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33 Jargon Alert! Jargon Is Dead.

As frequent press release recipients, we're aware that corporate speak isn't as robust or revolutionary as it could be. Brian Fugere, Chelsea Hardaway, and Jon Warshawsky, a trio of former Deloitte Consulting execs, offer up their guide for honing business communications in *Why Business People Speak Like Idiots* (Free Press, March 2005). They identify four traps of corporate speak: obscurity (death by jargon), anonymity (death by templates), hard sell (death by perpetual sales mode), and irrelevance (death by generalization). Why we should listen: This is the crew behind Bullfighter jargon-killing

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