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SPRING 2022

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Personal Development / Career & Success / Business & Management

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GABAL Publications
Around The World

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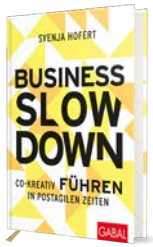
What are you looking for?

Business Management & Leadership

New Work & Purpose



Remote Work

Advice on careers & achieving success

Career & Soft Skills

Success & Sales

Business communication & presentation

Mind, body, spirit & motivation and self-esteem

Resilience & Change

Relationship advice

Dr. Sylvia Löhken is often consulted as an expert in personalized communication. Leading media such as *Die Zeit*, *Der Spiegel*, *Psychologies*, *El País* and *Madame Figaro* published articles and features about her work; many print media interviewed her about intro- and extroverted life and work. In addition, Sylvia is often feaured on radio or television.

She is a certified coach as well as Reiss Profile Master, LUXXprofile Master and S.C.I.L. Master. In addition, Sylvia is the author of various texts on academic communication.

Sylvia is Speaker of the Year 2012 and knows how to translate scientific findings into exciting and useful information in clear words. She has a doctorate in linguistics and worked as a science administration manager in Germany and Japan. She was certified as a coach and moderator by the University of Bielefeld.

Quiet People, Powerful Words

Communication training for introverts

Sylvia Löhken

"Loehken has good news: You don't have to be an extrovert to be recognized."

Computerwoche

"Löhken's book does not pressurize introverts to change. Her approach is much more useful: emphasize your strengths, and be aware of your challenges."

Financial Times

"Introverts and extroverts have their own strengths and disadvantages. They can truly benefit from each other when they complement each other in teams – or get married."

WirtschaftsWoche

"It is often said that whoever wants climb the career ladder to the very top has to puff up in front of the right people. Not quite true: introverts also have careers and take on leadership roles – when they use their perceived weaknesses for their own benefit."

Spiegel Online

"Sylvia Loehken formulates the essential questions in creating the perfect biotope for quiet people."

Frankfurt Allgemeine Zeitung

"Introverted persons don't like working in the limelight. However," says Sylvia Loehken, "the quiet persons are those who create big things."

Handelsblatt

Proven strategies and tips for effective communication

Those with an introverted character often struggle with the demand for constant engagement with others. At the same time, however, many of the typical strengths of an introvert can be an asset in interpersonal communication. Empathy is one such strength. All it takes to master any discussion scenario with confidence is to know these strengths and understand how to use them.

This self-training manual from Sylvia Löhken aims to equip readers to do just that. In it, she lays out the specific strengths of introverts and how they can use these skills to best effect in various conversational situations. Sensitively written and full of easily actionable tips, this workbook helps introverts to trust their intuitive understanding of human nature and shine authentically in conversation with others.

180 pages, paperback
ISBN 978-3-96739-100-8

USP:

- No longer feel daunted by small talk or gaps in conversation
- Deploy your strengths as an introvert to achieve your goals in conversation
- From the author of the German introvert bible *Quiet Impact. How to be a successful introvert.*

BACKLIST HIGHLIGHTS

© Uwe Klössing

Achieving genuine human interaction

What differentiates a genuine interaction from small talk, WhatsApp messages, tweets and social media posts? How can we engage in genuine dialogue – the kind that facilitates deep, meaningful human interaction? In this cleverly observed book, Sylvia Löhken und Tom Peters provide answers to the above. They show how to manage the fears and inhibitions we often face when making ourselves open to genuine human connection. And this effort pays off: sharing interactions with others does us good as social beings, so long as we conduct them in ways that make sense to us.

Sylvia Löhken, Tom Peters
Bold Encounters. The Art of Genuine Conversation
How to create relationships with words
ISBN 978-3-86936-941-9

Who do you want to be?

This book provides suggestions on how to plan out your weeks, days and years. If it affords you an idea of how you want your life to be and how you can make a success of it; if it encourages you to look at your own strengths, inclinations and needs, and to let them mature (which, in retrospect, will form the great movie of your life), then its purpose has been fulfilled.
Where is your journey going to go? The path to the answer is simultaneously both easy and difficult. On the one hand, we have more freedom to design our lives than ever before.

Sylvia Löhken
Quiet Person – Happy Life
How to Have A Meaningful Life As An Introvert
ISBN 978-3-86936-800-9

How to Be a Successful Introvert

Quiet Impact is already an international phenomenon. Using the latest psychological research, and Dr Loehken's own extensive experience coaching introverts in the workplace, it is packed with practical advice which is easy to implement.
Dr Loehken identifies 10 strengths specific strengths that introverts often have (such as independence, perseverance and writing), and also identifies ten specific hurdles they often have to overcome (such as hyperstimulation, intellectualism and fear of conflict).

Sylvia Löhken
Quiet Impact
How to be a successful introvert
ISBN 978-3-86936-327-1

How to build strong relationships at work

Management writers have come up with many tools for explaining how different types of personalities can work best together. But they have ignored the most important personality difference of all - the difference between introverts and extroverts. This book is the first book to fill that gap.
This book follows up from Sylvia Loehken's international bestseller Quiet Impact, published in the UK in June, and will be required reading for all managers and anyone who wants to understand their colleagues better.

Sylvia Löhken
The Power of Personality
How Introverts and Extroverts Can Combine to Amazing Effect
ISBN 978-3-86936-549-7

Susanne Nickel is an expert for change 4.0 and innovative leadership. She collected her valuable experiences through her long career as a manager and an advisor in national as well as international companies and concerns, most recently as the Head of HR at the Haufe Academy for Consulting and at Kienbaum Management Consultants. She has been in and out of almost all DAX 30 companies for many years. From a change in mind-set to successful implementation, the woman knows what she's talking about and how necessary changes are for success. Susanne Nickel lives what she teaches and has successfully mastered many changes in her own career. Susanne Nickel is a lawyer, a business coach, and a management advisor. Susanne Nickel was a mediator and legal expert on television and was well known for her simple explaining of complex issues. Susanne Nickel teaches as a lecturer for economy mediation and leadership at numerous prestigious institutions and studied dance under Pina Bausch at the Folkwang-Hochschule.

Crack the Change Code!

The straightforward way to take charge of your future

Susanne Nickel

"Susanne Nickel's new book emboldens and inspires readers to seek a fulfilled professional life."
Joey Kelly

"Susanne Nickel's words are empowering."
TZ München

"Less talking, more doing: Susanne Nickel's philosophy for life."
Westfälische Nachrichten

Sick of life happening to you? Start making it happen

For many of us, recent years have been a time of upheaval: personal, professional and everything in between. Such turmoil can easily overwhelm us and shake our self-efficacy. While our instinct is often to bury our heads, this disadvantages us in the long run, since change is coming for all of us either way. Much better, then, to take the reins and be an active participant.

If you need some help in this department, 'future-maker' Susanne Nickel has you covered. In this easy-to-read guidebook, she uses humour and memorable anecdotes to show how we can stop blaming our circumstances and start taking responsibility for the course of our lives. Her self-developed 'change code' systematises the transition from a negative to a positive frame of mind. In addition, a handy self-test helps you understand how far you've got left to go.

