

NEWS

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FOR IMMEDIATE RELEASE

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THE CULTURE OF COLLABORATION®:
Deserializing Time, Talent and Tools to Create Value in the
Local and Global Economy
By Evan Rosen

EXPANDED AND UPDATED EDITION RELEASED

New Edition Reveals How Toyota, Boeing, Mayo Clinic, Industrial Light & Magic, AMD and Other Leading Companies Deserialize Time, Talent and Tools to Unblock Collaboration and Unlock Value

San Francisco, California— *The Culture of Collaboration* is back. Inspiring your colleagues and succeeding now requires more than just virtual meetings.

Why do some companies win at collaboration while others fail? Why do many organizations remain mired in command and control despite a desire to collaborate? Award-winning author Evan Rosen resolves these dilemmas in this Expanded and Updated Edition of *The Culture of Collaboration®*.

Rosen shows how to close the gap between real and fake collaboration and explains why collaboration that once flourished has encountered recent roadblocks. Rosen also explains how to turbocharge business models by collapsing outmoded sequential approaches and replacing them with spontaneous, real-time processes.

The first edition of *The Culture of Collaboration®* won a Gold Medal in the Axiom Business Book Awards and has received global media coverage. The book's concepts have been adopted by industries and sectors ranging from technology and life sciences to the United States Intelligence Community and the healthcare system of Sweden.

In this eye-opening and groundbreaking book, Rosen reveals how organizations of all sizes and types can adopt *The Culture of Collaboration* (Red Ape Publishing, August 15, 2024, hardcover, \$39.95, 363 pages) to create unprecedented value. This inspiring narrative also covers:

- The Eleven Cultural Elements of Collaboration
- Unlocking value through deserialization
- New chapter on collaborative robotics
- New chapter on trust and security
- Principles, practices and processes of The Culture of Collaboration
- Replacing virtual and same-room meetings with collaborative group sessions
- Macro and micro deserialization
- Collaborative diversity
- Breaking down barriers to cure silo syndrome
- The Ten Anti-Collaborative Cultural Artifacts
- Cross-discipline collaboration for inspiration and innovation
- Role of *mirror zones* in deserializing time, talent and tools
- The Global Collaborative Enterprise

**Praise for *The Culture of Collaboration*® and
The Bounty Effect: 7 Steps to The Culture of Collaboration®**

“A cultural shift is rapidly changing how we work, learn and interact. Evan Rosen captures this shift and provides incredible insight into how collaboration changes everything. *The Culture of Collaboration* is a must read.”

— **Jimmy Wales**

Founder, Wikipedia.org and Fandom

“Apple began as a true collaboration to reject old ways and embrace new approaches to engineering and design. In *The Bounty Effect*, Evan Rosen shows how to replace your organization’s obsolete, command-and-control structure with an infinitely more valuable collaborative structure so that everybody can innovate.”

— **Steve Wozniak**

Co-Founder, Apple

Author, *iWoz: Computer Geek to Cult Icon: How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It*

“Prepare to be stunned by dramatic results never before seen in fields ranging from aerospace to medical research. Evan Rosen’s *The Culture of Collaboration* shows how.”

— **Scott Cook**

Founder, Intuit

“The principles of collaboration and leadership described in Evan Rosen’s book coupled with trust and a common set of values provide the foundation for NASA’s Mission Control Operations. The Flight Director’s role is to create the Culture of Collaboration that is critical for safe and successful spaceflight. It was a key element in the successful return of the Apollo XIII crew.”

— **Eugene F. (Gene) Kranz**

Flight Director, Apollo XIII

Author, *Failure is Not an Option*

“Innovator Rosen (*The Culture of Collaboration*) adds a second book to his series further to assert how businesses must move away from a “command and control,” or “legacy,” culture toward a collaborative one. The book’s title refers to the exigent circumstances such as a terrorist attack, a global slowdown, or a changing industry that usually force a company’s cultural change. Rosen declares that while the control method might have worked in the Industrial Age, it does not work in today’s Information Age...VERDICT: For those in positions to bring about organizational change in a business, this book provides many useful examples.”

— ***Library Journal***

“Our culture is changing in the way we live, work, and interact, yet most organizations today operate on a command and control mentality. In his book, Rosen, an internationally recognized collaboration and communication strategist, presents seven steps to establishing a collaborative culture within an organization, moving away from the Industrial Age mentality to one better suited for the Information Age... Rosen reveals how organizations have been afraid to make the requisite changes and shows that there is a more fruitful path.”

—***Publishers Weekly***

“For proof that workplace collaboration is a tough problem to solve, check out the scores of books on the subject. Near the top of that list is *The Culture of Collaboration*, by Evan Rosen.”

— ***MIT Technology Review***

ABOUT THE AUTHOR:

Internationally-recognized collaboration and communication strategist EVAN ROSEN is the author of three books including *The Culture of Collaboration*®, Gold Medal Winner in the Axiom Business Book Awards and *The Bounty Effect: 7 Steps to The Culture of Collaboration*®. His ongoing research focuses on redesigning the structure of organizations for collaboration. An inspiring keynote speaker and workshop leader, Rosen leads an interdisciplinary strategy team at The Culture of Collaboration® Institute. He also advises the United States government and other governments globally. Rosen’s work has been featured in many media outlets including *The Wall Street Journal*, *MIT Technology Review*, *The Washington Post*, *Forbes*, *IndustryWeek*, *Investor’s Business Daily*, CNBC, CNN and CBS News. Rosen’s “Collaboration” columns have appeared on *Bloomberg Businessweek.com*. He can be reached at evan@thecultureofcollaboration.com.

ABOUT THE BOOK:

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