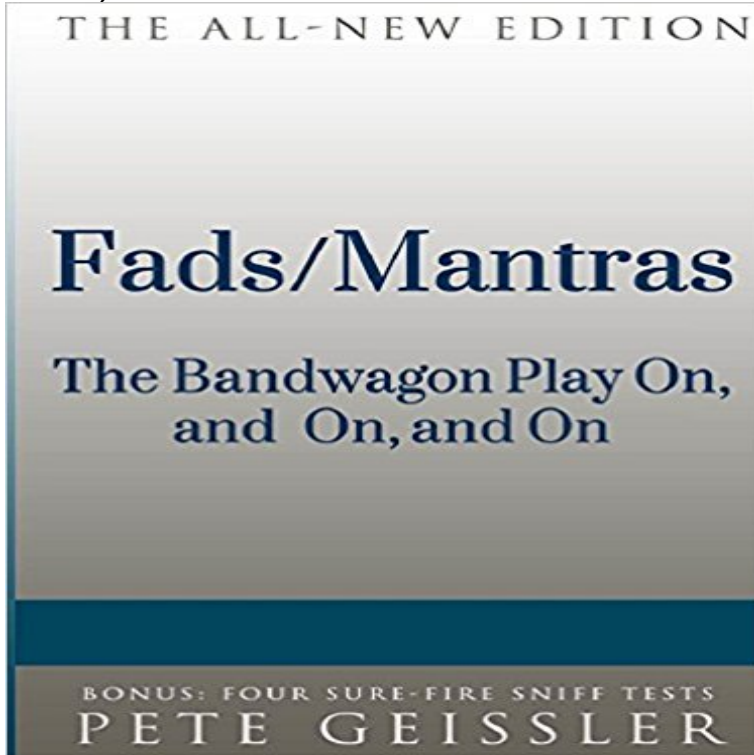


# Fads/Mantras: The Bandwagon Plays On, and On, and On (Bigshots Bull)



This chapter-level book can change the way you listen to BigShotsmostly businesspersons with a snapshot or two of politicians---as they pontificate for public consumption and personal gain. Youll recognize the spin, that dastardly polite euphemism for lies that the advertising/PR folks coined years ago to anoint their profession with a bit of undeserved dignity. In the process you might gain a more realistic grasp of whats going on around you and how your mind is being manipulated, a.k.a. brainwashed. In all modesty, youre in good hands; some would say the best, which could be considered bullshit in itself: Who decides? I would be first in line for an honorary doctorate in bullshit if, by some stretch of academic chutzpa, it were tendered by any of the worlds great universities. (Actually, I could easily make the case that degrees in Business Communications or Political Science are really degrees in bullshit, but thats another book.) I am a master at crafting bullshit and you, dear reader, will do well to listen to me. Ive written millions of wordsspeeches, strategic plans, articles, and all sorts of marketing lies and spins that I too politely call corporate gargle. Ive done that for a gaggle of executives who toil for businesses large and small, manufacturers and service providers, technologists and accountants. Ive been practicing this dark, draconian art, and teaching others how to follow my lead, for 40 years, and, as I say jokingly, it shows in my wrinkled face and cynical attitude that I, with a straight face, call realistic, a true reflection of the world. Youll laugh out loud many times as you wander through these pages. My cheeky, witty, acerbic, in-your-face style is sprinkled with the irony of a true gadfly. Youll resonatesee yourself and your bosses in many of my damning examples as clearly as if you had lived them which is surely one sign of a book worth reading, I shit you not. This

is wicked, irreverent entertainment with a serious purpose: to expose the bullshitters around us and bring them to their knees in true penance and supplication. I might say that the book itself is bullshit, that the medium is the message. I could be right. You can decide for yourself. Note: This is a chapter-level Book. The full book is available at Bigshots Bull - Deception, Deceit, Disconnect, and Duplicity in the Corporate Sewer Enjoy.

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