Knowledgeable and action-focused, Nickel's book is your personal mentor for your very own process of change.

160 pages, paperback
ISBN 978-3-96739-101-5

USP:

- Change as the 'elephant in the room': stop resisting it, start embracing it
- Free yourself from unhelpful behaviours and begin taking control of your life
- Maximise your potential – for life, not just for a day

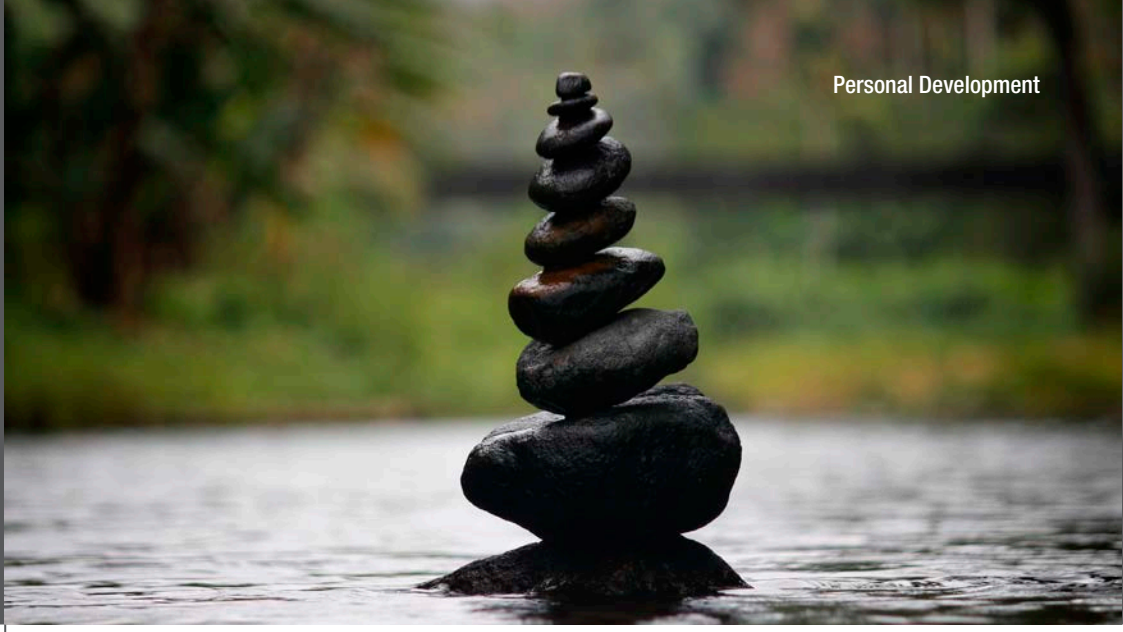
Now more than ever! Take the fate of your company into your own hands

Susanne Nickel and Marcus Disselkamp provide a step-by-step guide for leaders to manage the financial and human aspects of change processes and foster growth and innovation as they go. As uniquely as crises can affect different companies, they also follow a common course: each organisation passes through the same four phases of the 'crisis curve'. Once the phase of denial has been overcome, insight, new beginnings and the prospect of new successes await. Take advantage of the trough and lead your company out of the crisis stronger! The authors provide concrete assistance, tools and tips to enable crisis managers to actively chart a course to new shores while remaining profitable and liquid. Using four fictitious crisis and success stories, they illustrate routes out of a crisis from a diverse range of starting points.

Susanne Nickel, Marcus Disselkamp
Crisis? What crisis!
How companies can balance human and financial growth
ISBN 978-3-96739-026-1

BACKLIST HIGHLIGHTS

Personal Development



Making Your Relationship a Priority in a Turbulent World

Dr. Stephen R. Covey has noted that strong relationships don't just happen; they require the combined energy, talent, desire, vision, and dedication of all their members. **The 7 Habits of Highly Effective Marriage** provides a much needed framework for applying universal, self-evident principles that enable couples to communicate more effectively about their problems and resolve them successfully.

This book will help you and your marriage to:
- Prioritize your relationship in today's turbulent world
- Build a happier and more effective partnership

Stephen R. Covey with Sandra Covey, John MR Covey, Jane P Covey
The 7 Habits of Highly Effective Marriage
Making Your Relationship a Priority in a Turbulent World
ISBN 978-3-96739-041-4

95 per cent is well worth celebrating

This book teaches readers to have the courage to embrace their best as good enough. Your relationships with others, with yourself, with money and with your own achievements are all negatively impacted by the demand for perfection. As such, perfectionism is no guarantee of outstanding results or superior performance. Only with the courage to embrace your best as good enough can you discover a truly successful, satisfied and self-determined life.

Stefan Dederichs
Down with Perfect!
Live happily with the courage to embrace your best as good enough
ISBN 978-3-96739-040-7

A practical guide to weaving your very own tapestry of life

The tailor-your-life principle described in this book includes 10 ready-made strategies to help you reconcile different areas of your life successfully. Along the way, you'll explore your goals and values, your approach to time management, your beliefs, your inner critic and the importance of attitude for a successful and fulfilled life – one in which you can make space for everything that matters.

Daniela Elsner
The Art of Balance
How to make space for everything that matters, featuring the 'tailor-your-life' principle
ISBN 978-3-96739-075-9

Freeing yourself of harmful unconscious affirmations: 22 exercises that work

The book addresses the great realm of false constructs. The book will allow you to recognise the constructs in your own head, will help you get to the root of your unconscious affirmations and replace them with kinder beliefs.

What are unconscious affirmations? where do they come from? how do they affect us? The book is rounded out by 22 exercises to help us banish our harmful learned beliefs.

Nicole Truchseß
On the Trail of Unconscious Affirmations
How you can regain control and free yourself from the constructs in your head
ISBN 978-3-96739-043-8

print, digital and audio rights available

"Carl Naughton has cracked the future paradox. Though we actually crave the 'better' and the 'tomorrow', our MIND repeatedly pulls us back into the basement; a prison in which we're all too happy to make ourselves comfortable. No roar of change or motivational speech can equip us to address this. What we need instead is to access our FUTURE MIND: our in-built ability to master whatever the future throws at us."

MATTHIAS HORX, founder and owner of Zukunftsinstitut

"A finely-weaved fabric of scientific knowledge and practical advice, and a linguistic work of art to boot. This book encourages and empowers readers to train their own AQ."

PROF. DR. MARTIN-NIELS DÄFLER, professor of marketing at the Frankfurt University of Applied Sciences for Economics and Management

© Tobias Heller

AQ: Why the Ability to Adapt is the Most Important Skill of the Future

Carl Naughton

USP:

- Insights derived from research and applied to real life to help readers master the ever-increasing pace of change
- Never again feel under pressure from relentless change: 9 proven techniques for strengthening your adaptability quotient
- Known from *SPIEGEL Online, Frankfurter Rundschau*, *Harvard Business Manager*, *ManagerSeminare* and many more
- The author's columns can also be seen in the *Frankfurter Rundschau*

Target group:

More life, less business: a handbook for living based on scientific insights.

