

## **Review of Why Business People Speak Like Idiots**

Author Brian Fugere

Publisher Free Press, A division of Simon and Schuster inc, 1230 Avenue of the Americas, NY 10020

Website: [www.simonsays.co.uk](http://www.simonsays.co.uk)

ISBN – 0-7432-6909-8

Price hardback £10.80 (on Amazon)

Innovation: 3 stars

Content – 3 stars

Clarity – 4 stars

Recommendation – 3 stars

Value for money - 3 stars

This book has been written by the people who developed the 'Bullfighter' software that can be used to detect excess business jargon at 30 paces. If you haven't got the software you may have had the Bull\*\*\*\* Bingo email that has done the rounds.

The authors develop the theme of encouraging people to talk and write like people, rather than like someone who's swallowed a dictionary of management speak. They list 4 traps that we commonly fall into: obscurity, anonymity, hard sell and tedium – and ways to avoid them.

It was an entertaining read and has some amazing examples of convoluted language that manages to say nothing at all; but takes a long time to say it. It is tempting whilst reading it to think 'Oh, well I'd never say anything like that' but it seems we all fall into one or other of the traps occasionally so there is that interesting cringe factor; a bit like watching The Office.

I particularly like the section on avoiding the anonymity trap by avoiding the use of templates both for writing and presenting. They emphasise the importance of being yourself and not becoming institutionalised.

And then there's the bit called 'Kick the Happy-Messenger Habit'... As a confirmed optimist I read this with some trepidation however, was delighted to find that it was mainly about telling the truth and being honest with people rather than dressing things up. "Speak from the heart" was the key message.

At the end of the book is a 'Bull Spotters Guide' that I shall be keeping near me when I write my next report. Some of the words are quite hilarious but some of them may accidentally creep into your writing.

Now I just need to check this review.....

Director: Stella Collins

Kelynack, Reading Rd, Burghfield Common, Berks, RG7 3BH Tel: 0118 983 6339  
Registered Company No: 3930303 VAT Reg No: 787 1471 93

