduard GROSARU**

He is the Director of the Regional Department of Defense Resources Management Studies, Brasov. He is a Lecturer and currently teaches theories in management to postgraduate students.