

Rosen, Evan. [The Bounty Effect: 7 Steps to the Culture of Collaboration](#). Red Ape. (The Culture of Collaboration). 2013. 330p. notes. index. ISBN 9780977461776. \$29.95. BUS

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. He explains the seven change steps involved: plan, people, principles, practices, processes, planet, and payoff, with each step covered in its own chapter. Real-world examples from both big and small companies tell the story. For instance, the events of 9/11 forced U.S. intelligence agencies to share information, whereas they hadn't before. In the 1940s, the Walt Disney Company produced a nontraditional organization chart that focused on the film production process rather than on supervisory chains. The author acknowledges the difficulties in a transition of this magnitude but also summarizes the benefits: "more motivated employees, an enhanced organizational reputation, and incredible value." **VERDICT** For those in positions to bring about organizational change in a business, this book provides many useful examples.

—Leigh Mihlrad, National Insts. of Health, Bethesda, MD

LIBRARY JOURNAL | JUNE 1, 2013