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Number of pages in who moved my cheese

> Skip to content Praise for Who Moved My Cheese One of the most successful business books ever Daily Telegraph Dr. Johnson has the rare ability to be interesting, provocative and succinct. My admiration is complete. Dr. Norman Vincent Peale, author of The Power of Positive Thinking It leaves you feeling upbeat, and excited, and ready to go out and find your own cheese. Better Business A firm favourite with businessfolk Daily Mirror highly influential Financial Times magazine Designed to help people thrive during periods of change Sunday Times A motivational book to help you deal with change in your life Guardian This is a book about how two mice named Sniff and Scurry and two miniature humans named Hem and Haw (that's right) are trapped in a maze that serves as a metaphor for the inherent restrictions and vicissitudes of our lives. One day some invisible force beyond their control takes the cheese from a sector of the maze, sending our mice and little people looking for more, if, indeed there is anymore to be had. Sniff and Scurry, we are told, have the right attitude because "they keep life simple...th This is a book about how two mice named Sniff and Scurry and two miniature humans named Hem and Haw (that's right) are trapped in a maze that serves as a metaphor for the inherent restrictions and vicissitudes of our lives. One day some invisible force beyond their control takes the cheese from a sector of the maze, sending our mice and little people looking for more, if, indeed there is anymore to be had. Sniff and Scurry, we are told, have the right attitude because "they keep life simple...they don't overanalyze or overcomplicate things," and rather than question why the cheese was taken from them they accept change and just get out there and bust their balls humping it through that maze like good little unquestioning furry mini-zombies looking for more. Hem and Haw, like too many humans, we are told, over-think things and fixate on their past comforts and expectations and spend too much time stewing over the unfairness of their loss of food rather than fearlessly getting out there and looking through the maze for more.So, who moved/stole their cheese? That question is never answered. Nay, it is, posits this book, a completely unimportant and irrelevant question to ask, because, fellow bitches, the system is how it is, it's gonna stay that way, you can't do a fuckin' thing to change that and it's just too goddamned bad if you don't like it, because your cheese is going to be stolen and sent to South China and that's that. So stop bellyaching about jobs and health care. Just get yourself rich with stinking piles of cheese, or just shut up about it...liberals!Another key question that is not asked is: "Who designed, built and maintains the maze and whose interests does that serve?"I have a theory, not addressed in the book, that stinking rich executive-types, most of whom have driven their companies into the ground or into slave-wage zones and sent their employees off to look for "New Cheese" while enjoying their own golden-parachute-financed retirements and/or bailouts, may be among those who have stolen our cheese. But, according to the book, such things are not only outside the realm of questioning, but are irrelevant. The very idea of changing or creating a more equitable system is simply beyond the pale. You won't be the master of your own cheese, suckers, so be happy with what you can get. Those who take the cheese always know better.In an unexpected turn of events, however, some disgruntled employees at the facility where this book was printed--who had just been told that their cheeses were being moved to Mexico and they would lose their \$15-an-hour living-wage jobs to \$1-an-hour Mexican slaves--decided to slip an alternative version of this story into some of the copies of the book, some of which turned up on Amazon and the late-lamented Border's.In this version, Hem and Haw and Sniff and Scurry notice their cheese missing and, after looking for two years for no cheese dispensaries and finding themselves at the end of their 99-weeks of insufficient government-issue unemployment-benefit cheese rations, decide to put Hem and Haw's human smarts and Sniff and Scurry's uncerebral pluck to new uses and ends. Since cheese is the goal, or the ends, and since the ends justify the means, they decide to figure out who is taking their cheese, prevent further cheese-moving shenanigans, and keep those tasty fromage comestibles for themselves. Thinking "outside the maze", they decide that having their cheese taken away arbitrarily--especially by the one-percent who already own more cheese than the other 99 percent of cheese-eaters combined--is not the kind of change they will accept, and instead of being on the receiving end of change decide to mete out a little change of their own--for a change (after all, who says that change always has to come from "above," from outside? Why not from below, from the bottom up? I know, change from the bottom is class warfare: change/cheese moving from the top is, well, the marketplace working like it should). Deciding not to take it anymore, the plucky mice and men donned commando gear, staked out the various points of infiltration, and with their cache of weapons including Molotov cocktails, took out the greedy cheese-hoarding scumbags.No cheese was stolen thereafter.But who produced the future cheese? After all, there were no more job exporters...I mean, "job creators." The anarcho-syndicalist collective, of course. And there was cheese for all...more Continue reading the main storySpencer Johnson last year. He wrote children's books before collaborating with Ken Blanchard on "The One Minute