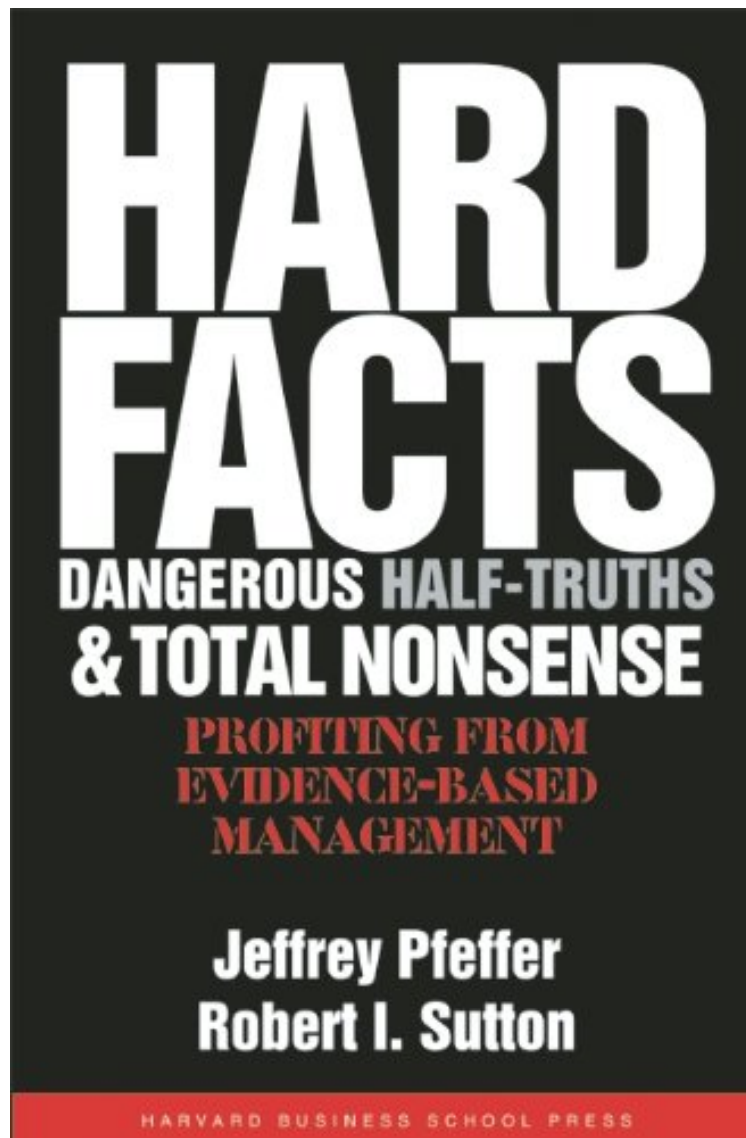


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## Hard Facts, Dangerous Half-Truths, and Total Nonsense: Profiting from Evidence-based Management

*Jeffrey Pfeffer, Robert I. Sutton*

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**Jeffrey Pfeffer, Robert I. Sutton : Hard Facts, Dangerous Half-Truths, and Total Nonsense: Profiting from Evidence-based Management** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hard Facts, Dangerous Half-Truths, and Total Nonsense: Profiting from Evidence-based Management:

0 of 0 people found the following review helpful. Challenges Conventional WisdomBy DeanJust like the Knowing Doing Gap, Pfeffer and Sutton blow away "business as usual" with brilliant insights that prove why conventional

wisdom isn't always very wise. As humans, we too often get into patterns of doing without thinking that are counterproductive at best and, at worst, deadly to our businesses. I thank the authors for this outstanding work. 0 of 0 people found the following review helpful. Well written and easy to read By Josef Smith Well written and easy to read. This was a text for my class and I was glad to read this over some of the other text we dealt with. 1 of 1 people found the following review helpful. The single best business and management book I have ever read! By Tony J. Ridley While the concept may sound obvious, this book refines the point, qualifies the process and delivers numerous case examples. For those that have seen through or tired of the endless stream of fad management processes, this book lifts the lid on most "popular" management systems and details the failings of good companies and bad alike. With this more balanced approach and the emphasis on empirical data analysis in order to make business decisions this book is a fantastic foundation resource for executives at all levels. My favorite extract is " Firstly, the willingness to put aside belief and conventional wisdom-the dangerous half-truths that many embrace-and instead head and act on the facts; second, and unrelenting commitment to gather the facts and information necessary to make more informed and intelligent decisions, and to keep pace with new evidence and use the new facts to update practices." Intuitively, many (including myself ) have been opposed to the blind advice of leaders but lacked the evidence to challenge such assumptions. This resource provides a practical and systematic approach to significantly improve and enhance any business and decision process. I thoroughly recommend this book to all business leaders and owners if you truly want to succeed.

The best organizations have the best talent. . . Financial incentives drive company performance. . . Firms must change or die. Popular axioms like these drive business decisions every day. Yet too much common management wisdom is not wise at all but, instead, flawed knowledge based on best practices that are actually poor, incomplete, or outright obsolete. Worse, legions of managers use this dubious knowledge to make decisions that are hazardous to organizational health. Jeffrey Pfeffer and Robert I. Sutton show how companies can bolster performance and trump the competition through evidence-based management, an approach to decision-making and action that is driven by hard facts rather than half-truths or hype. This book guides managers in using this approach to dismantle six widely held but ultimately flawed management beliefs in core areas including leadership, strategy, change, talent, financial incentives, and work-life balance. The authors show managers how to find and apply the best practices for their companies, rather than blindly copy what seems to have worked elsewhere. This practical and candid book challenges leaders to commit to evidence-based management as a way of organizational life and shows how to finally turn this common sense into common practice.