Management gurus can be enormously influential in all kinds of organizations. Keynes said that practical men are usually slaves to some defunct economist; today’s equivalent influencer is a management thinker. It’s easy to lampoon new management ideas as faddish and facile, but they often revitalize organizations and their employees. The best management ideas are based on solid evidence and avoid simplistic answers. They can be influential for years, as Collins ideas have been. Collins moved up in the list since our 2003 ranking in the book What’s t