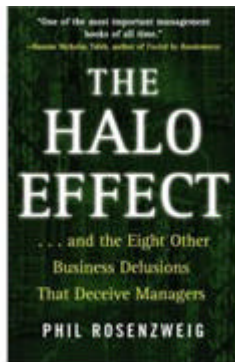


New Books April 2007

Spotlight



Halo effect: ... and the eight other business delusions that deceive managers

By Phil Rosenzweig

Doriot library
HD6954.5 .R67 2007

Phil Rosenzweig unmasks the delusions that are commonly found in the corporate world as a kind of enthusiastic ritual. He argues that most popular business ideas are no more than soothing platitudes that promise easy success to harried managers. Consultants, journalists and other pundits tap scientifically suspect methods to produce what he calls "business delusions": deeply flawed and widely held assumptions tainted by the "halo effect," or the need to attribute sweeping positive qualities to any company that has achieved success.

Skeptical, brilliant, iconoclastic, and free of business jargon, *The Halo effect* seeks to be an antidote to mistaken thinking with a sharper understanding of what drives business success and failure.

Want to read more about *The Halo effect*?

- [Knowledge@Wharton](#) book review
- The author's blog: <http://www.the-halo-effect.com/blog/index.html>

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