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Spring 2018

GABAL. YOUR PUBLISHER.

Motivating. Sympathetic. Pragmatic.

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GABAL provides proven practical knowledge and publishes media products on the topics of business, success, and life. With over 600 experienced, international authors from various industries and education, we inspire businesses and people to move forward.

Motivating. Sympathetic. Pragmatic.

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Your business offers books about current trends and developments in the areas of sales, marketing, management, entrepreneurship, and corporate governance.

YOUR SUCCESS

The Your Success books cover soft skill topics such as motivation, public speaking, self-management, and mental strategies for success

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Prof. Martin-Niels Däfler studied business economics in Germany and Australia before taking up a role with the Boston Consulting Group. Since 2010, Däfler has served full time as a professor at the FOM University of Applied Sciences for Economics and Management in Frankfurt. As a speaker, trainer and coach and a recognised expert on stress reduction, resilience and burnout prevention, Däfler finds himself in constant, country-wide demand. A number of books, lectures and interviews have made him one of the best known specialists in the genre.
His expertise is valued both by large companies (Lufthansa, Siemens, Fresenius and Rolls-Royce, to name a few) and by SMEs and municipalities.

From a writer who set out **to live a calmer life**

Image: Lovely Mandala / Shutterstock

Martin-Niels Däfler
The Serenity Project
18 relaxation techniques as part of the ultimate self-experiment
176 pages, softback
978-3-86936-833-7
Pub Date: February 2018
Serenity, Relaxation, Humor, Stress Reduction, Resilience

How my project came about
And so it begins: The start of your "serenity MOT"
Test 1: **Getting tattoed** – A message that lasts forever
Test 2: **Decluttering session** – Shedding the load
Test 3: **Gym time** – Sweating for the soul
Test 4: **Riding school** – Going through life with a firm grip
Test 5: J**ourney of sound** – A chorus of "om"
Test 6: **Qigong seminar** – Getting to know what drives you
Test 7: **Japanese tea ceremony** – Serenity in a teacup
Test 8: **Wine walk** – On foot in the vineyard of the Lord
Test 9: **Fly fishing** – The pleasure of an afternoon's angling
Test 10: **Mandala painting course** – Bringing colour to the greyness of everyday
Test 11: **Floating** – Weightless at zero degrees' elevation
Test 12: **Thai massage** – Knead until you drop
Test 13: **Yoga course** – Awakening life by corpse pose
Test 14: **Detoxification therapy** – The art of letting go
Test 15: **A lecture evening** – Into the future with unflinching courage
Test 16: **"Fishicure"** – Serenity starts at the bottom
Test 17: **Meditative archery** – Keeping the goal in your sights
Test 18: **Knitting** – Two left, two right and relaxation is yours
What I learned

"All of humanity's problems stem from man's inability to sit quietly in a room alone."

Blaise Pascal

Professor Däfler's year as a "relaxation guinea pig" was the brainchild of a circle of good-natured friends. Over the course of twelve months, the author put 18 methods to the test – getting a tattoo, relaxing (or trying to) whilst riding, floating in a bath of brine, sweating in the gym and accompanying friends as they pursued their hobbies. Upon completion of his self-experiment, one conclusion stood out above the rest: **that achieving calm can really be exhausting!**

Vividly and with great humour, Däfler recounts how the individual methods work, what he experienced with each and whether they do what they say on the tin. Each account is accompanied by a not-so scientifically-objective test result.

The book also reflects on how we can really achieve serenity in our everyday lives. How can we succeed in finding calm and relaxation in lives so hectic that we scarcely have time for pause or leisure?

Our deep-rooted human need for rest and recuperation has given rise to a thriving relaxation industry offering ever more avant-garde methods for preventing exhaustion and burnout – but when we rush senselessly from Qigong workshop to massage to yoga class, always looking for the newest and most effective relaxation trend, are we really helping ourselves?
Not only do we have stress at work, at home and with our kids, but we stress ourselves out in our spare time too – ironically, with desperate attempts to rid ourselves of it!

Mona Schnell studied fashion, journalism and media communication in Hamburg. She works as a freelance journalist and author and has spent the last nine years managing a PR, management and booking agency.

Ralf Schmitt has enjoyed more than 15 years' success as a speaker, trainer, improv comedian and presenter. He is regarded as an expert on spontaneity and interactivity and is a board member of the German Speakers Association and a managing director of events company Impulspiloten GmbH.

Which **type of "rabbit"** do you see in yourself?

Image: SAAC/shutterstock

Part 1: Everyone has anxiety
What is anxiety?
The benefits of anxiety
The disadvantages of anxiety
From primal instinct to economic drive
Anxiety makes money
Things that help us fight anxiety
There are ways out
The 21st century: era of anxiety?
Change brings fear
The anxiety generation – are "the old" to blame?
Security is an illusion
Part 2: on banishing the rabbit
Anxious about loneliness – the "lack of connection" rabbit (1)
Less community, more individualism
Work is all that counts: no time for friends
Banish the lack-of-connection rabbit!
Anxious about becoming poor – the "lack of means" rabbit (2)
I don't treat myself to anything else
Next year will be a difficult one
That belongs to me!
Banish the lack-of-means rabbit
Anxious about the unknown – the "fear of new things" rabbit (3)
Prove this first!
Other people, other ways of life
Banish the fear-of-new-things rabbit
Anxious about change – the "accustomed" rabbit (4)
Everything was better before!
Traditions – we need them!
Banish the accustomed rabbit!
Anxious about loss – the "it belongs to me" rabbit (5)
I am what I own
The suffering that comes with giving
Banish the it-belongs-to-me rabbit!
Anxious about failure – the "going wrong" rabbit (6)
Beautifully played, but still not won
Too much responsibility
Truth is a matter of opinion
Banish the going-wrong rabbit!
Anxious about disease and death – the "pharmacy shelves" rabbit (7)
If i were 20 again…
We hypochondriacs!
Banish the pharmacy-shelves rabbit!

How to neutralise irrational anxiety

Anxiety has us firmly in its grip. Wherever one looks or listens, there seems to be but a single dominant theme: fear of being alone, fear of difference, of social exclusion and poverty, of loss of influence and control, of change in general. … Like a rabbit in the headlights, we sit, incapacitated, never once imagining that we could hop to the side and calmly watch the danger pass by. Not exactly smart, right?