Backlist Highlight

30 Minutes to Facing the Future with Courage
ISBN 978-3-86936-946-4

Coming up with new ideas is often easier than actually pursuing them. Without a courageous outlook on the future, the latter is impossible – and such an outlook demands a specific set of perceptions, actions and beliefs.

In this guide, you'll learn how to cultivate a courageous outlook in your company, foster greater innovation behaviour amongst employees and, in so doing, prepare your company for a range of future challenges.

9 principles to increase your adaptability

Adaptability is decisive for evolutionary success; that much we've known since Darwin's time. Unfortunately, this important skill has acquired something of an image problem: we associate it first and foremost with letting go of familiar habits, getting uncomfortable and taking a leap into the unknown. This is a problem, because our adaptability quotient – 'AQ' for short – is what will determine whether we thrive or merely survive in the New Normal. The good news is that our AQ is like a muscle we can train.

In this new book, Carl Naughton shows us how to do just that. Drawing insights from psychological studies, he delivers a practical guide that is as inspiring as it is entertaining to read, showing how we can flex our adaptability muscle in our everyday lives. He gives fascinating insights into the way we think, feel and behave, joining the dots and dispelling commonly held misconceptions. His nine key tips provide a whistle-stop guide to developing and maintaining more adaptable habits, routines and patterns of behaviour.

216 pages, paperback
ISBN 978-3-96739-096-4

Dr. Carl Naughton holds a doctorate in linguistics and business psychology. He began running the Open Mind Lab in 2000, where he oversees projects dedicated to fostering greater openness to the new and to change. He is a university lecturer in business and leadership psychology at the Frankfurt University of Applied Sciences for Economics and Management, a research fellow at Germany's Northern Business University and a study author for the Zukunftsinstitut trend consultancy in Frankfurt. His work as a speaker is dedicated to communicating research findings in an entertaining and practically relevant way. He is also a columnist for the *Frankfurter Rundschau*.

Ilja Grzeskowitz is a global keynote speaker, author and economist. He was an executive manager for Germany´s largest retail corporation Karstadt as well as for IKEA, before he started his own consulting company in 2009. He held guest lecturing positions at the Berlin School of Law and Economics and the SRH University in Berlin, and regularly travels around the world to research future trends and developments in the field of change management. As an author, he has published nine books (among them three bestsellers), which have been translated into ten different languages and sold hundreds of thousand copies worldwide. Being nicknamed "Mr. Change" by his clients, Ilja inspires people to develop a changemaker mindset and supports organizations to establish a change culture that is based on purpose, diversity, and strong values. Among his clients are big brands like Accor, Allianz, Audi, Bayer, BASF, Biogen, BMW, Capri Sun, Continental, DPD, Kao, Lufthansa, Nespresso, Marriott, Mercedes, Pentax, P&G, Swiss, T-Mobile, Unitymedia, and Zara as well as traditional, middle-sized companies.

Achieving Success as a Solopreneur

The self-determined way to a profitable digital business

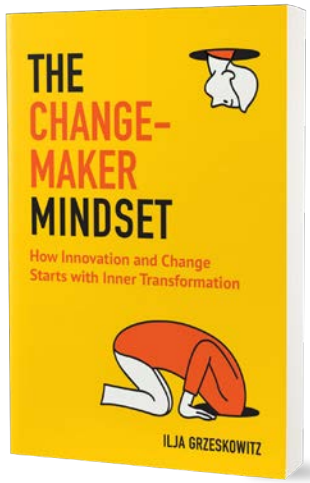
Ilja Grzeskowitz

Personality is the Key to Professional Success

Personal relationships are key to success: In a time when workplaces are becoming more digital and more automated every day, our mindsets and our personal relationships will determine whether we succeed in tomorrow's markets. We all have one shot to make a lasting impact. Innovators with the changemaker mindset know how to see that opportunity when it comes and make it matter.

The human success factor: In the coming years, the human success factor will determine who is among the winners and who is among the losers. All business adventures start with a focus on the self. When you know who you are and develop a deep sense of confidence in yourself, you'll have the flexibility to roll with the punches.

Change comes from within: Whether your goal is to lead a self-determined life, position your company for the future, or be a successful part of a team, external change starts with internal transformation.



Ilja Grzeskowitz
The Changemaker Mindset
How Innovation and Change Start with Inner Transformation
ISBN 978-3-86936-870-2

With The Changemaker Mindset, you'll master the three Ps of personal development:

- Purpose. Reconsider what motivates you and find your non-negotiable core principles
- People. Build a strong inner circle of peers, because nobody wins alone
- Persistence. Develop the confidence to take action, navigate setbacks, and implement change

Solopreneurs work ON companies, not IN them

Do you dream of working work when, where and for the hours you want; of no longer being governed by the conventional separation of work and life; of finally achieving self-determination and freedom? If so, you're in luck: there's never been a better time to get started with a solopreneur business. Solopreneurs use their expertise and personal brand to build a business model with long-term potential. They work location-independently (by sourcing support from a virtual team) and shape the future according to their ideas.

"If you know what's really important, it's easier than you think," says Ilya Grzeskowitz, whose new book is a vital companion on the road to solopreneurdom. In it, she shares a collection of essential knowledge, proven strategies and useful resources to ensure that your journey to self-sufficiency starts (and remains) on solid foundations. With practical examples, case studies and inspiring solopreneur stories, the book encourages you to fulfil your dream of a self-determined life and a profitable solo business.

272 pages, paperback
ISBN 978-3-96739-097-1

USP:

- For anyone who's ever dreamed of realising a self-determined life
- Learn to put your business on a healthy footing – and keep it there for the long term

Dennis Fischer inspires as a trainer and keynote speaker for the working world of tomorrow. The successful author is convinced that we will need different skills in the future than those taught in schools and universities today. In 2016, he founded an innovation consultancy to pass on his know-how from over 500 business guidebooks and practical experience in keynotes, trainings and coachings to medium-sized companies and DAX corporations. Today, Dennis Fischer accompanies numerous well-known clients in making their employees fit for the working world of the future.
Fischer wants to motivate people to continuously educate themselves, to make courageous experiences and to change their perspective on tomorrow. Following the success of his book "52 Ways to Success" (named a "TOP 10 Business Book 2019" by the *Hamburger Abendblatt*), his new publication "Future Work Skills" is dedicated to the most important skills in a digital future.

Future Work Skills

The nine most important skills for your future career success

Dennis Fischer

The seven factors that contribute to our fitness for the future

Katrin Busch-Holfelder provides readers with practical guidance for engaging successfully with the modern working world and equipping themselves effectively for the workplaces of tomorrow.
With a range of detailed examples, practical exercises and real-life coaching tips, the author shows how we can take our future into our own hands. She offers advice on developing our personal mindset, the importance of self-reflection and the opportunities of lifelong learning, digitalization and new work.

