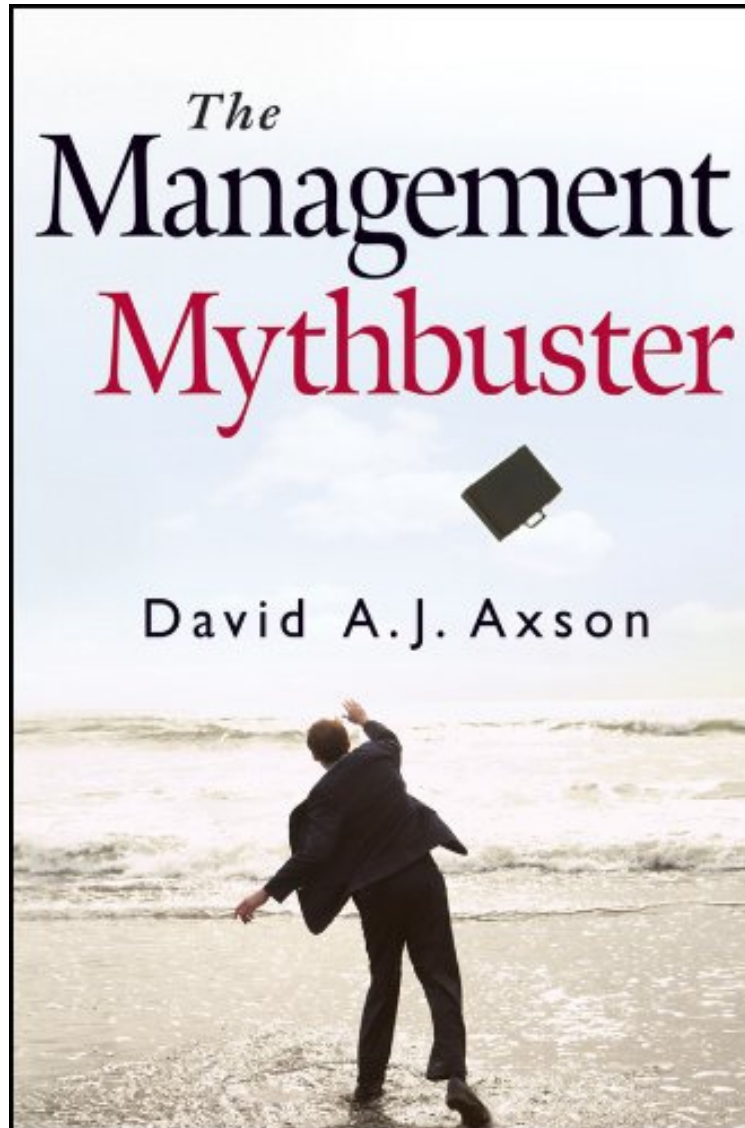


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The Management Mythbuster

David A. J. Axson

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David A. J. Axson : The Management Mythbuster before purchasing it in order to gage whether or not it would be worth my time, and all praised The Management Mythbuster:

3 of 3 people found the following review helpful. Axson Must Have Been the Fly on the Wall By Dan McGowan It's as if he has been following me around for much of my career, transcribing surreal conversations and documenting odd thought processes which ultimately keep me motivated to always have an up to date resume. Seriously, Axson clearly has been there and heard that. His book alternates between telling the fictitious story of a company as its managers absurdly act out every management fad of the past several generations, followed with a good dose of sage advice and

observations on how to avoid those pitfalls. It's frequently humorous and often funny in a very uncomfortable way, as it hits close to home for those of us who have lived through such experiences. Many readers will no doubt agree with Axson's assertion that "all sense of perspective has disappeared from the practice of management. Common sense has been subjugated by nonsense." Even as I write this review, I am engaged in activities of questionable value involving consultants, forecasting, strategic planning, etc., so the book serves as a cautionary tale and reminder for the need to step away from the kool-aid and smell the coffee so to speak. Most business books ultimately disappoint me, but *The Management Mythbuster* is an excellent read, providing a bit of catharsis for anyone who may have become just a little cynical over the years, even though you know in your heart that you are your employer's most valuable asset. 0 of 0 people found the following review helpful. True and funny!! By Reg Nordman How can such an absolutely true book be so funny? from the Introduction with such titles as Strategic Plans are of Little Use in Times of great Uncertainty and Volatility through to the end with Isolating Management Stupidity. Those of us with a bit of grey hair have lived through many of these myths and the mistakes. In our practice we often meet companies that are growing at what looks like very decent numbers. However when you compare these numbers with the superior gains competitors are able to post you realize that the company is losing ground and not is unaware of it. This delusion is way too prevalent in High tech companies. Thus we a look at compensation metrics which reward outperforming the competitors in all types of markets and conditions. This is one key to helping prevent overpaying senior executives. The book should be on every business school reading list as well as that of all shareholders. Execs of all types would do well to read this book. The best story about hedge funds I have read. A great read.