In order to take control of our anxieties, it is important to understand how they arise and how to deal with them. Adopting a practical, humorous approach, the authors break down the various hurdles involved and encourage us to face our fears. Which type of "rabbit" are you? Once you've discovered and banished it, you can relax in the meadow while others stare in panic.

The authors take a close look at some of the types of anxiety that are particularly widespread. Using personal anecdotes, stories from the media and tales from the authors' personal, professional and family circles, they seek to demystify these fears and to separate their rational and irrational aspects. Finally, they offer solutions – all of which have been tried and approved by the authors or those around them.

Ralf Schmitt, Mona Schnell
Banish the Rabbit!
How to neutralise irrational anxiety
160 pages, softback
978-3-86936-832-0
Pub Date: March 2018
Anxiety, Humor, Comfort Zone, Dealing with Anxiety and Phobias

Freeing yourself of harmful unconscious affirmations: 22 exercises that work

"I don't have a talent for that"; "I could never do that". Do these statements sound familiar? If so, you're likely one of the many individuals who is lugging around a suitcase of unconscious affirmations.

The book adresses 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.

Where once you might have been agitated, you'll now respond calmly; where once you might have been silent, you'll now stand up for your interests. Where once a stupid joke might have unsettled you, you'll simply be able to smile. It's often the small pieces of the puzzle that can bring about the biggest changes.

Nicole Truchseß
On the Trail of Unconscious Affirmations
How you can regain control and free yourself from the constructs in your head
176 pages, hardback
978-3-86936-837-5
Pub Date: February 2018
Self-Coaching, Mind Traps, Behavior Pattern

"Remember that very little is needed to make a happy life." Marcus Aurelius

The key theme of this inspiring little advice book is minimalism. How often do we tell ourselves that it's the little things that really count, these moments of perfect happiness and fulfilment? But often, overbearing material and emotional loads prevent us from living this version of life.

What and how much do we need to be truly happy? How can we free ourselves of the things that cause us stress? Barbara Messer provides answers to these and other questions in her book. The subject of the book – the search for simplicity, clarity and, above all, a happy life – was one that had long been close to the author's heart, and found expression during an eventful year as a wandering business nomad. Messer brings the reader, along on this journey – a journey that leads ultimately to your inner self and encourages you to rediscover and live a purer, less interrupted life.

Barbara Messer
Experience a Life More Pure
Why we don't need much to be happy
180 pages, softback
978-3-86936-834-4
Pub Date: March 2018
Mindfulness, Minimalism, Serenity, Independence, Attitude towards Life

The art of **compassion**

Monika Hein
Empathy
I know how you feel
220 pages, hardback
978-3-86936-831-3
Pub Date: March 2018
Soft Skills, Change of Perspective, Serenity, Mindfulness, Kindness, Self-Worth

10 empathy boosters and blockers

When we speak of "empathy", the meaning is vague. Is it friendliness? Being nice? Being sensitive? Being spiritual, sentimental, amicable?
Empathy is much more than this. It gives us the courage to take risks, open our hearts and make ourselves vulnerable.
The ability to empathise has been lost by many, drowned under the worries and needs of twenty-first century life. But empathy, used wisely, has the power to instantly change any human relationship for the better.
In this book, Monika Hein describes how we can learn empathy and practise it easily in our everyday lives. She provides clarity regarding what empathy actually is and, just as importantly, what it is not.

1. Empathy – A cartography of compassion
Our inner map
What is empathy?
Empathy in research
Self-empathy
Empathy with others – head or heart?
Empathy's risks and side effects

2. The obstructed view: Ten empathy blockers
The constant search for happiness
The second of judgement
The deceit of comparison
The desire for perfection
Mistrust and jealousy
A life in the comfort zone

3. Open your eyes: Ten empathy boosters
Taking pause
The magical moment
Forgiving
Being vulnerable
Seeing with empathy
Listening, speaking, writing, loving with empathy

Sylvia Löhken

The Quiet Art of Understatement

Quiet Person – Happy Life

Quiet persons often do not like pounding on their chest or jumping out of cakes. Instead, they can thrive by doing the opposite of bragging. It's the British who are prototypical role models for an introvert-friendly attitude that comes across as both likeable and strong: understatement. However, in a loud world, quiet modesty is often underrated, and any PR consultant will shudder to think of showing and telling less than we have to offer.

Stressing every single crumb of success seems to be essential. Every single day, we observe public bragging on websites, on Facebook or LinkedIn. We also hear it in business meetings on Tuesday when Sunny Smith from the sales and distribution department receives an impressive applause for a small achievement she artfully presented.

Quiet persons, however, rather avoid bragging and boasting. There are at least three reasons for this:

- Firstly, it takes a lot of energy to do something that is not your piece of cake.
- Secondly, showing off has an enervating effect. (Or do you like lunches with showoffs?)
- Thirdly, let's admit this, we introverts feel that loud drumming is not really suitable for our quiet selves. We don't like it, and it neither feels nor looks authentic. Let's stay away from it.

Introverts have a better way to have an effect on the world. They can do understatement.

This means to consciously step back from the limelight, to focus more on who we are and and less on how we appear. Revolutionary? Certainly. Successful: Yes.

5 reasons why understatement is a cool approach

1) People leave you alone. If you screw up, nobody notices. And if you don't, your success will come across as a cool surprise that is worth mentioning.
2) You are free to play. Since you are less visible, this is not about achievement, but about happily checking out stuff. Nothing to prove.
3) You don't need any energy for strenuous status games. Let all the alpha males and females underestimate you. Chances are that you will outperform quite a few of them because you focus on good work and on your goals instead of edging away possible competitors.
4) You give others a break, let them speak and have the spotlight for what they do. You focus on achievement rather than on power posing. When you are a leader, you will thus attract high achievers – and you provide a great working atmosphere, too!
5) You develop self-confidence. Those who look closely will see what you are able to do. And you? You go ahead and create substantial stuff.