Katrin Busch-Holfelder
Future Fitness for Professionals
How to recognise opportunities and embrace the new world of work with confidence
ISBN 978-3-96739-004-9

Getting the most out of your job with clarity and courage

This book offers employees the tools they need to attain a keen sense of self-confidence and, at the same time, to understand what is happening in their organisation. How do change processes work? Why do people behave differently from one another, and why is it often so difficult to work in a team? Alongside the eight principles for clarity and courage, the author provides practical examples and theories (such as the phase model of change, the Meyers-Briggs type indicator or the phase model of team development) help readers to understand themselves and others better.

Nicole Pathé
Show Your Worth and Shape Your Workplace
How to assert yourself in the workplace with clarity and courage
ISBN 978-3-86936-933-4

Optimise your attractiveness on the job market

The world of work is changing at an increasingly rapid pace. Consulting firm McKinsey predicts that by the year 2030, around 6 million people will be searching for a new occupation. The shift in the labour market is no longer on its way: it's well and truly here.

But what does this mean for your own professional future? To become and remain successful in a world of constant change requires completely different skills than it did in the industrial age. In this book packed with of practical tips and motivating stories, Dennis Fischer lays out the nine core skills that are decisive for success in the working world of the future: lifelong learning, empathy, resilience, self-management, creativity, the ability to solve complex problems, critical thinking, communication skills and entrepreneurial thinking. Are you ready to work on them?

The book also contains a future fitness check to show how you measure up in each of the nine categories and where you have potential for improvement

224 pages, paperback
ISBN 978-3-96739-098-8

USP:

- The nine most important skills for your future career success
- Practice-oriented, easily digestible and concise
- Take the future fitness check to see what you need to work on to become future-fit

BACKLIST HIGHLIGHTS

Career & Success

The first book by 3-Michelin-Starred chef Jan Hartwig

Multi-award-winning three-star chef Jan Hartwig knows what it takes to stay on his A-game, even when the pressure comes from inside and out. His motto? Be better today than yesterday – and better tomorrow than today. In his first book, Hartwig is joined by Sabine Steinbeck to reflect on what's in the pot and provide readers with the most important recipes for success from his impressive career. Over 14 chapters, the authors serve up the fundamental principles with which Hartwig has risen to the top of his trade and continued to prove that he belongs there.

Jan Hartwig, Sabine Steinbeck
Stars in Your Eyes
14 recipes for personal success from Michelin-starred kitchens
ISBN 978-3-96739-064-3

From Manager Magazin bestselling authors and independent financial advisors Stefanie und Markus Kühn

In this new book, experienced independent financial advisors Stefanie and Markus Kühn help us get better acquainted with our financial selves and devise a personal financial management concept. They explain savings rates, risk, returns, funds, ETFs and more. Most importantly, they encourage us to take our financial planning into our own hands – because it's not as difficult as it often seems. This manual provides essential basic know-how and methods to suit each reader's life and personality. The authors also offer tried-and-tested tips from their coaching practice to help readers spring into action with ease.

Stefanie Kühn, Markus Kühn
The First Steps to Financial Freedom
How the right mindset can help you achieve your personal financial breakthrough
ISBN 978-3-96739-061-2

Your step-by-step guide to achieving financial freedom

ON THE MONEY teaches fundamental principles for a new understanding of money: one characterised by personal maturity, social and economic responsibility and a sophisticated appreciation of value. It equips readers to develop a responsible approach to money based on a new mindset, a change in financial behaviour, the development of their financial character, a concrete grasp of the ways that money can be multiplied and, above all, an awareness of their financial 'why'. It also helps them solidify an ethical system of values in which money is viewed the context of responsibility for oneself and the wider planet.

Philipp Müller
ON THE MONEY
Increase your income, do your bit and achieve personal freedom:
From a self-made millionaire with their feet (still) on the ground
ISBN 978-3-86936-997-6

This book shares the stories and ideas of creative minds, doers and mobility revolutionaries. It examines selected developments and new mobility solutions that are better for society than what we have now

In this new book, Nari Kahle poses key questions for the future and shows how social and economic aspects of mobility can be harmonised and intertwined. Increasingly, people and companies are striving to realise a mobility vision that is not only economically sustainable but socially responsible too. This book is about their stories and about how we as a society can make mobility better – for each of us, for our society and for our world.

Nari Kahle
Mobility on the Move
How social innovations are revolutionising our mobile future
ISBN 978-3-96739-060-5

print, digital and audio rights available

Teresa Hertwig is a passionate remote work visionary with years of experience in the field, including as managing director of her own consultancy GetRemote Consulting GmbH in Berlin. Since the beginning of 2018, she and her agency have been helping companies of all sizes to establish sustainable hybrid work cultures and structures that keep productivity high, no matter where employees work and how high the proportion of remote workers in the company.

Productivity Doesn't Only Happen in the Office

How companies can position themselves for the future by embracing hybrid working

Teresa Hertwig

USP:

- The definitive guide to hybrid working – for organisations and decision-makers
- Design the optimal mix of in-office days and working from home – and, in doing so, safeguard productivity and employee satisfaction
- Practical case studies and interviews with representatives from Volkswagen, Otto Group, TRIGEMA, ABUS and more
- As seen in *DER SPIEGEL*, *DIE ZEIT*, *Süddeutsche Zeitung*, *Handelsblatt*, *WELT* and many more
- Columns by the author appear in the German daily newspaper *Frankfurter Rundschau*

Backlist Highlight

30 Minutes to 360° Remote Work
ISBN 978-3-96739-056-8

In 30 Minutes to 360° Remote Work, Teresa Hertwig draws on tips and examples from 8 years of remote working to show business owners and employees how to establish a sustainable remote working culture: one which accounts for interactions between the company, managers, employees and politics.

Among other things, you'll learn how to introduce a remote working culture, support managers and employees to practise successful remote working, and avoid common stumbling blocks.

The German-speaking world's first comprehensive guide to hybrid working

Our working world is currently experiencing a quantum shift. The long-prevailing culture of presenteeism is being rejected by ever greater numbers of employees, who find it incompatible with the rest of their lives. As such, companies must embrace hybrid working without delay in order to remain competitive and fit for the future.

In 2022 and beyond, a smart combination of in-office days and mobile working – one which enables teams to work together efficiently and productively – will not only be desirable but essential. If one thing is clear, it's that hybrid working is the future – and that its benefits exist not only on an economic or individual level, but a societal one too.

In this new book, remote work expert Teresa Hertwig provides readers with the first complete hybrid working manual designed to help businesses tailor their work and communication processes, develop new ways of collaborating and, ultimately, stay competitive into the future (including in their efforts to attract employees). It's an indispensable companion for those seeking to preserve and expand their competitive edge.

220 pages, hardcover
ISBN 978-3-96739-089-6

Business Slowdown

Co-creative leadership in the post-agile era

Svenja Hofert

As the author of multiple books, **Svenja Hofert** blends a fresh perspective on business and leadership with psychological expertise. Through her startup Teamworks GTQ GmbH, she advises organisations and trains people on how to contribute to agile transformation. As a keynote speaker for virtual events and conferences, her current work revolves around the post-agile age.

