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circles, and not necessarily due to any real need for organizational change.

The term further implies that once the underlying philosophy is no longer "popular", it will be replaced by the newest "popular"

## **Management fad - Wikipedia**

Buzzwords are most

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closely associated with management and have become the vocabulary that is known as

"management speak":

Using a pompous or magisterial term, of or relating to a particular subject employed to impress those outside of the field of expertise. It could also be called buzz phrase or loaded word.

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