How To Create Your Own Fad And Make A Million Dollars

Ken Hakuta; Margaret Bresnahan Carlson; Catherine Williams

Ken Hakuta (Author of How to Create Your Own Fad and Make a Million Dollars) has an explanation for the periodic success of what he calls "faddish success," offering advice on how to market and finance on a shoestring. He writes in his book, "How to Create Your Own Fad & Make a Million Dollars," that management fad is a term used to characterize a change in philosophy or operations implemented to create a fad. But on the whole, said the author of How to Create Your Own Fad and Make a Million Dollars: "I've been very bored with a lot of other things I've done."