



Management Fads and Buzzwords: Critical- Practical Perspectives

David Collins

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Around 5,000 business and management titles are published every year, and increasingly, their preferred mode of presentation is centred on the creation and marketing of buzzwords and fads. This book argues that these management fads and buzzwords deflect critical inquiry and limit useful action because they present a 'ready made' view of the world, which rejects the benefits of theoretical analysis and reflection. Topics covered include:

- * the 'guru industry'
- * 'excellence'
- * business process re-engineering
- * empowerment
- * culture
- * knowledge work
- * globalization.

'Unpacking' the 'guru industry' and analyzing the fads and buzzwords, this book provides a 'critical-practical' analysis, designed to allow readers to locate, understand and critique management fashion.

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