

Fad Surfing In The Boardroom: Managing In The Age Of Instant Answers

Eileen C. Shapiro



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Fad Surfing In The Boardroom: Managing In The Age Of Instant Answers Eileen C. Shapiro Fad Surfing (n): the practice of riding the crest of the latest management panacea and then paddling out again in time to ride the next one; always absorbing for managers and lucrative for consultants; frequently disastrous for organizations.



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