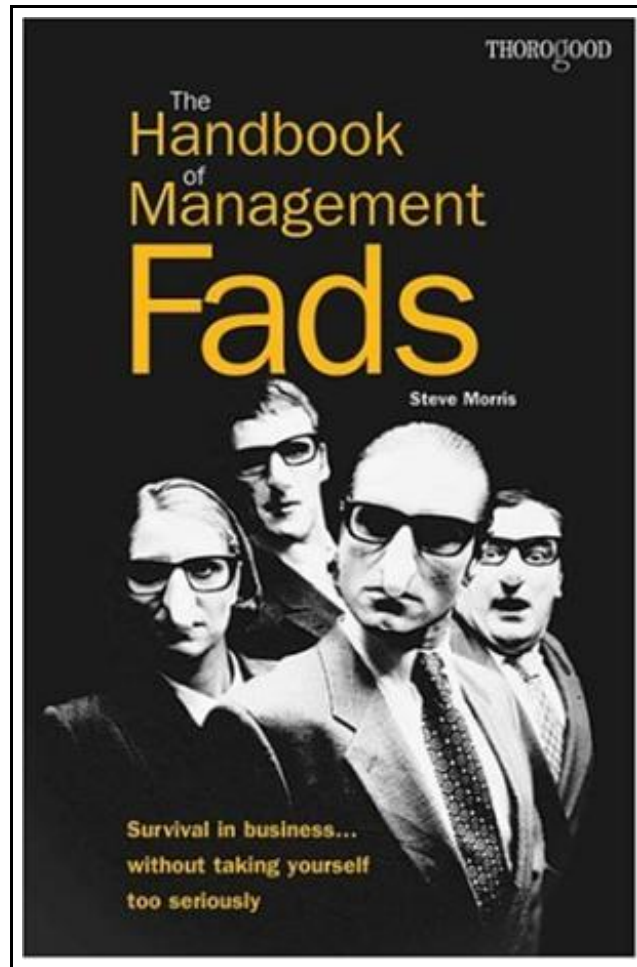


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Thorogood. Paperback. Condition: new. BRAND NEW, The Handbook of Management Fads: Survival in Business.without Taking Yourself Too Seriously, Steve Morris, This guide debunks certain management terms and concepts in an anecdotal style. For added authenticity, it includes quotes from managers who rode the wave of particular fads and are now able to revisit their experiences with the subversive benefit of hindsight. Management is sometimes taken rather too seriously by commentators and business analysts. This is an unfortunate tendency, and provides the focus for this humorous book about management fads, both past and present. The kinds of management fads that are covered include: Pareto analysis; TQM; re-engineering; downsizing; delayering; CCT; performance management; scientific management; matrix management; chaos theory; empowerment; teamworking; quality; team briefings; performance-related pay; flat structures; fat structures; lean structures; MBAs; and management objectives. The book includes quotations, anecdotes, headings for each fad; an A to Z glossary and a devil's guide to management language.

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