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1750 Montgomery Street
San Francisco, California 94111



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Contact: Katherine Hirzel
Red Ape Publishing
415-566-1777, x-114
katherine@redapepublishing.com

Evgeny Govorukhin
Ecom Publishers
+7 (495) 3306865
junior@ecom.ru

RUSSIAN PUBLISHER TO TRANSLATE *THE CULTURE OF COLLABORATION*

Book Will Be Available in Russia and Former Soviet Countries in 2008

San Francisco, California — March 27, 2008 — Red Ape Publishing announced today that *The Culture of Collaboration* by Evan Rosen, Gold Medal winner in the 2008 Axiom Business Book Awards, will be translated into Russian. The Russian language edition will be available in Russia and the former Soviet countries later in 2008.

Red Ape Publishing and Ecom Publishers of Moscow have entered into an agreement for Ecom to translate *The Culture of Collaboration* and sell the book in Russia, Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Latvia, Lithuania, Moldova, Ukraine, and Uzbekistan.

"Throughout the Russian-speaking world, there is a strong desire for information about collaboration. Businesspeople and others will now gain the opportunity to read Evan Rosen's award-winning book in their native language," according to Evgeny Govorukhin of Ecom Publishers.

"Boeing's Moscow Design Center is a key component of Boeing's global collaborative enterprise. Clearly Russians have a rich engineering tradition plus a particular interest in collaboration and the culture that supports it," said author Evan Rosen. "I'm delighted to be working with Ecom Publishers to make the book available throughout Russia and the former Soviet countries."

The Culture of Collaboration 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.

More information, including images of the author and book jacket, is available at www.thecultureofcollaboration.com