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Titolo	Deconstructing management maxims : a critical examination of conventional business wisdom . Volume I // Kevin Wayne
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Descrizione fisica	1 online resource (xii, 121 pages)
Collana	Human resource management and organizational behavior collection, , 1946-5645
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Nota di contenuto	1. Introduction: deconstructing management maxims -- 2. Customer is king -- 3. People are our most important asset -- 4. Diversity improves performance -- 5. Competitive advantage is necessary to compete -- 6. A business plan is required for entrepreneurial success -- Index.
Sommario/riassunto	A contrarian challenge to the status quo, this book vigorously champions healthy skepticism in management theory and practice. Several common management maxims -- often taken for granted as truisms -- are examined and debunked with evidence-based arguments. The constant repetition of these flawed tropes perpetuates their mythological status and limits personal and organizational performance. Eleven management maxims are rebuked using empirical data, original scholarship, literature reviews, field observations, and thoughtful opinions from numerous experts. Far from a business as usual business book, this has been researched with academic rigor yet written in an approachable style. Unafraid of taking on conventional business wisdom, it contains some controversial yet substantiated positions that will provoke critical thinking and debate. After all, sacred cows and long-believed tenets of management lore do not go away quietly. A clear message from this book is that you don't have to believe everything you read or hear-- be it in the classroom or at work!

It offers a refreshing break from the constant drumbeat of dronish corporate and academic cliches. This book is best appreciated by readers wanting to think critically about important management phenomena.
