

The Adjustable Halo, 1968, Word Books, 1968, Ken Anderson

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The Halo Effect is a book by business academic Phil Rosenzweig that criticizes pseudoscientific tendencies in the explanation of business performance. The book was published by Free Press on February 6, 2007. As well as many business magazines and newspapers, the text targets specific books (those that offer secrets of guaranteed business success) and academic research published by business schools. It outlines nine "delusions": mistakes of reasoning that undermine these recipes for business success.