- Why co-creativity is a key factor for the future viability of businesses
- How you as a changemaker can shape your organisation in a sustainable, human-centred and meaningful way
- As seen in *SPIEGEL online*, *Handelsblatt*, *WELT*, *WirtschaftsWoche*, *Psychologie heute* and many more
- Columns by the author appear in prestigious German management journal *Wirtschafts-psychologie aktuell*
- Insights from a very modern expedition: what we can learn from New Work in other parts of the world
- The author was recognised in the Xing Top Minds list for 2020

USP:

- As the debate about the future of our economy and our way of working rages ever louder, Svenja Hofert turns her gaze to companies themselves and, in particular, to how they are led. If growth-oriented leadership ceases to be the primary focus, how might value-oriented leadership replace it?
- As she does so, Hofert necessarily questions the extent to which growth should always take top priority. Might there be other values that come first?

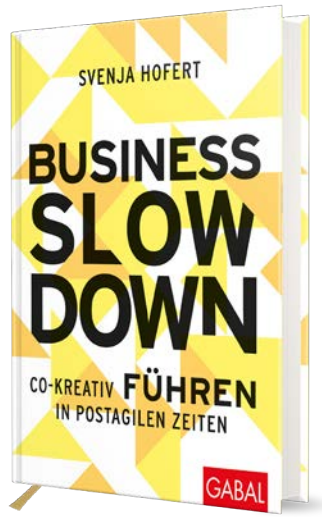
How organisations are realigning their values

The turn of an era is upon us; welcome to the post-agile age! Gone are the days when the maximisation of profit and productivity was the key driver behind decision-making. Today, it is the great human questions and major upheavals of our time that influence the paths we choose to take.

The course must be set for a future worth living for all. Every organisation will need to wrangle with the question of what contribution it is making to this goal.

To make organisations fit for the future, it is not just existing business models that must be scrutinised, but long-held assumptions about leadership. For some time now, leadership has been less about individual personalities and more about ideas that resonate with all: ideas that allow us all to move forward. As such, leadership is increasingly 'co-creative' in nature: a cooperative product, so to speak.

In her new book, Svenja Hofert shows how companies can rise to this challenge and implement co-creative leadership successfully from day to day. It's for anyone who wants to play their part in a new way of doing business.



240 pages, hardcover
ISBN 978-3-96739-088-9

Changing the Paradigm

How we can save our economy

Markus Väth

Markus Väth is a psychologist, thought leader, speaker and author. He is a pioneer of the New Work movement in Germany and author of the New Work Charter, which advocates a clear, human-centred and socially responsible vision of New Work. As co-founder and managing partner of the think tank humanfy, he engages intensively with the future of work and how we can shape it for the greatest benefit to business and society.

Chapters

1. Business and society: a love-hate relationship
2. Organisation and cooperation: how to build successful companies
3. Leadership and responsibility: service to the community
4. Finding meaning, creating value: the power of the ‘what for’
5. Work and remuneration: how do we want to be paid?
6. Learning and education: the skills we need and why we need them
7. Stakeholder value and the common good: moving towards a “We” society
8. Digitalisation and AI: our place in a (partially) automated world of work

Looking to the future: Germany 2040

How can we reinforce our efforts to move towards a “We” society?

Psychologist Markus Väth gets to the core of the matter and writes with a high degree of authority and psychological expertise. He examines issues at the all-important interface between business and society.

A superbly-researched non-fiction work on the future viability of our economy. While the book readily adopts a critical lens and cuts straight to the heart of the issues, it also elucidates practical opportunities and paths to guide us to and through the future.

Germany is at a turning point. Here’s how we can get ourselves back on track

Historically, Germany has been known for its dependability, quality manufacturing and model work ethic. Today, the once stalwart German economy is threatened by the looming spectre of intellectual bankruptcy. The land of poets and thinkers is declining into a master of the half-baked: one where railway stations or airports are left half-finished and Covid-19 and other crises are allowed to run riot. The German economy is losing its innovative force. It is in danger of becoming stuck in outdated patterns of education and work – with regard to staff, structures and technology.

Markus Väth is rethinking work and the economy and developing ideas for a successful working world. “If we want to take meaningful steps forward, ‘tinkering’ with old approaches to thinking and management is no longer enough,” says the psychologist. “We need a real change of paradigm.” From corporate practices to education to our entire economic system, Markus Väth astutely analyses the weaknesses in how we currently do things and how we could do them better in the future.

248 pages, paperback
ISBN 978-3-96739-087-2

USP:

- Innovative thinking on the future viability of our working world and economy – like you’ve never read it before
- What each of us can do to help shape the future: inspiration from a pioneer of the New Work movement
- An indispensable read for neighbouring countries wondering what’s gone awry in ‘good old Germany’ and how to tackle the same challenges themselves

55 Ways to Turbo-Charge Your Small or Medium-Sized Business

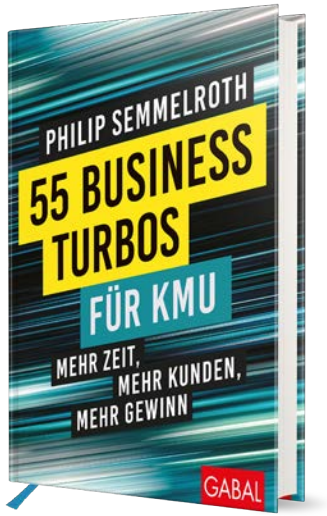
More time, more customers, greater profits

Philip Semmelroth

Proven success strategies for small and medium-sized enterprises

This book places you in the foreground: as a founder, an independent businessperson and, above all, as the director of a company with less than 100 employees. It offers valuable, practice-proven tips on the most critical aspects of entrepreneurship: profitability and processes, customer acquisition and growth, and – perhaps most importantly – personality and the will to succeed. In the end, every company is also a reflection of its founder.

Semmelroth certainly knows what he's talking about. Having founded his first company as a high school student of just 18, his gradual and skilful building of the business over the following decades serves as a masterclass in entrepreneurial intuition. Eventually, his employees were able to manage the course of day-to-day business all on their own. When he sold the business in 2020 – in the midst of the coronavirus crisis – the concept was persuasive enough to fetch a significant profit. In his new book, Semmelroth distills over twenty years of entrepreneurial experience in a distinctively practical, pragmatic and pithy style.



272 pages, hardcover
ISBN 978-3-96739-034-6

Philipp Semmelroth is an expert in business success. He transforms regular firms into sales-focused powerhouses: businesses where everyone – from apprentices to bookkeepers to the CEO – understands how to capture customers' imaginations and secure deals. Semmelroth founded his first company at the age of 18. Today, he is a sought-after national and international keynote speaker, an SME consultant specialising in business and sales strategy, and an inspiring trainer for sales teams.

How to Build a Profitable Company

Do business better, not harder

Philip Semmelroth

The blueprint for your business success

Many entrepreneurs pursue unprofitable business models in the name of 'passion' and work themselves to the bone for little return. As an experienced entrepreneur, Philip Semmelroth knows the exhausting start-up phase all too well. He also knows a thing or two about the day-to-day of running of a successful business.

