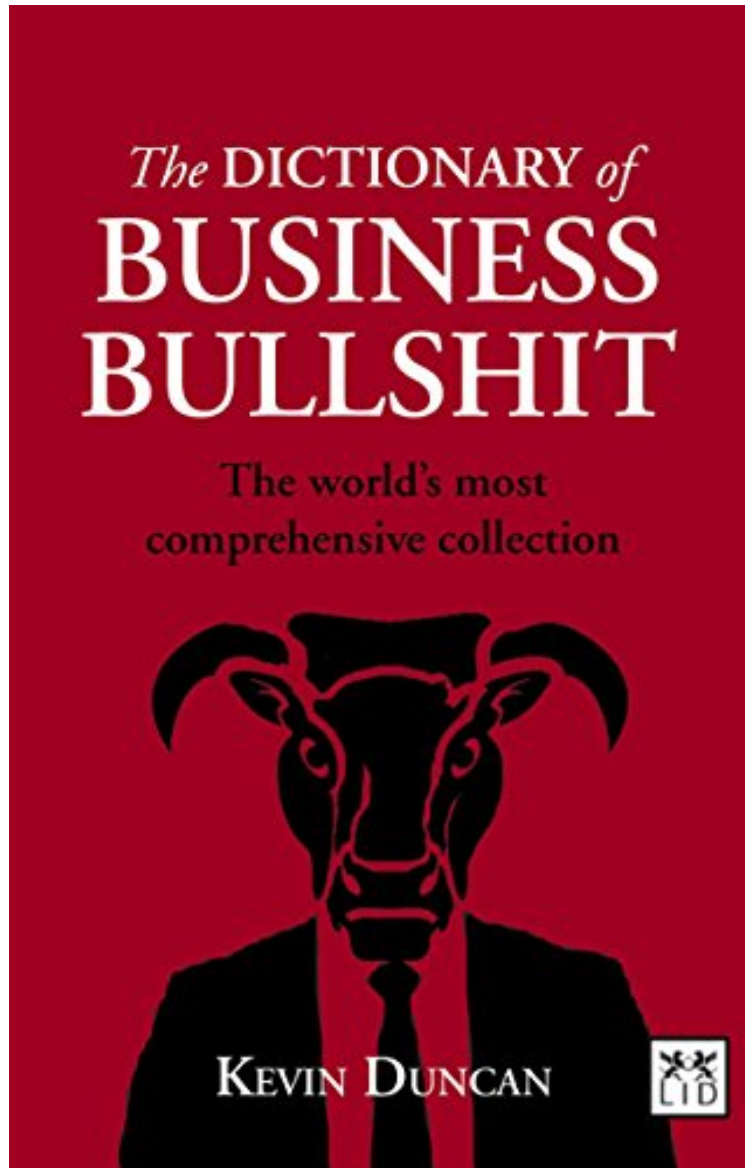


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The Dictionary of Business Bullshit: The World's Most Comprehensive Collection

Kevin Duncan

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1 of 1 people found the following review helpful. must instead sound like robots. Shows little grasp of how we

communicate ...By EPadgettThe large majority of these cliches, slang phrases, idioms, etc. are not in any way unique to the business world are in fact common expressions. This is not really a book about bulls*** but a book about slang and has very little to do with business. There are many such books supposedly about "bulls***" which seem to suggest that humans, in order not to be bulls***ters, must instead sound like robots. Shows little grasp of how we communicate and understand one another and assigns bulls*** to so many common expressions we'd all have trouble uttering a sentence without bulls***ting. The book tends to stereotype so many English expressions that is very breadth renders it bulls***. This seems little more than pointless snark.

If you work in business, the chances are you have fallen under the poisonous spell of business jargon. Very few of us seem able to avoid reaching out, or touching base, or shifting paradigms, or thinking outside the box. No longer solely the province of management consultants, investors, and MBA types, business gobbledegook has mesmerized the rank and file around the globe. Help is at hand with this Dictionary of Business Bullshit, aptly described as the world's most comprehensive collection of the top 2,000 business terms that have infected us all. Stay sane in the face of business madness by having this dictionary by your side.

About the AuthorKevin Duncan is a business advisor, marketing expert, and the author of several successful business books. He previously worked in the communications and advertising sector for twenty-five years.