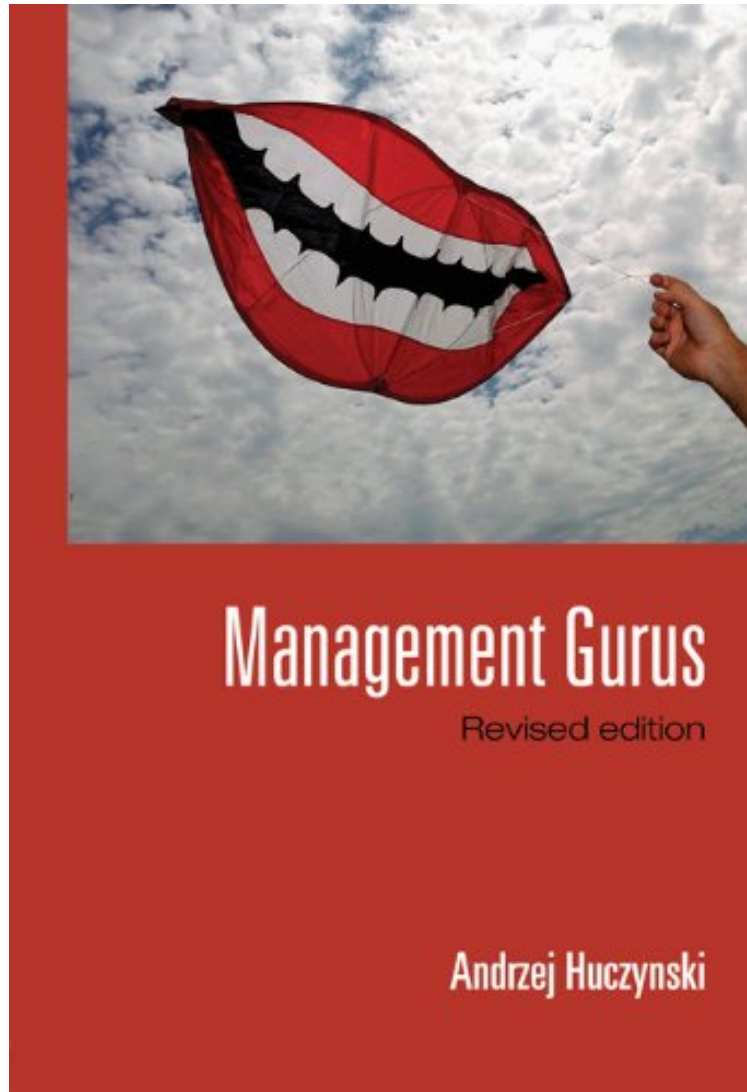


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Management gurus have existed for as long as the leaders of large, complex organizations have had intractable problems to solve. This seminal text asks key questions such as: What is the secret of the success of management gurus and how can it be emulated? In this revised edition, Andrzej Huczynski brings his analysis of gurus into the twenty-first century. He identifies the essential ingredients of popular management ideas and contends that company managers, business school academics and management consultants all have the possibility of attaining guru status by

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