If you are now asking yourself how exactly understatement works: Here are some hints:

- Be polite, friendly and self-confident at the same time.
- Don't stress your success.
- Don't announce what you want to achieve.
- Be patient. Good things happen to those who wait.
- Let others discover and value your qualities. They will be so much more convinced.
- Be relaxed and considerate.

Enjoy experimenting with deliberate understatement – and with reaping the benefits.

Dr. Sylvia C. Löhken is an author, speaker, and coach. As an expert for introvert communication, she helps her clients develop their very own conditions for both work and life in general. As a former manager in a large international organisation, she is familiar with the contexts her clients work in – politics and administration, business and research, as well as management and consulting.

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Sylvia Löhken
Quiet Impact

288 pages
978-3-86936-327-1

Sylvia Löhken
Quiet Person – Happy Life

288 pages
978-3-86936-800-9

Kathrin Sohst
The Power of High Sensitivity

336 pages
978-3-86936-688-3

Marco von Münchhausen
Concentration

184 pages
978-3-86936-719-4

Hans-Gorg Willmann
Amaze Yourself

160 pages
978-3-86936-803-0

Stefanie Demann
Self-Coaching

216 pages
978-3-86936-483-4

Cornelia Topf
Self-Coaching for Women

176 pages
978-3-86936-442-1

Monika A. Pohl
Self-Determination

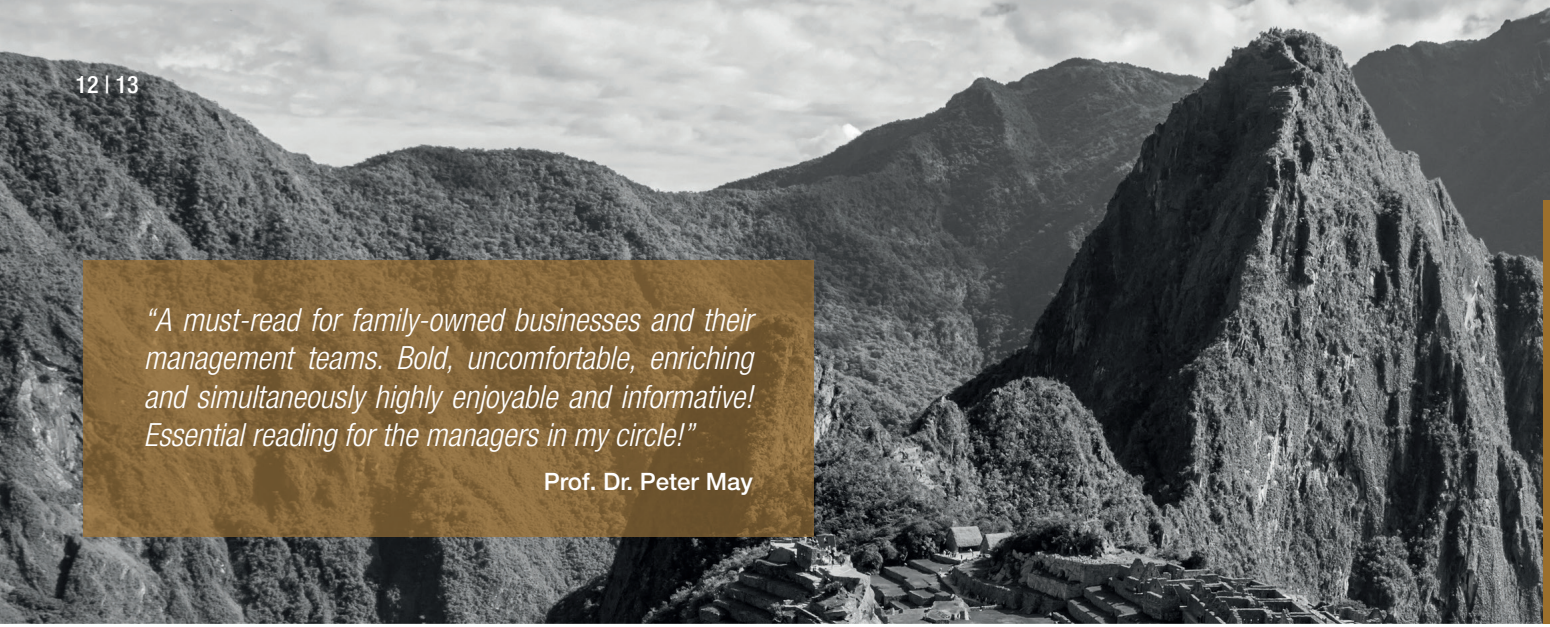
176 pages
978-3-86936-730-9

Christo Foerster
Neo Nature

176 pages
978-3-86936-629-6

Katharina Maehrlein
Mindfulness Made Practical

136 pages
978-3-86936-759-0



"A must-read for family-owned businesses and their management teams. Bold, uncomfortable, enriching and simultaneously highly enjoyable and informative! Essential reading for the managers in my circle!"

Prof. Dr. Peter May

A Glimpse Behind the **Facade of Success**

"A rise without a fall – who wouldn't want to know how it's done?! Informed, entertaining and with advice that can be put directly into practice. Unmissable!"

Christian Velmer, Senior Vice President of Pfizer Inc, New York

"The pairing of leadership lessons and self-coaching with the Inca story as a motivating force is genuinely inspired!"

Jörg Middendorf, Executive Coach and Management Consultant, Cologne

Andreas Krebs is an entrepreneur, an internationally experienced manager and a respected speaker on leadership, entrepreneurship and change management. Today, Andreas co-runs a venture capital company, Cologne Invest, investing in new start-ups and growth companies in the new economy and a variety of established industries. Until 2010, he held international executive positions at Bayer AG and the Wyeth Corporation. Andreas has worked in the UK, Austria, Latin American (nine years), Asia, Canada and the USA.

Paul Williams is an entrepreneur, an internationally experienced manager and a coach. Since 2002, he has served as managing partner of the Monheim am Rhein-based consulting firm paul williams & associates. Earlier in his career, the natural scientist and native Englishman served in the international sales, marketing and general management divisions of Bayer AG, spending time in Australasia, the USA, the Middle East and Africa.