"Your company is not your baby!" cautions the straight-talking businessman. In the end, a business must be profitable – and thus, every entrepreneur must go in with an exit strategy. A company of one's own is an instrument to be constantly tuned and optimised – and yes, even relinquished, if it does not meet the goals you have set yourself.

This book provides entrepreneurs with a real, functioning plan for all aspects of day-to-day business management, including strategy, marketing, sales, financial planning and leadership. Semmelroth's advice is indispensable – because while passion is certainly admirable, it is profit, not passion, upon which an entrepreneur's quality of life and work depends.

240 pages, hardcover
ISBN 978-3-96739-091-9

USP:

- Profit-oriented company leadership based on a goal and a plan
- How to set the right priorities and boost your return
- 'Less talk, more action': a straight-to-the-point guide influenced by Semmelroth's own business philosophy

So You're in Sales?

How to make profit for customers and advance your career

Oliver Schumacher, Christian Sahle

Your guide to a successful career in sales

Whether you're a sales professional of many years or just starting out in the sector, this book is designed to serve as your personal mentor for career success. From customer service and customer retention to digital technologies, effective teamwork and strategies for your personal career progression, the authors show what really matters when you work in sales. They understand first-hand that sales is not just a career, but an attitude to life.

USP:

- A practical guide for your career – for greater enjoyment and success in sales roles
- Covers a whole raft of topics from job interviews to customer retention, digitalisation, KPIs, raises, target setting and career development
- Comprehensive and up-to-the-minute – for career starters, career changers and experienced sales professionals

224 pages, paperback
ISBN 978-3-96739-092-6

Oliver Schumacher has been a sales trainer and speaker since 2009 and is proud to work in accordance with his personal philosophy "Honesty sells". He previously spent more than a decade as a field salesperson for a listed manufacturer of branded goods.

Christian Sahle, a marketing specialist and business economist, has been working in sales since 2002. His expertise is drawn from an impressive career as a key account manager, sales manager and sales director in the in the office supplies and furniture sector.

Make Way for the Designers of Tomorrow!

25 quick wins for innovators and future visionaries

Anne M. Schüller

With more than 20 years' experience in leadership roles at various international service providers, **Anne M. Schüller** knows traditional corporate structures inside out. She left the corporate world in 2002 and has worked as a keynote speaker, management guru and business coach ever since, with a range of elite clients from the German-speaking business world. Her books are bestselling and award-winning. Schüller's work has been honoured with a number of further awards and accolades, including acceptance into the German Speakers Association 'Hall of Fame' for her lifetime achievement in 2015.

How to recognise where the future's headed – and get there first

If one thing is clear, it's that market players must prepare themselves urgently for the markets of tomorrow. To maintain their competitiveness, it is not merely innovation that is required but wholesale transformation. Yet in uncertain times, many lack the courage to think big and act boldly. This is where this book comes in. It presents 25 quickly actionable initiatives that can be conceptualised laterally – from the middle of a company outwards – and implemented collaboratively to bring new ideas to life. These tried and tested 'quick wins' whet the appetite for transformation and are designed to bring about fast results.

In this new, action-oriented guide for use in everyday business, Anne M. Schüller provides valuable food for thought and helpful suggestions for mastering the challenges of the future. From effective self-leadership to true New Working and high innovative power, Schüller provides employees and managers with the interventions that make the pivotal difference. A book no desk should be without!

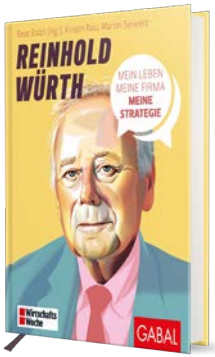
208 pages, paperback
ISBN 978-3-96739-093-3

USP:

- Genuine transformation, not "same old story"
- Satisfaction and quick results thanks to easy-to-implement 'quick wins'
- How everyone (yes, everyone!) in a company can experience change as a net positive

New GABAL Book Series: Journalists of *WirtschaftsWoche* in conversation with leading German entrepreneurs

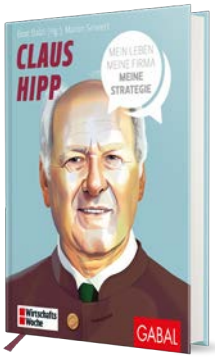
The book series **"My life, my company, my strategy"** portrays outstanding entrepreneurs, who in their respective industries have made a significant contribution: from the patriarchs of established family businesses to up-and-coming heads of the start-up scene. The journalists of *WirtschaftsWoche* do not write about them, rather they let the entrepreneurs themselves have their say. The conversations about successes, crises, responsibility, leadership and entrepreneurial courage draw an authentic picture of the entrepreneurs. The interviews also shed light on the people behind the company's management: their view of themselves, their family and society.



From two-man business to world market leader

The first volume of the series is dedicated to **Reinhold Würth**, who turned his father's two-man business into a world market leader in fastening and assembly technology with 77,000 employees. Würth talks about his childhood, the beginnings of the company and the secrets of success of decades of growth. He talks about values such as diligence, responsibility and exemplary behavior as well as about his role as boss, husband, father of a family and patron of the arts. Reinhold Würth looks back on an unprecedented entrepreneurial life while at the same time looking ahead.

Beat Balzli, Kristin Rau, Martin Seiwert
Reinhold Würth
My life. My business. My strategy
ISBN 978-3-86936-994-5



"That's what my name stands for"

The second volume in the series is dedicated to **Claus Hipp**, the head of the baby food manufacturer **HIPP**. For many years, he promoted quality and promised: "That's what my name stands for". In an interview with WirtschaftsWoche, he explains how he turned his father's small business into one of the largest manufacturers of baby products. He then elaborates why he turned his company into a model green business more than fifty years ago, and how he became a doctor of law, diplomat, equestrian sportsman, musician, university professor and painter. The Patriarch will answer questions about the future of HIPP together with his son and designated successor Stefan Hipp..

Beat Balzli, Martin Seiwert
Claus Hipp
My life. My business. My strategy
ISBN 978-3-96739-006-3

Germany's most prominent start-up investor

The newest volume in the 'My life. My business. My strategy' series is dedicated to Frank Thelen, Germany's most prominent start-up investor and founder of the Bonn-based seed investment firm Freigeist. Thelen is perhaps best known from the entrepreneurial TV show *Die Höhle der Löwen*, the German version of British hit series *Dragons' Den*. In conversation with *WirtschaftsWoche*, Thelen explains how, despite starting life as a "bad student", he went on to become a serial entrepreneur and subsequently to bounce back after the blow of an insolvency, finding courage to found new companies and even to become a brand in himself. He discusses the mistakes made by budding entrepreneurs, the future technologies he believes in and why he backs Germany as a location for tech. The profile also features contributions from Thelen's closest colleagues as well as from the Freigeist-financed start-up Air Up and well-known fellow entrepreneur Christian Reber.

