



## Our Iceberg Is Melting

By John Kotter, Holger Rathgeber

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Their delightfully told journey illuminates in an unforgettable way how to manage the necessary change that surrounds us all. Simple explanatory material following the fable enhances the lasting value of these lessons.

*Our Iceberg Is Melting* is at once charming, accessible and profound; a treat for virtually any reader.

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## Our Iceberg Is Melting By John Kotter, Holger Rathgeber Bibliography

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## Editorial Review

Amazon.com Review

### About the Author

John Kotter has been on the faculty at Harvard Business School since 1972. He is the author of eleven award-winning titles and frequently gives speeches and seminars at Harvard and around the world. He lives in Cambridge, Massachusetts. Holger Rathgeber spent his early professional career in Asia. He has worked in industry since the early 1990's and is now with one of the leading medical technology companies, Bectom Dickinson. Raised in Frankfurt, Germany, Rathgeber currently resides in White Plains, New York.



Watch a video clip featuring author John Kotter

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From Publishers Weekly

Harvard Business School professor Kotter, author of the bestselling *Leading Change* (1996), teams up with executive Rathgeber to offer his contribution to the "business fable" genre. Kotter presents his framework for an effective corporate change initiative through the tale of a colony of Antarctic penguins facing danger-inspired, perhaps, by today's real-life global warming crisis (or, perhaps, by *March of the Penguins*' box office). Under the leadership of one particularly astute bird, a small team of penguins with varied personalities and leadership skills implement a thoughtful plan for coaxing the other birds in their colony through a time of necessary but wrenching change. The logic of Kotter's fictional framework is wobbly at times-his characters live and act very much like real penguins except that one carries a briefcase and another ("the Professor") cites articles from scholarly journals-and the whimsical tone will not be to everyone's taste. However, this light, quick read should fulfill its intended purpose: to serve as a springboard for group discussions about corporate culture, group dynamics and the challenges of change.

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Review

**“Penguins illustrate how to conquer change**

At first glance, *Our Iceberg Is Melting* seems easy to dismiss as an attempt to fuse a few hot topics - global warming, marching penguins - into a *Who Moved My Cheese?* fable-as-business-lesson best seller.

But this penguin parable has a pedigree in the form of Harvard Business School's John Kotter, author of *Leading Change*, the 1996 business guide that also sported our flat-footed, feathered friends on the cover. *The Heart of Change* was his 2002 follow-up.

This time out, Kotter moves the penguins inside, using how a colony of them copes with a potential catastrophe - yes, their iceberg is melting - to illustrate his eight-step process of successful change.

Their story is short and peppered with the personalities organizations inevitably include: the naysayers and nitpickers, the innovators and agitators, the leaders and followers. The idea is that everyone in a group must play a role in navigating change.

In that vein, Kotter and co-author Holger Rathgeber write that their goal is to use a good story with visual stimuli (full-color, cartoon-like illustrations) to influence a broad range of people to better handle change and produce results. In other words, companies should buy a copy for everyone from the CEO to the stock clerk.

This approach paid off for Spencer Johnson of *Who Moved My Cheese?*, who writes the foreword.

Kotter's process advocates quick action to confront issues, group thinking and the buy-in of the whole organization. The goal: replace old habits with new behaviors and make them stick.

Whether you're a fan of lowest-common-denominator reading or not, there's no denying the logic behind Kotter's steps and the at-times clever way they are woven into the penguins' journey." ?Michelle Archer, *USA TODAY*

## **Users Review**

### **From reader reviews:**

#### **Matthew Ramey:**

Why don't make it to become your habit? Right now, try to ready your time to do the important take action, like looking for your favorite reserve and reading a publication. Beside you can solve your trouble; you can add your knowledge by the publication entitled *Our Iceberg Is Melting*. Try to make the book *Our Iceberg Is Melting* as your good friend. It means that it can for being your friend when you feel alone and beside associated with course make you smarter than ever. Yeah, it is very fortunated for you personally. The book makes you far more confidence because you can know anything by the book. So , let us make new experience as well as knowledge with this book.

#### **Elisabeth Martinez:**

This book untitled *Our Iceberg Is Melting* to be one of several books that will best seller in this year, this is because when you read this book you can get a lot of benefit upon it. You will easily to buy this particular book in the book shop or you can order it by using online. The publisher of this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Mobile phone. So there is no reason for you to past this book from your list.

**Nancy Steffen:**

As a student exactly feel bored to help reading. If their teacher requested them to go to the library or make summary for some publication, they are complained. Just small students that has reading's soul or real their hobby. They just do what the educator want, like asked to the library. They go to presently there but nothing reading really. Any students feel that examining is not important, boring and also can't see colorful photographs on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this age, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. Therefore this Our Iceberg Is Melting can make you really feel more interested to read.

**David Scott:**

What is your hobby? Have you heard this question when you got college students? We believe that that concern was given by teacher on their students. Many kinds of hobby, Everyone has different hobby. And you know that little person including reading or as studying become their hobby. You have to know that reading is very important along with book as to be the matter. Book is important thing to incorporate you knowledge, except your own personal teacher or lecturer. You will find good news or update regarding something by book. Numerous books that can you go onto be your object. One of them is Our Iceberg Is Melting.

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