© Birgit Schmuck

The tale of rags to riches is an enduring one; Facebook, Google and Uber are merely the best-known of countless contemporary examples. But can we ever be certain that today's stars won't meet the fate of their predecessors? The once-legendary successes of Nokia, Kodak, Grundig and more have long since been consigned to the pages of history – and one only needs to glance at the Fortune 500, DAX, or family-owned business rankings to see that there is rarely an organisation, large or small, that succeeds in maintaining their position at the top. Is the danger of failure really inherent in every wildly prosperous ascent?

Today, when we search for the causes of these rapid falls from grace, we are quick to talk of "disruption" or to lay the blame at digitalisation's door. This, however, is only half the truth. The other half lies in the companies themselves; in leadership failures, blindness and a reckless attitude.
In this book, seasoned entrepreneurs Andreas Krebs and Paul Williams peer behind the façade of success and systematically expose the factors that can sound the death knell for a company: egomania, nepotism and the private interests of powerful parties. They pepper their writing with inside stories and black humour and invite the opinions of real-world senior managers.

In doing so, they reveal surprising parallels with the story of the Incas, who ruled a mighty empire for centuries before vanishing from the face of the earth virtually overnight. What this comparison shows is that we're still making many of the same mistakes today.

In an incisive, entertaining style, the book provides modern business leaders with vital insights on the importance of vigilance - even and especially in times of seemingly assured success. It offers original, practical guidance on modern corporate management, self-management and sustainable business success.

Image: hxdyl / iStock

Andreas Krebs, Paul Williams
The Illusion of Invincibility
Why managers are no smarter than the Incas of 500 years ago
240 pages, hardback
978-3-86936-822-1
Fortune 500, Corporate Governance, Leadership, Motivation, Innovation

“Strategy works until the first shot is fired”

Carl von Clausewitz

Strategy + Story = Implementation

Veit Etzold
Planning, Communicating and Implementing
STRATEGY
256 pages, hardback
978-3-86936-823-8
Pub Date: February 2018
Storytelling, Strategy, Leadership, Motivation, Business Communication, Presentation

“People don’t buy facts; they buy stories. Veit Etzold demonstrates in a very visual and entertaining manner how managers can use storytelling to steer their ‘company ship’.”

Rolf Schmidt-Holtz, CEO of Sony Music Entertainment until 2011

“Storytelling, as presented by Veit Etzold, is an impressive way of pooling analyses into real recommended actions. An essential part of good client relations for business consultants.”

Dr Klaus-Peter Gushurst, member of executive board and head of “Innovations and Markets” at PwC Germany

“With the masses of information inundating managers and staff these days, communicating one’s own important messages in a clear, lasting manner is becoming increasingly necessary. Veit Etzold’s approach helps managers of all levels apply this management method.”

Roland Polte, HR Director, Dräxlmaier Group

Dr. Veit Etzold, billed by Germany’s Radio Bremen as the “German Dan Brown”, is a master at applying the techniques of exciting storytelling to the communication needs of companies and individuals. After a career as a manager in the financial sector, strategy consulting and management training, he made his breakthrough as one of the top thriller authors in Germany in 2012 with his novel “Final Cut”. More Spiegel bestsellers followed. As well as inspiring leaders and entrepreneurs with his keynote lectures, Etzold entertains thousands of crime fiction and thriller fans at frequent book events. His clients include numerous DAX-listed corporations, law firms, banks, insurance groups and strategy consultancies.

© Pietro Sutera

In an over-communicated world, companies must remain audible, visible and consequently differentiable. This book considers how the dramatic elements that make good stories can be applied at the corporate level. Good companies, like good stories, need heroes, villains and a heroic tale to inspire their employees and customers.

There are many books on the market containing theoretical essays on the notion of strategy, but very few of them show entrepreneurs how to plan, communicate and implement strategies in real life.

This book has been penned by a real expert with more than 15 years’ management experience in industry, banking, media, strategy consulting and start-up consulting. In addition to all this, Dr Veit Etzold is not only Germany’s number one speaker and management coach in the fields of strategy & storytelling, but also one of the country’s most successful thriller authors – which means he knows how to write a book that’s easy and exciting to read.

Planning, Communicating and Implementing STRATEGY shows you the best way to plan business goals and strategies with clarity, communicate these effectively and establish them within an organization with measurable results.

A short excursion into the world of the classics shows you what can learn from Sun Tzu about speed, from Machiavelli about long-term goals and from General Clausewitz about uncertainty. Further, the book contains examples from military history, such as General von Moltke’s “mission tactics”, which later became “Mission Command”.

DR. FRANK HAGENOW: Psychologist – Business Coach – Keynote Speaker
Dr. Hagenow holds university degrees in psychology and tourism. He studied in Hamburg especially focussing on pedagogical, work-related, and organisational psychology. He has also successfully performed many conflict resolutions and supported numerous top managers in his coachings. Additionally, he looks back on a long career as psychological evaluator and manager. He received his PhD for an effectual training concept on professional conversation techniques. He is recognised Europe-wide as "Psychologist EuroPsy" through the European Certificate in Psychology by EFPA. He has held lectures in China, Iceland, Austria and the USA.

Leadership Minus The **Psychological Tricks**

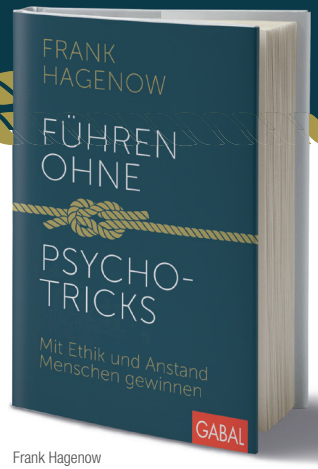


Image: KsushaArt / Shutterstock

Frank Hagenow
Upstanding Leadership
Winning people over with ethics and decency
216 pages, hardback
978-3-86936-824-5
Pub Date: March 2018
Leadership, Motivation, Soft Skills, Business Communication, Human Relations

Pyschological tricks are like Lotto millions: none of us would object to having them, but they ultimately benefit only a few. In the end, most players lose out.