Manager." Credit...Christian JohnsonSpencer Johnson, who left behind a medical career to write short books about life and business, including "Who Moved My Cheese?" -- a parable about embracing change that has sold 28 million copies worldwide -- died on Monday in San Diego. He was 78.The cause was complications of pancreatic cancer, said Nancy Casey, his executive assistant."Who Moved My Cheese?," which was published in 1998, was the story -- in 94 pages of large type -- of two mice, Sniff and Scurry, and two tiny people, Hem and Haw, looking for cheese in a maze. When the cheese supply runs out at Cheese Station C, the mice leave without angst to find more.But Hem and Haw resist, refusing to accept change. Haw overcomes his anxiety and ventures out of his comfort zone -- at first timidly, but then, gradually, with more confidence -- in search of a new supply of cheese."Before long, he knew why he felt good," Mr. Johnson wrote about Haw. "He stopped to write again on the wall: 'When you stop being afraid, you feel good!'"The book became a publishing phenomenon and a workplace manual that preached how flexibility in the face of changing times will reward people. Those who are wedded to the past and lag behind, like the intransigent Hem, will not survive."Spencer built a fable that helps people deal with change in a really accessible way," said Ivan Held, president of G. P. Putnam's Sons, which published the book. In an interview, he confirmed its sales figures and said it had been translated into 44 languages."Who Moved My Cheese?" was not Mr. Johnson's first blockbuster book. He and Ken Blanchard, a business consultant, collaborated on "The One Minute Manager" (1982). The story of a young man searching for an effective manager to work for (and emulate), the book lays out the goals, secrets, praises and reprimands that defined effective management.Mr. Johnson met Mr. Blanchard at a party in late 1980. At the time, Mr. Johnson was writing children's books with his first wife, Ann Donegan, about historical figures like Winston Churchill, Jackie Robinson, Christopher Columbus and Confucius. "He wrote children's stories, and I made a point of telling stories while doing leadership training," Mr. Blanchard said in a telephone interview on Thursday. "I was already telling a story about a manager who wouldn't make decisions, and talking about goals. So we decided to do a story about a man looking for an effective manager. They self-published the book -- also a slim volume, at just over 100 pages -- to great success before they negotiated a deal with William Morrow & Company. Mr. Johnson's agent, Margret McBride, said that Larry Hughes, then president of Morrow, balked at Mr. Johnson's plan to charge \$15 for the book. Instead, he said, his sales manager wanted to set the price at no more than \$7.99.Mr. Johnson objected, saying that he and Mr. Blanchard were already charging \$15 and could not meet the demand; before that, they were charging \$10 for photocopies of the book."Who Moved My Cheese?" has sold 28 million copies since it was published in 1998."If your sales manager feels Morrow can't do better than we are," Mr. Johnson said, according to Ms. McBride, "with all the infrastructure we have available, we might as well part ways now."Mr. Hughes agreed. Morrow charged \$15 a copy with a money-back guarantee and a gold stamp on its cover that exclaimed, "Small, Expensive and Invaluable!" It, too, has sold millions of copies.Patrick Spencer Johnson was born on Nov. 24, 1938, in Watertown, S.D. His father, Jerauld Johnson, was a builder, and his mother, the former Madeline Sankey, was a teacher. He grew up in Los Angeles, earned a bachelor's degree in psychology at the University of Southern California, then graduated from the Royal College of Surgeons in Ireland.With medical clerkships at the Mayo Clinic and Harvard Medical School, he seemed assured of a physician's career. But while working in a hospital, he grew frustrated at seeing the same patients return with the same ailments, as if they were not trying to better their lives. Ms. McBride said in a telephone interview. "He felt a lot of diseases were people lacking something in their soul," she said. "He wanted to fix them from the inside."He went on to work in Minnesota for Medtronic, a medical device manufacturer, as its director of communications. Using his medical background and a simple writing style, he wrote short books to help customers understand complicated technical information.A best-selling author for more than 30 years, Mr. Johnson assiduously avoided publicity. He refused to have his photograph on his book jackets and rarely did interviews. "He was not very interested in the spotlight," said Adrian Zackheim, the president and publisher of Penguin Portfolio, who edited Mr. Johnson's book "The Precious Present" (1984) for Doubleday. "He was interested in writing his books and having an impact without saying much beyond them."Although his books were short, it took Mr. Johnson years to write them, he told USA Today in 2003. He also solicited input from people around him to improve his manuscripts."Most writers write the book they want to write," he said to USA Today. "You're much wiser if you write the book people want to read."Mr. Johnson is survived by his sons, Christian, Austin and Emerson; his sister, Constance Johnson; and his brother, Hugh. A fourth son, Cameron, died in 1990. Lesley Bostridge, his second wife, died in 2009.Mr. Blanchard recalled that he had heard Mr. Johnson tell his cheese story at seminars and told him, "Spencer, you've got to write a book." "And," Mr. Blanchard added, "he said, 'I don't know,' and I told him it could be a tremendous service. "You write it and I'll write the foreword."

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