Become a better manager by challenging the myths of commonly accepted management wisdom A humorous review of current management practice with a very serious message, *The Management Mythbuster* makes an entertaining case for questioning much of the conventional wisdom that pervades the corporate world today. Through contrarian and provocative points of view, real world examples and deep analysis, author and management thought leader David Axson offers over a dozen short, pithy commentaries on the important issues in management today: Short chapters on popular management practices, theories, tools and behaviors A humorous review of current management practice, with an underlying serious message The fallacies of conventional management wisdom revealed and refuted Exposes the fallacies of standard management thinking If you are brave enough, this concise, easily read book is for you, returning a sense of common-sense perspective to the practice of management.

From the Inside Flap *The Management Mythbuster* Most of the management practices upon which organizations rely are broken beyond repair. At no time did this become clearer than in 2008. Within the space of a few months, much of the framework of modern management practice came crashing down. Corporate titans were humbled, long established compensation practices failed, and the only certainty about any forecast was that it would be wrong. All of this upheaval is causing executives in every industry to rethink the conventional management wisdom they had so implicitly trusted. Taking a seriously irreverent look at some of the more popular management myths, *The Management Mythbuster* features short chapters on many of the theories, tools, and behaviors that continue to govern decision-making in today's business world, such as: Missions, visions, and other expensive pastimes Strategy and stuff like it Gurus, consultants, and other advisors Forget success, focus on failure Budgetingmdash;A Modern Vision of Hell (Well, Purgatory at Least) The Futility of Forecasting Total Quality, Six Sigma, Process Re-engineering, and more Pay for Performance? Failure Pays Very Well These Days The Business of Spin Why Accountants Rule the World And much more! It's time to question the effectiveness of long-established management practices. Entertaining and insightful, *The Management Mythbuster* takes you on a humorous tour of management today with a thought-provoking message. Following the trials and tribulations of the fictional management team of Cruciant, Inc., author David Axson illustrates the destructive power of many of the management myths that continue to govern decision-making today and presents a realistic "new normal" road map for successful management today. From the Back Cover Are you brave enough? "We've finally lost it! All sense of perspective has disappeared from the practice of management, buried under the overwhelming weight of methodologies, theories, best practices, models, tools, systems, processes, benchmarks, scorecards, competencies, mission statements, and value propositions. Common sense has been subjugated by nonsense!" mdash;David Axson, from *The Management Mythbuster* As the world was rocked by the near collapse of the global financial system in 2008, the time had arrived to take a closer look at many of the practices and processes that govern much of modern management behavior, practices that promised to revolutionize corporate operations and turbocharge the bottom line, yet had been found wanting. Enter *The Management Mythbuster*, a humorous review of current management practice. Author and management thought leader David Axson: Reveals and refutes the fallacies of conventional management wisdom Exposes the myths of standard management thinking Untangles the maze of management myths with short chapters on popular, management practices, theories, tools, and behaviors Proposes a "new normal" in doing business, set to the world we actually live in, with unpredictability, turbulence, and volatility as part of the daily scenery This book is for you if you are among those who have found the traditional rules and processes in planning, forecasting, budgeting, reporting, accounting,

and risk management to have become obsolete, and if you long for a more relevant way to navigate today's business world. Become part of the new generation of informed, skeptical, risk-aware, decisive;and yes, brave;managers, with the commonsense perspective found in *The Management Mythbuster*. About the Author David A.J. Axson, author of *Best Practices in Planning and Performance Management* (Wiley), is President of the Sonax Group, a business advisory firm. He is a former head of corporate planning at Bank of America and was a cofounder of The Hackett Group. He is a sought-after speaker and writer on business strategy and management and is widely regarded as a thought leader in the industry.