I. Barking up the wrong tree: Our preoccupation with psychological tricks

1. When deceit becomes desirable: Lies and cheating, wherever you look
2. All hands on deck: The desire for quick solutions with no questions asked
3. When appearances are deceptive: Psychological tricks and their consequences
4. How the winds are changing: Leadership over the course of time

II. The dark side of power: Mind games in the boardroom of today

5. Full steam ahead: When gut feeling takes over
6. Disguising, deceiving, covering up
7. To be aboard a sinking ship: Catch-22s and paradoxes
8. It might look easy…: The trap of the "simple" solution

III. Leadership minus the mind games

9. The wind at your back: Onwards with ethics and decency
10. Firmly anchored: How to win people over, not manipulate them
11. Clear the decks: Your personal cargo
12. Pilot on board: Seizing momentum – from outside and within

IV. The manager toolkit for your navigation bridge

13. Your compass for decency and ethics – How to determine the right course
14. Under full sail: Communication as a key skill
15. Through stormy waters: How to remain self-assured – even when the waves are rough
16. "Set course for the iceberg!": Why sometimes, you can achieve a goal by doing the opposite

The expansive realm of psychological tricks is an allure and a curse in equal measures. The desire for solutions that are both quick and compliant with the decision-maker's own world views is frequently accompanied by a bitter aftertaste: that of manipulation and a domineering approach. On the other side of the coin, it's essential for leaders to defend themselves against deception in the shark tank of "business and competition". Amongst all this, there is a constant danger of key principles of decency and ethics being sacrificed on the altar of short-term success.

It is an oft-overlooked truth that leadership consists, to a large degree, in the successul management of relationships – yet for many, this is considered no more than a cumbersome part of the everyday grind. What could be more desirable than to dig deep into the bag of psychological tricks and put a quick end to unpleasant disputes – or even do away with conflicts entirely?

But this approach is short-sighted, for those seeking to achieve lasting success and retain skilled employees on a long-term basis would be well advised to avoid these (apparent) quick fixes. The key to engaging fairly and respectfully with employees lies in demonstrating appreciation for the value they bring – and this is first and foremost a question of the leader's personal attitude.

In this book, Frank Hagenow explains what psychotricks are, how they can be neutralised and how you can develop a leadership style shaped by values. Effective, practice-focused tools, tips and checklists give you the skills you need to engage with employees at eye level – for trust-based leadership is a crucial competitive advantage that will ultimately result in to better performance and better profits.

Service – the key to the future

"Carsten K. Rath is THE Service-Expert in Germany."

Hans Demmel Managing Director n-tv

Success through digitalisation was yesterday's news. Service is the new USP – and the more industries are overrun with digital competitors, the more important it will become. When all is said and done, the secret of enduring brands is in their customer relationships. These are defined by a unique standard of both digital and analogue service experience.

In this inspiring book, Carsten K. Rath shares the secrets of winning customers over, explains why even the most sophisticated digitalisation strategies are actually service strategies and demonstrates how service excellence can be a customer magnet for any organisation.

Carsten K. Rath
No App for a Warm Welcome
Service excellence in the digital era
264 pages, hardback
978-3-86936-825-2
Pub Date: March 2018
Service, Competition, Customer Relations

Approaching complex thought and action in an uncomplicated way

"Stephanie Borgert combines her practical experience as a consultant and coach in the field of complexity with scientific findings and modern-day business scenarios."

Michael Hein, managerSeminare

The complexity of our modern, networked working world means that simple solutions are no longer fit for purpose. Instead, complex, systemic thought and action are increasingly in demand – and have resulted in the emergence of highly topical concepts such as agility and new work.

This workbook for practitioners provides the basis for a fundamental examination of systemic thought and acting. It clarifies the concepts and uses numerous practical examples to encourage readers to shift their perspectives, broaden their horizons and engage with a broader scope for solutions. It also provides a number of exercises to encourage readers to actively reflection on their own topics.

Stephanie Borgert
Complex Made Simple!
The Workbook for Complex Thought and Action
176 pages, softback
978-3-86936-826-9
Pub Date: March 2018
Complexity, Leadership, VUCA, Systemic Thinking, New Work

Become a **Sales Leader Yourself!**

SALES LEADERSHIP is a reference work that is focussed on the essential elements involved in professionally setting up and successfully leading sales organisations. Based on a careful market analysis, the author offers a knowledgeable and practical approach to setting up and developing your sales operation, step by step, to achieve better long-term results.
From recruiting through onboarding, and from team development through controlling – Andreas Buhr asks the most important questions for each phase of sales leadership. Leadership models are addressed in the process and include agile leadership and digital leadership. Numerous practical tips, checklists and forms provide valuable tools you can use right away.

"Andreas IS a real sales leader, a 'rainmaker' in the best sense of the word. More than 35 years of true market expertise, cumulated in his books." **Ed Robinson, 'The Rainmaker'**

"This book is bigger than sales, it is your guide to thriving in sales during this time of digital transformation." **Manley Feinberg II, international keynote speaker**

"Andreas Buhr is an example of a great leader and a great salesperson. When he shows up, others are running to get out of the way." **Ron Karr (CSP), 2013-2014 President NSA**

Andreas Buhr
Sales Leadership
Building, Developing and Managing a Professional Sales Organisation
312 pages, softback
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Bernhard von Mutius

Give strength to those around you!

Disruptive Thinking

One question crops up again and again: will we be needed in the future? The answer depends on how we understand “we” – more specifically, on how we understand ourselves. If we understand “we” in the most general way – as the sum of our habits and conventions – the answer will most likely be that no, we are no longer needed. We are replaceable. So long as we seek to make ourselves more and more similar to these machines, there is no reason why the digital transformation should be content with human replicas.

If, on the other hand, we understand ourselves as individuals – as contradictory, creative beings who, despite our commonalities and ordinariness, are unique and have special abilities – the answer will be that yes, we are needed.

We might even be needed greatly; indeed, head-hunters and HR managers everywhere are permanently on the hunt for such individuals. The demand for these people is growing ever greater.

Some companies find it easier than others to recruit such people. For most companies and institutions, the situation is trickier – and this is precisely the reason for the growing demand. History could, ultimately, take a paradoxical and surprising turn: while man as a perfect creature of routine, one that carries out exactly what has been set out for him, might soon be highly endangered by algorithms, man as a unique, singular, creative and non-perfect being could get a second chance to shine.

