



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

David Greatbatch, Timothy Clark

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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.

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