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Management fad is a term used to characterize a change in philosophy or operations implemented by a business or institution. The term is subjective and tends to be used in a pejorative sense, as it implies that such a change is being implemented solely because it is "popular" within managerial circles, and not necessarily due to any real need for organizational change. The term further implies that once the underlying philosophy is no longer "popular", it will be replaced by the newest "popular"

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## **Management fad - Wikipedia**

Buzzwords are most closely associated with management and have become the vocabulary that is known as "management speak": Using a pompous or magisterial term, of or relating to a particular subject employed to impress those outside of the field of expertise. It could also be called buzz phrase or loaded word.

## **Buzzword - Wikipedia**

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This text argues that the fads and buzzwords of management deflect critical inquiry and limit useful action because they present a "ready made" view of the world, which rejects the benefits of The book attempts to "unpack" the "guru industry".

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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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An MIT researcher and leading business consultant demonstrates how to increase a company's awareness of pop culture in order to gain competitive market advantages, citing the importance of gaining a real-world understanding of fast-moving trends and not outsourcing culture-related agendas.

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This workbook is an interactive guide for leaders and managers to help you tell compelling stories at work. The Organizational Storytelling Workbook offers: a critical engagement with academic debates on organizational storytelling; and a series of exercises designed to allow users to improve their capability as organizational storytellers. The text begins with a chapter which locates organizational storytelling within a critical account of organizational cultures. This book argues that managerial accounts of organizational culture offer a limited appreciation of the ways in which people think, feel and act and suggests storytelling as a means of redeeming our understanding of all matters cultural. Having secured this new appreciation of culture and storytelling the workbook develops a series of maxims and exercises designed to allow users: (a) to improve their storytelling practice; and (b) to reassess the cultural assumptions and priorities revealed through their practice. Enriched with interactive features to walk managers practically through the process of improving their storytelling skills, including practical exercises, contemplative questions, and space to respond creatively to the ideas in the book, this workbook is the perfect companion to any executive or postgraduate course in storytelling as well as a useful and enjoyable companion to any individual manager that wishes to improve their skills.

This text covers all the key elements of organisational, team and individual change with a critical edge. Because change is a complex subject area that is often difficult to categorise, it also offers a critical perspective that challenges assumptions in this area, as well as ensuring



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that the complexities of this area remain clear.

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