In this regard, digitalisation is the enabler. Networking gives rise not only to new forms of cooperation, but also to a whole new form of individuality. Have we truly accepted that networked organizations need “the individual”, with all his or her inimitable character? Have we grasped that teams become better, meetings more enjoyable and changes more successful when we involve the individual?

Here are five sure-fire tips for making yourself superfluous:

1. Don’t ask questions – especially those for which you have no answer. Never admit to not knowing something.
2. Do not approach others; perceive the need for help as weakness.
3. Maintain strict compliance with efficiency criteria. Optimization is everything.
4. Avoid dealing with inconsistency as if your life depended on it
5. Go back to number 1 and start again. Repetition is the only thing that counts.

If we flip this list on its head, however, we can turn it into something positive – and condense it into a few useful maxims.

As such, here are four things to remember for keeping yourself in the game:

1. The more networked the world becomes, the greater the importance of the individual.
2. The greater the joint accomplishment to be achieved, the more important the participation of the individual – and the more important it becomes to ask each individual what they need and what they can contribute. In teams, in business, in politics.
3. The higher the pressure of change on the organisation, the more important it is to create spaces, especially spaces in terms of time, where people can do what they can do well.
4. The stronger the pressure to replace the living labour force with digital machines, the more important it becomes to ask: what sets people apart? What can they do better? In which areas are they irreplaceable? What are the strengths and potentials, perhaps also the weaknesses, that make them unique and different?

Bernhard von Mutius is a pioneer in the field of disruptive thinking in the German-speaking world and one of the most important future thinkers in Europe. The social scientist, philosopher and author is concerned with the digital transformation as well as with the creative revolution and its meaning for humanity, economy and society. He advises companies and organizations on the topics of change, Innovation and leadership. He is Senior Advisor of the HPI School of Design Thinking, co-founder of the Potsdam talks, founding member of the “New Club of Paris”, advisory board of the Club of Rome Schools.

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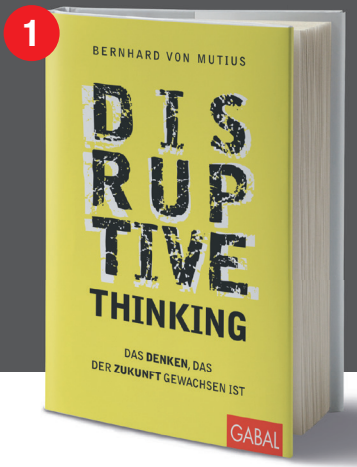

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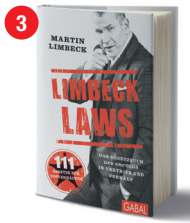

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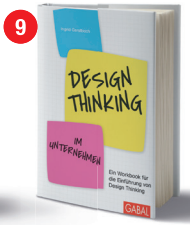

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Companies' increasing dedication to improving their working atmosphere and balancing the interests of management and employees is fantastic. At the same time there's a great deal that individual employees can do to ensure the wellbeing of themselves and their colleagues. Devise your own well-being programme and use every opportunity you get to feel good in your job and in your own skin.

Carmen Schön, Karin Midwer
The Feelgood Method for Women
Achieving Greater Balance in Your Professional and Personal Life
200 pages, hardback
978-3-86936-839-9
Pub Date: April 2018
Career, Success, Soft Skills

Self-assurance has never been more in demand

Stand out from the crowd by reflecting consistently on your personality and behaviour and being conscious of how you affect those around you.
Specialist qualifications alone no longer determine a person's professional success; rather, the progression of their career is dependent on personal charisma and a self-assured presence in discussions and negotiations.

In this book, Stéphane Etrillard shows you how to project a self-assured image and significantly increase your confidence and poise. Using numerous practical, directly implementable tips, you'll learn how to communicate more consciously, persuade others of your point of view, avoid misunderstandings and conflicts and effectively achieve your goals.

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Stéphane Etrillard
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224 pages, hardback
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Pub Date: March 2018
Authenticity, Quick-Wit, Persuasion, Charisma

A "formula for **conflict**"

Conflict is as old as humanity itself. Whether at work, in the family or any other area or life: when deviating interests collide, conflict is usually the result. It has been and always will be a part of life. This might, on the surface, sound ominous, since we're used to viewing conflict in a negative light. But there's another side to conflict: the heat and energy it generates can beget creative and inventive potential. The trick is to use this energy productively.

With great humour, Christoph Maria Michalski and his fictitious reader, Leo K., describe how conflict came into the world and how we can regain control of it. A "formula for conflict" enables readers to identify and correlate the various aspects of a conflict, with example scenarios provided for better understanding.

Michalski's book shows how conflicts arise, how they can engender creative and inventive potential and how this potential can be used to our advantange.

- Unconventional, humorous, at times brash style
- The book is annotated by fictitious reader Leo K., who provides food for thought, suggestions, ideas and tips
- Empowers the reader to approach personal and professional conflicts in a new light and thus also to handle them in a resourceful fashion.

Christoph Maria Michalski
The Conflict Bible
The origins of conflict and how it can be managed
220 pages, hardback
978-3-86936-829-0
Pub Date: April 2018
Business Communication, Presentation, Conflict Management, Mediation

Jutta Portner

Learning how to better negotiate

Three classic negotiation scenarios

Better Negotiating

Scenario 1: Territoriality – Of dominance and subordination

Human social behavior manifests itself in every negotiation. Social signals announce each person's status in the hierarchy and his role on the team. Social status is reflected in one's body language. The more relaxed and openly a negotiator moves about and the more he takes advantage of his freedom of movement, the more clearly this indicates a lack of fear. What are some nonverbal attributes of strong people? One important signal is that the person makes calm movements that occupy lots of space. Dominant signals go downwards, from above to below – a strong person places his hand on the other's shoulder, or stops the other person by placing his hand on the other's arm. The powerful person's movements are efficient and express their meaning clearly – on the other hand, when someone is indecisive and feels torn apart, his body signals this with its inconsistent movements.

