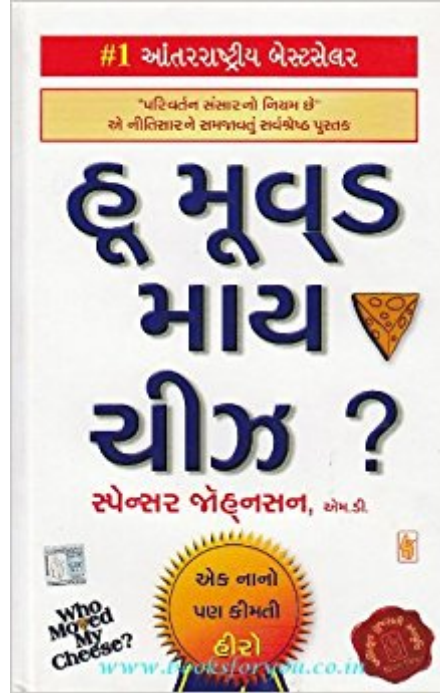


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# ? (Who Moved My Cheese) (Gujarati Edition)



## Synopsis

With *Who Moved My Cheese?* Dr. Spencer Johnson realizes the need for finding the language and tools to deal with change--an issue that makes all of us nervous and uncomfortable. Most people are fearful of change because they don't believe they have any control over how or when it happens to them. Since change happens either to the individual or by the individual, Spencer Johnson shows us that what matters most is the attitude we have about change. When the Y2K panic gripped the corporate realm before the new millenium, most work environments finally recognized the urgent need to get their computers and other business systems up to speed and able to deal with unprecedented change. And businesses realized that this was not enough: they needed to help people get ready, too. Spencer Johnson has created his new book to do just that. The coauthor of the multimillion bestseller *The One Minute Manager* has written a deceptively simple story with a dramatically important message that can radically alter the way we cope with change. *Who Moved My Cheese?* allows for common themes to become topics for discussion and individual interpretation. *Who Moved My Cheese?* takes the fear and anxiety out of managing the future and shows people a simple way to successfully deal with the changing times, providing them with a method for moving ahead with their work and lives safely and effectively. --This text refers to the Hardcover edition.

## Book Information

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## Customer Reviews

This reviewer remembers having gone to the office (at a then "Big 5 "accounting firm) one day back in 2000 and having found this so-called book (in actually this "book" more of a pamphlet than a book) on his desk. This reviewer's first reaction was to think it was a joke. He called one of his fellow

staff members to ask if it was a joke and was quickly informed that every employee in the firm had received, like the reviewer, a copy of this "book" at his or her desk. Knowing that the distribution of this book on a wide level usually portends some massive "change" at the office this reviewer was not happy to find out it was not a joke. The reviewer was very tempted to throw out the book but knowing, based on the fact that everyone in the firm received, we could all be out of work it was wise to, instead, keep for something to do while unemployed (that moment came about four months after the book was passed out). After reading it, while unemployed, the reviewer developed a very negative opinion of it (the reasons for this are discussed below). About 13 years later this reviewer saw an employee with this book (at another firm). He thought to himself, was this book really as bad as he remembered it? After all, he remembered it as one of the most insulting books he had ever read. Perhaps it was just a poor memory (and the years) playing a cruel joke. Hence he decided to re-read it again. Unfortunately, after reading it again, the memories were only found to be correct. This was truly one of the most insulting books this reviewer had to read, never mind having been given as a "gift". This was the case on so many levels. First of all this "book" is written for 10 year olds, in terms of both style and content.

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