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**Management Fads And Buzzwords Critical**

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.

**Management Fads and Buzzwords: Critical-Practical ...**

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Huczynski (1993) Specifically, Collins (2000), in his critical examination of management fads and buzzwords, argues that the work of gurus constitutes a "ready-made science of management" that ...

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First, managers use buzzwords to claim authority. Second, managers use buzzwords to facilitate action. Third, managers use buzzwords to displace responsibility for hard decisions. The paper concludes that there are benefits to using buzzwords and managers should be conscious of them.
Cluley, 2013
The same thing happens with project management buzzwords. One day you’re hanging around the office kitchen mocking phrases like “thinking outside the box” and “synergy,” and then, before you even realize it, you’re “pinging” your coworkers to determine who has enough “bandwidth” to take on the next “action item.”


Management fad - Wikipedia
Fad concepts are easy to understand and communicate and tend to be framed with labels, buzzwords, lists, and acronyms. Usually, a few key points convey a fundamental message. TQM, for example,...

Spotting Management Fads - Harvard Business Review
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".

Management fads and buzzwords : critical-practical ... The book 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 theoretical analysis and reflection.

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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.

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