Scenario 2: Greeting the other party

How you greet your counterpart will set the negotiations on their course. The classic greeting ritual in most of the English-speaking business world involves the participants going directly up to one another, standing face-to-face, and greeting each other with a firm handshake.
A confident negotiator may stretch out his arm towards his counterpart even while still walking towards him – this person is a go-getter. Watch out for the following mistakes when you enter others' offices:

- Don't hang out in the doorway. This sends a signal of uncertainty.
- Don't hang out in the center of the room. This is a sign of meek respect.
- Also, don't hang out in the center of the room and stick your arm out from there to greet your counterpart. This will force him into an uncomfortable position.

Scenario 3: Who sits where? – The seating arrangement

The negotiating table can be seen as representing the object of the negotiation. The dominance of individual parties can often be deduced based on how much room they take up. Confident parties occupy a large area of the negotiating table, with documents, pens, and other items spread out before them. The uncertain negotiator piles his papers up together neatly, sometimes even pulling them back off the edge of
the table a bit. He may keep his hands below the table as well, only occasionally bringing them out to emphasize some point he is making. The person leading the negotiations is often the one with the highest status; he sits at the head of the table.
One can often tell whether a negotiation is more competitive or cooperative by seeing whether the parties are sitting opposite each other confrontationally or whether they are sitting together at an angle that allows everyone to look at documents simultaneously. Round tables have been proven to work in difficult negotiations, stressing equality between the parties and making the hierarchy take a backseat.

Jutta Portner is a Dynamic Management Trainer and Business Coach. She has more than 15 years' experience training organisations in negotiation, conflict management and project management and offers a proven ability to link strategy with people and organisational change. She has a strong track record of enhancing communication skills and improving operational efficiencies, with a superior client service rating.

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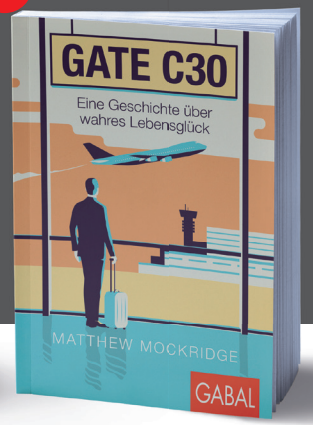

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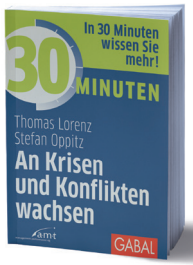

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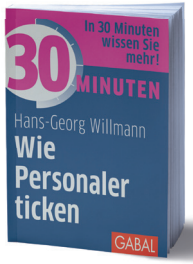

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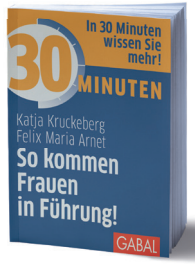

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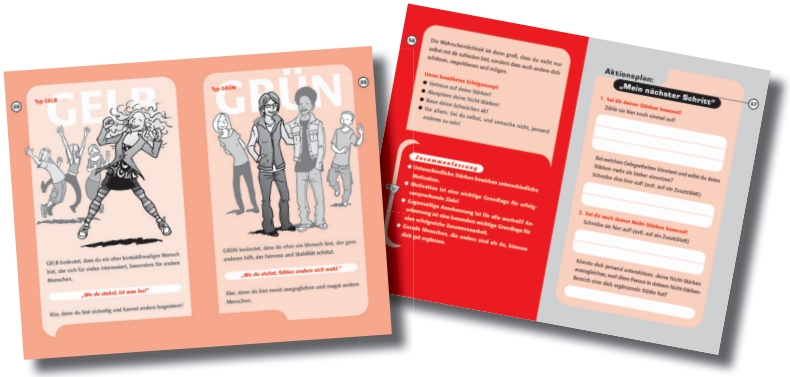

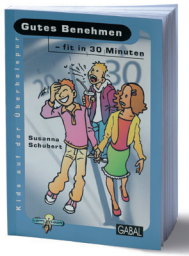

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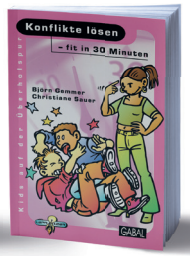

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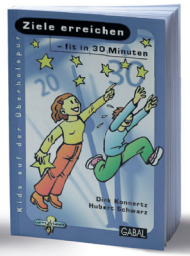

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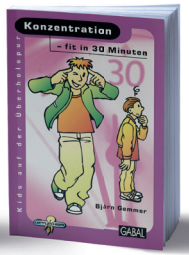

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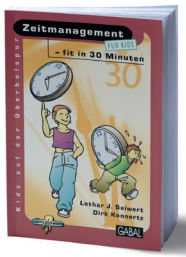

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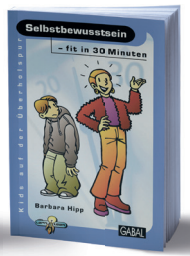

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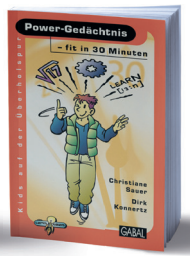

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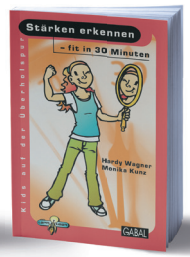

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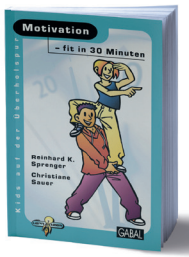

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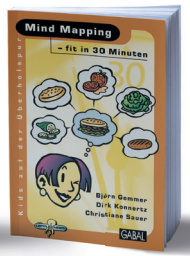

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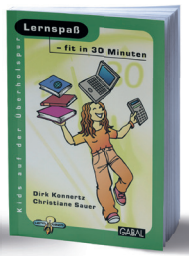

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And the best thing is that Madame Missou meets me at eye level. Her life experience means that she's not easily rattled, and I benefit from her pragmatic view of things. Basically, we'd all love to be a bit like her – both feet planted firmly on the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

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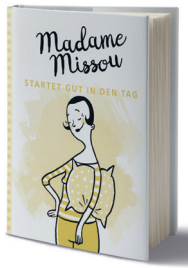

Say adieu to "I don't do mornings"

The sun is shining, the birds are chirping, the world around me is basking in a pinkish glow – I'm in love right now, and the object of my affections is me! I enjoy my carefree evenings alone and accept the wrinkles around my eyes. Unfortunately, that hasn't always been the case. Do you want to join me on the path to greater self-love and care?