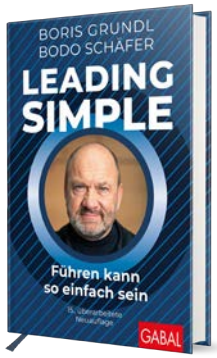
160 pages, hardcover
ISBN 978-3-96739-094-0

USP:

- Decorated entrepreneur Frank Thelen in conversation with *WirtschaftsWoche*
- Find out how Germany's most prominent investor thinks about society, family and himself in this intimate, personal and candid profile
- Known from *Die Höhle der Löwen*, the German version of British hit series *Dragons' Den*
- A SPIEGEL bestselling author whose work can also be seen in *Handelsblatt*, *GQ*, *SPIEGEL Online*, *Focus*, *Bild*, *Süddeutsche Zeitung*, *Gründerszene*, *Stern*

BACKLIST HIGHLIGHTS

Business & Management



A system for successful leadership

The book presents an easy-to-understand, ready-made management system that is backed by more than ten years of successful application. With precision and clarity, the book lays out the five tasks of leadership and the principles and tools needed to fulfil them. It works on the principle that strong people deliver strong results – and thus make for powerful companies. In this completely revised new edition, the authors bring this definitive work up to date and shift their focus to the future. If the past was all about leading people, the future is about leading people's consciousness. It is a must-read for anyone responsible for the development of human resources.

Boris Grundl, Bodo Schäfer
Leading Simple
Leadership can be simpler than you think
ISBN 978-3-96739-070-4

Leadership Excellence is a marathon, not a sprint

With this book, Whitney Breer succeeds in the art of writing a business novel that presents the current state of research on self-management, leadership communication, teams, project management and other elements of leadership success in an entertaining and impressive story. Before Kathleen, an ambitious but not very emphatic manager, is entrusted with the management of the family business for agricultural machinery, her father sends her on a journey around the world. On this journey Kathleen learns a lot about herself and about the secret of true leadership excellence.

Whitney Breer
Leadership begins with you
A Leader's Quest for Leadership Excellence. A business novel
ISBN 978-3-96739-023-0

How any company can leverage the power of digital transformation

In this new book, Dr Marcus Disselkamp lays out nine fundamental principles for businesses to optimally equip themselves for future competition. Covering such key themes as adaptability, adventurousness, agility, anti-fragility, autonomy and recognition, Disselkamp provides business leaders with a well-founded, practical roadmap for digital transformation and illustrates it with numerous examples from everyday business practice. The result is a comprehensive yet compelling guide on making businesses viable for the future and earning money through the power of digitalisation.

Marcus Disselkamp
Digital Leaders
The 9 Principles of Profiting from Digital Transformation
ISBN 978-3-96739-069-8

How will we be living tomorrow?

The book offers insights into a networked working world of the kind that will probably affect us humans in the future. The author's focus is on future knowledge work, networked learning, smart environments and new experiences. Ten stories illustrate work cultures that are as diverse as they are groundbreaking: in a corporation and in a medium-sized company, in a government agency and on a campus, in a flagship store and in a rehabilitation clinic. At home, in the car, on vacation, in the countryside, in the smart city.

Birgit Gebhardt
Future Pics
Glimpses at our new ways of living and working: a vision of the future in ten scenes
ISBN 978-3-96739-071-1

30 MINUTE ESSENTIALS

Get key insights for your personal and professional development from leading business experts

Millions of readers and lifelong learners use and apply our compact knowledge for their personal and professional success.

30 Minute Reading Time
Reading 30 Minutes a day can increase your intelligence. Get key insights in 5 chapters on 96 pages from +100 leading business experts in 30 Minute text and audio.

Presenting numbers can be tricky. Whether consciously or otherwise, listeners' attention is liable to lapse when the first table appears on the screen. With this in mind, this book serves as a manual for transforming numbers into persuasive messages and creating excitement from data alone. Even in an annual financial report or other data-heavy presentations, there are stories that are worth remembering. You have important things to say – so make sure they get across!

Viola Restle is an interim manager, trainer, speaker and lecturer with over two decades of professional and leadership experience in finance and financial management. She gives lectures and workshops on presenting as well as on financial management in business.

Viola Restle
30 Minutes to Presenting Numbers with Style
96 pages
ISBN 978-3-96739-103-9

If you run a website, you'll be familiar – if somewhat reluctantly – with the need to scrutinise its performance indicators and whether it is helping you meet your goals. To aid you in this task, this practical SEO manual explains how to improve your rankings in Google and other search engines and when it makes sense to seek external support. You'll find easily actionable tips and tools to increase your website's visibility with SEO and win new customers from your target group.

Silvia Kohring is a certified search engine manager. She draws on 20 years of experience in online marketing with a focus on search engine optimisation.

Silvia Kohring
30 Minutes to Search Engine Optimisation
96 pages
ISBN 978-3-96739-104-6

In the digital era, algorithms and tech giants determine and log what we see and experience, how we interact with others and how digital assistants influence our professional and private lives. With this in mind, this guidebook provides essential know-how on evaluating data and sources, preserving your data privacy and knowing your data protection rights. It's time to reclaim your digital agency.

Prof. Dr. Anabel Ternès von Hattburg is a digitalisation, sustainability and communication expert. In her role as CEO of GetYourWings, she designs products to teach future skills to young people.

Anabel Ternès
30 Minutes to Becoming Digitally Savvy
96 pages
ISBN 978-3-96739-105-3

Expertise in intercultural onboarding is a strategic competitive advantage in the recruitment of international professionals and managers. To positively influence employer attractiveness in the long term, recruitment teams must have detailed knowledge of conditions of entry and residence, degree recognition and intercultural factors.

Elke Müller is the managing director of compass international and has been working as a trainer and consultant on diversity in working life for 25 years.

Elke Müller
30 Minutes to Intercultural Onboarding
96 pages
ISBN 978-3-96739-106-0

print, digital and audio rights available

Competent. Hands-on. To the point.

Major Insights and Compact Knowledge For You – Anytime and Anywhere You Want!

In the modern business world, companies must act as sources of dependable, high-quality content if they want to be taken seriously by audiences. In this regard, understanding how to implement first-rate ideas with minimal budget is not only smart, but a vital survival skill for the digital age. To this end, businesses are well advised to establish a 'corporate newsroom': a subunit of Marketing & Comms that eschews the conventional channel-based approach for a topic-oriented one.

Prof. Dr. Christoph Moss is managing partner of the agencies Mediamoss and AustriaContent. He has developed and implemented the corporate newsroom model successfully more than a hundred times.

Christoph Moss
30 Minutes to Setting Up a Corporate Newsroom
96 pages
ISBN 978-3-96739-107-7

The importance of internal communication in companies has risen steadily in recent years, whether in the context of employee retention (i.e., employer branding) or the improvement of internal processes. In innovation-focused companies, in particular, internal communication is crucial for future innovation success and thus for the company's competitive advantage.

Dr. Astrid Nelke is an author and management consultant specialising in employer branding, internal communication and innovation communication. She is also a university lecturer in applied business psychology.

