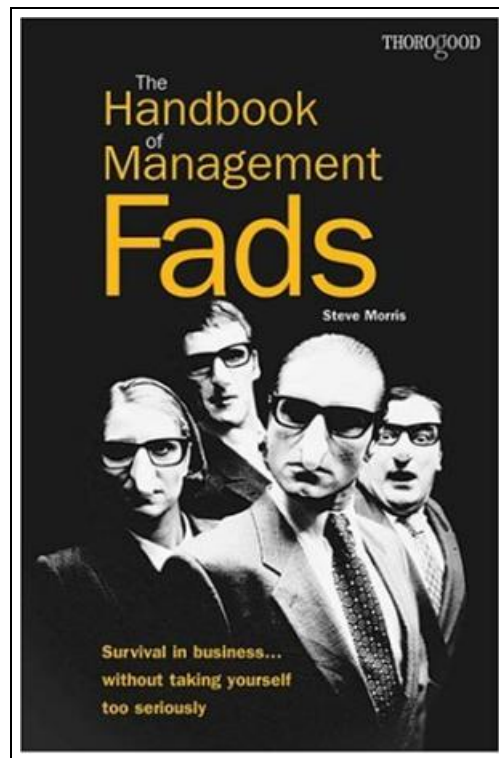


## The Handbook of Management Fads: Survival in Business.without Taking Yourself Too Seriously



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