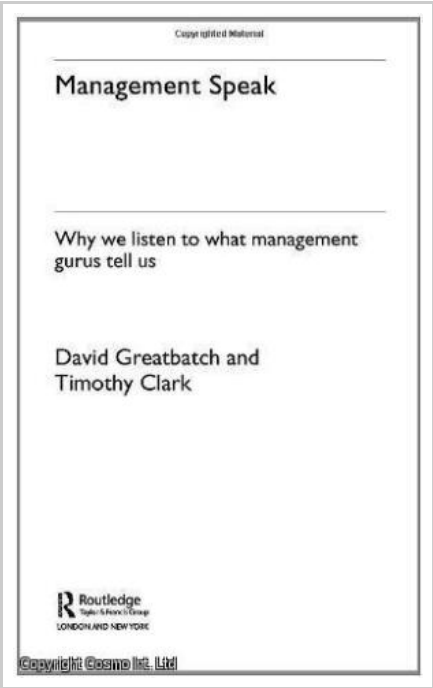


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Management Speak: Why We Listen to What Management Gurus Tell Us .

By Greatbatch, David

Routledge, UK, 2005. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Based on primary research into the public lectures of management gurus, this fascinating new volume analyzes how such gurus disseminate their ideas, values and visions on the international management lecture circuit. Adopting a novel conceptual/theoretical perspective, it brings together insights from the fields of management, sociology, media studies, communications and social psychology. : Written by leading figures in the field, this topical book covers such broad ranging areas as the live presentation of management ideas, using rhetoric, legitimating ideas, values and visions, the grammar of persuasion and charisma and oratory and is a valuable resource for students academics and researchers in the fields of management, sociology, and communications. : Review: 'In this groundbreaking book, David Greatbatch and Timothy Clark extend our understanding of the management guru phenomenon by focusing on the live oratory and presentations of the most accomplished speakers. Visual communication technology has enhanced rather than reduced the importance of the live presentation, and the authors demonstrate how skilled guru speakers use language to enthuse their audiences; build their personal reputations; attract and sustain a mass following; and enhance their star status.' - Andrzej Huczynski, Senior...

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