

NEWS

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CNBC to Feature *The Culture of Collaboration* *Author Evan Rosen Appearing on CNBC's "Collaboration Now"*

San Francisco, California — October 9, 2008 — Evan Rosen, author of *The Culture of Collaboration*, will appear on the first episode of CNBC's 5-part series called "Collaboration Now." The primetime series, which will air globally, premieres Sunday, October 12 at 8 p.m. Eastern time (5 p.m. Pacific) and re-airs at 1 a.m. Eastern (10 p.m. Pacific). Global show times are available at http://www.biggerthinking.com/en/cnbc_collaboration.aspx

The series features highly-collaborative organizations featured in *The Culture of Collaboration* including Boeing, the Dow Chemical Company and Mayo Clinic. In the show, Rosen describes how Boeing's evolution from linear design on the 777 to concurrent design and real-time collaboration on the 787 Dreamliner is creating substantial value. He also discusses how organizations can achieve success by adopting collaborative cultures, the role of trust, and the difference between negotiation and collaboration.

The Culture of Collaboration, gold medal winner in the 2008 Axiom Business Book Awards, explores how collaborative culture is changing business models and the nature of work. Rosen provides a timely and revealing look at collaboration within organizations including **Boeing, Toyota, Ford Motor Company, Procter & Gamble, BMW, DreamWorks Animation, The Dow Chemical Company, Industrial Light and Magic, the Mayo Clinic** and others. He explains how collaborative methods can create value in almost every industry. Rosen also describes the trend towards real-time, spontaneous collaboration and the "deserialization" of interaction and work.

CNBC's "Collaboration Now" episodes will be archived for online viewing at <http://www.cnbc.com/id/26944360>

More information on *The Culture of Collaboration*, including images of the author and book jacket, is available at www.thecultureofcollaboration.com