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Management Fads and Buzzwords: Critical-Practical Perspectives

David Collins
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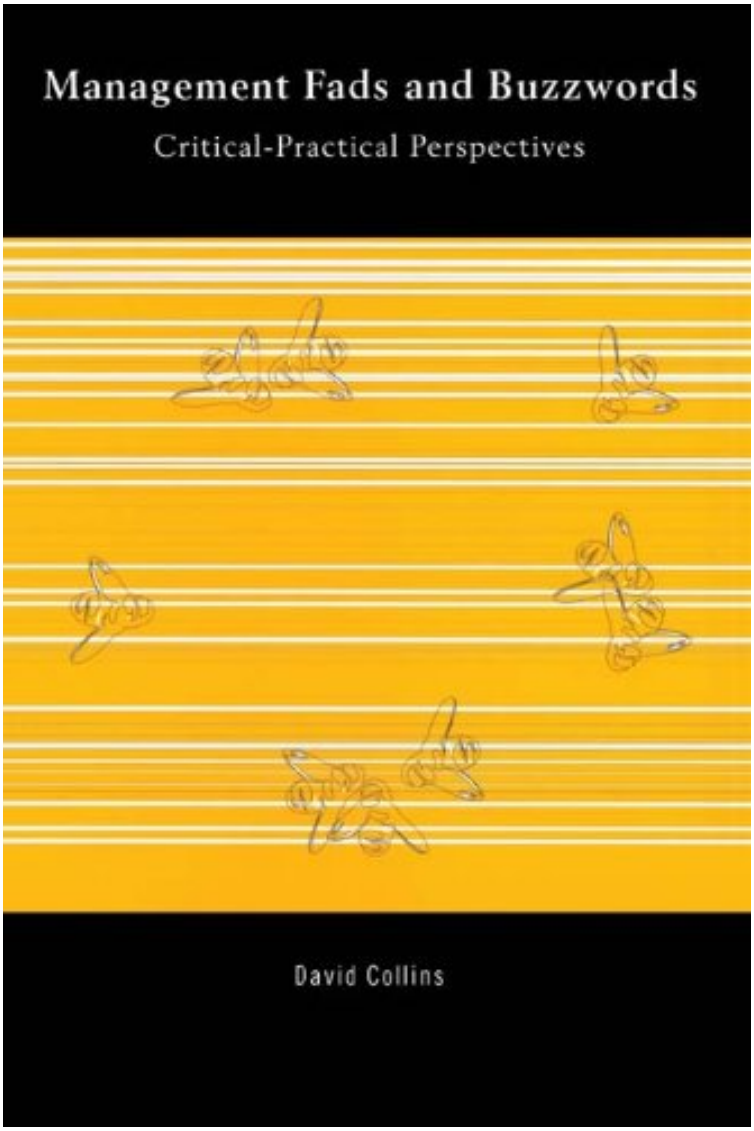

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David Collins : Management Fads and Buzzwords: Critical-Practical Perspectives before purchasing it in order to gage whether or not it would be worth my time, and all praised Management Fads and Buzzwords: Critical-Practical Perspectives:

0 of 3 people found the following review helpful. Deming Does not Equal TQMBy Marcia DaszkoIn my quick read of sections of this book on , I was not able to see the author's comments about Dr. Deming and TQM on page 191. While Deming was linked to the Quality movement and coached the Japanese to focus on quality if they wanted to become a global competitor, he often said "TQM--what is it? I never heard of it." Deming taught a philosophy of management and leadership. He taught nations and organizations how to transform--exactly what we need today! Transformation

may become another buzzword like "change management." But those who learn and apply transformation based on a solid theoretical framework can transform and innovate. Fads are playing havoc with our organizations today. That it why it is so imperative to find leaders who think, create and design systems, and keep learning and adapting. That takes courage. [...]

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.