

Who Moved My Cheese?

Spencer Johnson, M



Who Moved My Cheese?

An A-Mazing Way To Deal With Change
In Your Work ~~And~~ In Your Life

Spencer
Johnson, M.D.

G. P. PUTNAM'S SONS
NEW YORK

Dedicated to my friend,
Kenneth Blanchard, Ph.D.,
whose enthusiasm for this story
encouraged me to write this book,
and whose help brought it to so many people.

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Praise for Spencer Johnson's Books

ENTERTAINING STORIES AND INSIGHTS FOR A BETTER LIFE

ONE MINUTE FOR YOURSELF

"A One Minute Masterpiece!" — Dan Rather, **CBS NEWS**

THE ONE MINUTE MANAGER

"Should you apply one-minute management? Yes!"
— **WORKING WOMAN MAGAZINE**

"I gave copies to my boss, my subordinates, other refinery managers, and even my wife, our close friends and our clergy. It has that type of appeal and it's that good."

— Robert Davis, President, **CHEVRON CHEMICAL**

YES OR NO

"Essential reading. You can read it on a plane ride and apply the decisions immediately."

— Jack E. Bower, Director of Education, **IBM**

THE ONE MINUTE MOTHER

"Dr. Johnson has the rare ability to be interesting, provocative and succinct. My admiration is complete."

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"Follow the wise advice you discover in this great book."

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THE GREATEST SALESMAN IN THE WORLD

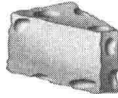
THE ONE MINUTE FATHER

"There were many demands on my time when my children were growing up and this book would have been invaluable."

— Gerald David C. Jones, Fmr. Chairman,

THE JOINT-CHIEFS-OF-STAFF

The “*Who Moved My Cheese?*”
Phenomena!



The Story of *Who Moved My Cheese?* was created by Dr. Spencer Johnson to help him deal with a difficult change in his life. It showed him how to take his changing situation seriously but not take himself so seriously.

When his friends noticed how much better life had become for him, and asked why, he revealed his “Cheese” story. Several said, sometimes years later, how hearing the story helped them to keep their sense of humor, to change, and to gain something better themselves. His co-author of *The One Minute Manger*, Ken Blanchard, encouraged him to finally write it as a book to share with many others.

Two decades after the story was created, this book, *Who Moved My Cheese?*, was published. It soon became an accelerating, word-of-mouth #1 International Bestseller, with one million hardcover copies in print within the first sixteen months and over ten million copies in the next two years.

People have reported that what they discovered

in the story has improved their careers, businesses, health and marriages. The Cheese story has found its way into homes, companies, schools, churches, the military, and sports teams. It has spread around the world in many foreign languages. Its appeal is universal.

Critics, on the other hand, do not understand how so many people could find it so valuable. They say the story is so simple a child could understand it, and it insults their intelligence, as it is just obvious common sense. They get nothing out of the story. Some even fear it suggests all change is good and that people should mindlessly conform to unnecessary changes imposed by others, although that is not in the story.

The author has commented that both the fans and critics are “right” in their own way. It is not what is in the story of *Who Moved My Cheese?* but how you interpret it and apply it to your own situation that gives it value.

Hopefully the way you interpret the story of *Who Moved My Cheese?* and put it into action in your life will help you find and enjoy the “New Cheese” you deserve.

Who Moved My Cheese?

"Every once in a while a book comes along that opens a door to the future. This book has had that effect on me."

— David A. Heenan, Board Member

PETER F. DRUCKER MANAGEMENT CENTER

"As soon as I finished reading this, I ordered copies to help us deal with the relentless changes we face — from being on changing teams to developing new markets."

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WHIRLPOOL CORPORATION

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THE VALUE OF DEDICATION: The Story Of Albert Schweitzer

*The best laid schemes
o' mice and men
often go astray.*

Robert Burns
1759 -1796

*“Life is no straight and easy corridor along
which we travel free and unhampered,
but a maze of passages,
through which we must seek our way,
lost and confused, now and again
checked in a blind alley.*

*But always, if we have faith,
a door will open for us,
not perhaps one that we ourselves
would ever have thought of,
but one that will ultimately
prove good for us.”*

A.J. Cronin

Who Moved My Cheese?

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