



Bigshots Bull: Deception, Deceit, Disconnect, and Duplicity in the Corporate Sewer (Paperback)

By Pete Geissler

Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book can change the way you listen to BigShots-mostly businesspersons with a snapshot or two of politicians---as they pontificate for public consumption and personal gain. You ll 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 what s going on around you and how your mind is being manipulated, a.k.a. brainwashed. In all modesty, you re 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 world s great universities. (Actually, I could easily make the case that degrees in Business Communications or Political Science are really degrees in bullshit, but that s another book.) I am a master at crafting bullshit and you, dear reader, will do well to listen to me. I ve written millions of words-speeches, strategic...



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