Astrid Nelke
30 Minutes to Better Internal Communication
96 pages
ISBN 978-3-96739-108-4

For all those who want to understand in a nutshell what is most important. The Benefits of the 30-Minute-Essentials-Series

1. 30 minutes to more knowledge!
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Madame Missou

From girlfriend to girlfriend – The gift of good advice

Madame Missou understands me! She gives me advice for my everyday life, on matters like chaos management and multitasking – yet she also spurs me to think about the overriding issues that concern me:

- How can I become more self-confident?
- What path will lead me to find more inner balance?
- What can I learn from my dreams?

And the best thing is that Madame Missou meets me at eye level. Her life experience means that she's not easily rattled, and I benefit from her pragmatic view of things. Basically, we'd all love to be a bit like her – both feet planted firmly on the ground, actively shaping her own future, enthusiastic, honest with herself and with others … and always ready for a laugh!

Around the World

Madame Missou understands me and gives me advice for my everyday life such as:

- 15 Tricks for Everyday Good Moods
- Uncluttering for beginners in 8 steps
- 20 effective healthy living tips for everyday life
- The ten most important steps to a strong self-confidence
- 25 things that bring us joy
- The 15 meditation exercises you need for your everyday life

Read Madame Missou on your smartphone and get valuable tips in a short period of time

Or listen to Madame Missou

while relaxing or doing housework

while excercising

while shopping

while commuting

Illustrations: Isabel Große Holtforth

Backlist

Valuable tips and inspiration for a happy life

Madame Missou Discovers the Secrets of Happiness
336 pages
ISBN ISBN 978-3-86936-925-9

Say adieu to "I don't do mornings"

Madame Missou gets out of bed with ease
104 pages
ISBN ISBN 978-3-86936-855-9

Self-love

Madame Missou learns to love herself
112 pages
ISBN ISBN 978-3-86936-856-6

No stress

Madame Missou lives a stress-free life
112 pages
ISBN ISBN 978-3-86936-857-3

Life is far too short to sit around moping!

Madame Missou is in a good mood
104 pages
ISBN ISBN 978-3-86936-784-2

Say goodbye to chaos!

Madame Missou tidies up
120 pages
ISBN ISBN 978-3-86936-785-9

Radiate from within!

Madame Missou is self-confident
112 pages
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Less is more

Madame Missou lives a minimalistic life
128 pages
ISBN ISBN 978-3-86936-858-0

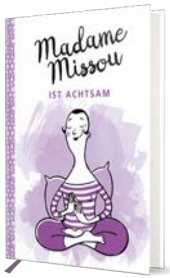
Become a master at the art of communication

Madame Missou learns to argue fairly
128 pages
ISBN ISBN 978-3-86936-859-7

Banish the everyday drudge

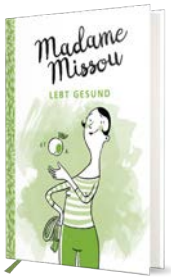
Madame Missou ventures into new terrain
112 pages
ISBN ISBN 978-3-86936-860-3

It's perfectly okay to look out for yourself every once in a while



Madame Missou is mindful
112 pages
ISBN ISBN 978-3-86936-787-3

Live healthy, live longer!



Madame Missou lives a healthy life
128 pages
ISBN ISBN 978-3-86936-788-0

How to be confident in any situation!

Madame Missou has a quick wit
120 pages
ISBN ISBN 978-3-86936-789-7

Escape the chaos of day-to-day life

Madame Missou Likes to Meditate
128 pages
ISBN ISBN 978-3-86936-891-7

Time to roll up your sleeves and act

Madame Missou Has Her Eyes on the Goal
112 pages
ISBN ISBN 978-3-86936-892-4

Determine your life through effective decision-making

Madame Missou Can Make Up Her Mind
112 pages
ISBN ISBN 978-3-86936-893-1

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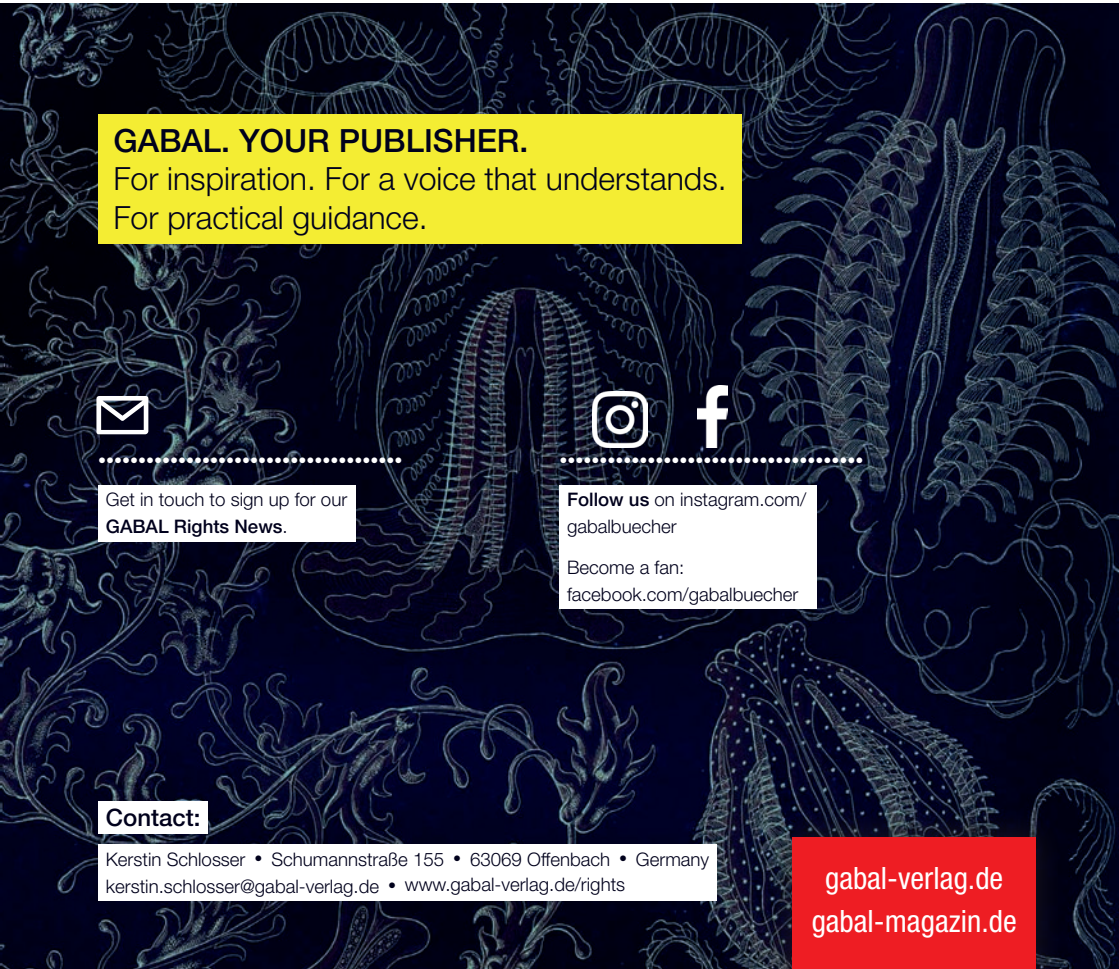

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