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Less is more

We rush from A to B, bleed ourselves dry, consume entertainment and accumulate possessions - bigger, higher, farther! At some point, I began to wonder: what's the meaning of all this? What do I need, my body and soul, really? What I found was that happiness is in the small things! I've turned my life inside it, freed it of unnecessary weight and reduced the amount of everything. Curious? Great – I'd love to show you the easy way to live a minimalistic life!

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Banish the everyday drudge

Getting up, taking a shower, brushing my teeth, drinking coffee and off to the office – my morning ritual. Bonjour, the daily grind! Can't the monotony sometimes be draining? Recently, I started going to work by bike instead of car. Fresh air and so many new stimuli – it's wonderful! From that point onwards, I was sure of one thing: my everyday life would be monotonous no longer! I've tried a number of new things and have some useful tips to share on breaking habits and rekindling the fire of enthusiasm.

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Self-love

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Learning To Love Oneself
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978-3-86936-856-6

No stress

Success, career, performance, styling, networking – just looking at this list is enough to make me stressed! But is this an inevitable degree of madness, or is our stress self-inflicted? Learn to stop the stress spiral! Discover stressed you actually are, where your energy vampires are lurking and how to manage life with self-assurance and serenity. A few tricks are all it takes to escape the stress trap!

Living A Stress-Free Life
100 pages
978-3-86936-857-3

Become a master at the art of communication

"There are dirty dishes in the kitchen." A simple sentence, for sure – but one that can convey very different messages. Is it a request, a reproach, a neutral statement? Who says it to whom and with what intention? Before you know it, you're in the midst of a heated argument – one that's exhausting and all too often unnecessary. Through active listening and the right communication tricks, you can transform any future conflict into a solution-focused discussion!

Learning To Argue Fair
100 pages
978-3-86936-859-7

Madame Missou shows you the right way to start the day

From the book "Getting Out Of Bed With Ease"

A Motivation Boost for Those Who Hate the Mornings

On the weekend, you wake up full of zest and feeling strangely rejuvenated and not tired at all? Sound familiar? Why is this? Is it perhaps the fact that you know you're going to do what you want all day and are looking forward to the day?

Alors – try to integrate this feeling into your everyday life, be it at home, university or work. Look forward to something every day, even if it's just a little thing, so you have a reason to start the day happy. The best thing to do before going to sleep is to make a list of all the pleasant things awaiting you the next day!

As inspiration, I'll share my favourite motivators with you:

- Wearing nice new shoes to the office
- Trying a make-up look with new colours
- Inviting your colleague to a piece of cake during the tea break
- Picking up a nice café au lait on the way to work
- Trying a new recipe with fresh seasonal ingredients

What brings a smile to *your* face? Make your own list for tomorrow!

Backlist

Life is far too short to sit around moping!

A coffee stain on a fresh blouse, a car that won't start, a stubbed toe – un jour catastrophique! But life is far too short to sit around moping! I will show you 15 small tricks to bring back your radiant smile! And you will be soon spending more of your everyday life in good moods!

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

Say goodbye to chaos!

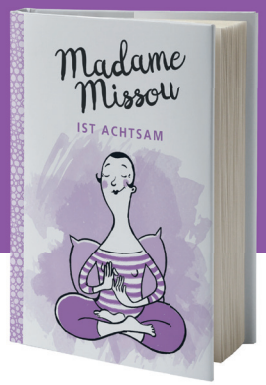
Is chaos beautiful? Or is a cluttered house the sign of a cluttered mind? In any case, what is certain is that new thoughts need space to unfurl – and that a beautiful home is the best haven in the world. With a few little tricks, you can once again become the mistress over your own realm – and I'll show you just how to accomplish this!

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

Radiate from within!

There are some people who are simply radiant – they seem totally contented and cast a spell over everyone. Are they lucky? No – they're probably just self-confident. And self-confidence is something that a woman can learn. In this book, I'll fill you in on my best tips and tricks for leading a self-determined life.

Madame Missou is self-confident
112 pages
978-3-86936-786-6



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

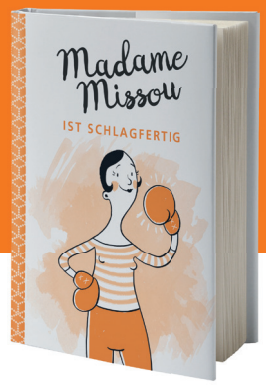
Raising children, running a household, working, hobbies, and more – everyday life can quickly degenerate into stress for a woman! She ends up rushing from point A to point B without paying attention to her conversations, without really savoring her dinners, and without the proper focus on the things she has to get done – and then simply flops into bed at the end of the day, completely exhausted. I know this all too well, and I also know just the remedy – living mindfully is the order of the day!

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

Live healthy, live longer!

Superfoods, low carbs, and gluten-, lactose-, and meat-free diets – oh, who can be bothered to keep up with it all? What is missing in your life – is it highintensity exercise, feng shui, or just simply sleep? I'm on a mission: To live a happier and healthier life, starting immediately. And I invite you to join along – and benefit from my experience.

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



How to be confident in any situation!

Perhaps your downright silly question was revealed as such, and you wish the ground would just open and swallow you whole? Or maybe someone spoke to you in an impertinent manner, and you were simply left speechless in anger? Enough with that! I'm quite familiar with situations like these – and I also know just how you can really leave your mark. In this book, I'll reveal to you all of my best tricks for having a quicker wit.

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

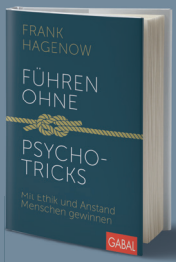
YOUR LIFE

Banish the Rabbit!

The Serenity Project

Empathy

YOUR BUSINESS



Upstanding Leadership

The Illusion of Invincibility

Strategy

YOUR SUCCESS

The Conflict Bible

The Feelgood Method for Women

Achieving Goals with Self-Assurance

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