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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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Management fad is a term used to characterize a change in philosophy or operations implemented by a business or institution. The term is subjective and tends to be used in a pejorative sense, as it implies that such a change is being implemented solely because it is "popular" within managerial circles, and not necessarily due to any real need for organizational change. The term further implies that once the underlying philosophy is no longer "popular", it will be replaced by the newest "popular"

Management fad - Wikipedia

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.

Buzzword - Wikipedia

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