

NEWS

1750 Montgomery Street
San Francisco, California 94111



FOR IMMEDIATE RELEASE

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

THE CULTURE OF COLLABORATION WINS GOLD MEDAL

Book by Collaboration and Communication Strategist Evan Rosen Earns Top Honors in the 2008 Axiom Business Book Awards

San Francisco, California — March 17, 2008 — Red Ape Publishing announced today that *The Culture of Collaboration* by Evan Rosen has won the Gold Medal in the International Business/Globalization category of the 2008 Axiom Business Book Awards.

The book 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 **Toyota, Boeing, 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.

“Global collaborative enterprises are redefining business and creating incredible value, and I’m delighted and grateful that the Axiom Business Book Awards judges selected *The Culture of Collaboration* as the gold medalist in the International Business/Globalization category,” said author Evan Rosen. “There is a growing realization that collaborative cultures are far more productive than internally-competitive, star-oriented cultures. Also, businesses now have the tools to support a collaborative mindset regardless of geography.”

Rosen has conducted extensive research into the role culture plays in collaboration. He has advised senior leaders of the world’s largest corporations and the highest levels of the United States government.

His work has been featured in numerous publications including *The Wall Street Journal*, *CIO Magazine*, *IndustryWeek*, *NetworkWorld*, *Workforce*, and he has appeared on CBS News and on CNN. Rosen also writes a [blog](#) on collaboration.

The Axiom Business Book Awards honor the world’s best business books and their creators. The awards are co-sponsored by *Inc. Magazine*, Padilla Speer Beardsley and the Jenkins Group.

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