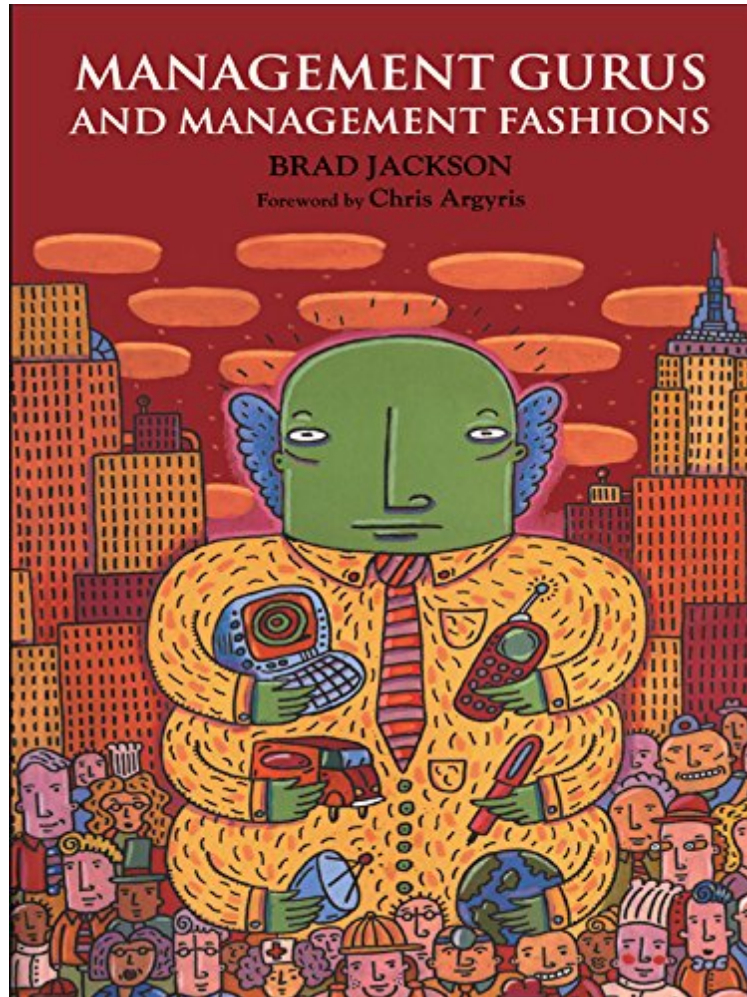


# Management Gurus and Management Fashions

Brad Jackson

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**Brad Jackson : Management Gurus and Management Fashions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Management Gurus and Management Fashions:

0 of 0 people found the following review helpful. The Book Management Gurus Don't Want You to Read By John Wareham In this wise and witty guide, Dr. Brad Jackson shines a searing light on the concepts of three celebrated management gurus, and shows how they mostly come up short on everything except style and rhetoric. This is a great, deep read, not a "once-over-lightly". Dr. Jackson begins with an overview of gurus and "management fashions" then goes on to deconstruct each of his subjects, carefully removing their masks and showing, finally, the all-too-human hearts and faces of Michael Hammer, Stephen Covey, and Peter Senge. The ultimate message is inescapable. Bypass the guru persona and the presentation and seek underlying validity for whatever notions are presented. It is a universal message we might well apply in every aspect of life. Highly recommended. 2 of 2 people found the following review helpful. Good summary of 3 thinking By Mark Kwong This is a book with an excellent review and extension of

thinking patterns from Peter Senge, Michael Hammer, and Stephen Covey. To be true this book is wonderful example how to compare management thinking in simple wordings.

Since the 1980s, popular management thinkers, 'gurus', have promoted a number of performance improvement programs and management fashions which have greatly influenced both the everyday conduct of organizational life and the preoccupations of academic researchers. This book provides a rhetorical critique of the management guru and management fashion phenomenon, building on the important theoretical progress that has recently been made by a small, but growing band of management researchers. Fantasy theme analysis, a dramatically-based method of rhetorical criticism, is conducted to critique three of the most important management fashions to have emerged during the 1990s: the re-engineering movement promoted by Michael Hammer and James Champy the effectiveness movement led by Stephen Covey the learning organization movement inspired by Peter Senge and his colleagues. In addition to its rhetorical and empirical contributions, this book stimulates a much-needed critical dialogue between practitioners and academics on the sources of the underlying appeal of management gurus and management fashions, and their effect upon the quality of management and organizational learning.