



RIGHTS LIST
FALL 2016

GABAL. YOUR PUBLISHER.

YOUR LIFE EFFECTIVENESS IS OUR MISSION.

New Book by Bestselling Author Marco von Münchhausen How to Regain the Power of Concentration

We are continuously distracted and find it hard to get anything done. Our concentration suffers never-ending disruptions; we react without fail to each and every stimulus we encounter. In recent years, this loss of concentration has become a major problem in workplaces across the world – it often takes us as long as 30 minutes to get back to the task at hand. According to the Gallup Institute, the resulting economic losses run into the billions.

In his new book, Marco von Münchhausen teaches readers how to escape the minefield of constant distraction and demonstrates clearly how we can focus better in our day-to-day lives.

- **Why the ability to concentrate is so essential for our day-to-day lives**
- **Why it's so hard to remain focused in today's world**
- **How concentration can be practiced and honed**

With the self-test
"How good is my concentration?"

Marco von Münchhausen
Concentration
How to relearn the art of focus
184 pages, 23 x 15.6 cm, hardback
October 2016
978-3-86936-719-4



Contents:

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Never-Ending Interruptions – The Illusion of Multitasking</p> <p>II. Now to Concentrate – But How?
What is Concentration, and How Does It Work?</p> <p>III. The Dopamine Elixir
Concentration and Flow: The Best Legal Drugs</p> <p>IV. Island of Concentration
A Protected Space for Concentrated Work</p> <p>V. Every Race Requires a Pitstop
Breaks Help Maintain Concentration</p> <p>VI. Quick Thinking / Slow Thinking
Concentration Can Be Learned</p> <p>VII. Navigation On High Seas
How Stress Sabotages Concentration – And How We Can Control It</p> <p>VIII. Penalty Shootout
Concentration, Motivation and Success</p> | <p>IX. Mewes Is Still Current
Concentration in Business</p> <p>X. The Distracted You
Concentration and Diversions</p> <p>XI. The Error Scanner in Your Head
Concentration and Perception (9 Facts, 1 Myth)</p> <p>XII. The Power of the Zen Master
Concentration and Meditation – Training the Prefrontal Cortex</p> <p>XIII. You Aren't Here!
Concentration and Communication (Physically Present, Mentally Far Away)</p> <p>XIV. The Attention Dictator
Concentration and New Media (Curse or Blessing?) – The "Supertasker"</p> <p>XV. Magic Pills?
Concentration – AD(H)D and Psychotropics</p> <p>XVI. Concentration 2020
Where the Journey Can Lead</p> <p>30 Tips for Concentration</p> |
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Photo: © Sascha Hüttenhain

Dr. Marco Freiherr von Münchhausen is a lawyer, coach, consultant and author of multiple bestsellers. His books, talks and seminars focus on various important aspects of a successful, fulfilled life. To date, he has helped more than half a million people put their personal resources to best use.

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

Ralph Waldo Emerson

What do confident people do differently than others? Why do some people trust in themselves to do anything, while others hardly anything at all? How do we identify people with a high degree of self-confidence? And above all else: how can we succeed in achieving greater self-confidence, and how long does this process take?

This book affords readers a clearly written look “behind the scenes” of self-confidence, doing away with the need for psychological jargon and getting right to the heart of how – step-by-step – we can increase our level of trust in ourselves.

- **Practical inspiration for a more self-confident life**
- **Numerous exercises to help you put advice directly into practice**
- **No superficial, one-size-fits-all recipes for success**



Steffen Ritter
Self-Confidence
 Why others have it – and how you can get it, too
 216 pages, 23 x 15,6 cm, hardback
 September 2016
 978-3-86936-724-8



Contents:

Part 1 Self-Worth

Green Sauce
 How We Assess Ourselves
 When Others Put Us Down
 Watch Out – Subtrahends!
 The Significance of your Minuends
 The Secret to Recognition
 Finding Your Own Talents and Strengths
 Unhappiness Is the Other Option
 Why “No” Is a Word That Shows Self-Worth
 The 7 Self-Worth Boosters of Highly Confident People
 The Path to More Self-Worth

Part 2 Trusting Yourself

When We Trust
 When We Trust Ourselves
 Outer Effects From Inner Attitudes
 Small Steps to Demonstrating Reliability
 Why Courage Is So Important
 Can You Really Learn to Trust Yourself?

Can You Trust Too Much?
 The Secret to Self-Discipline
 The 7 Self-Trust Boosters of Highly Confident People
 The Path to More Self-Trust

Part 3 Self-Love

On Respect and Self-Respect
 Love Others and Yourself – But How?
 The 7 Self-Love Boosters of Highly Confident People
 The Path to More Self-Love

A Little Look Forwards

The Energy-Sapping Show of Great Self-Confidence
 Self-Worth, Self-Love, Trust in Oneself– How Does All This Tie In?
 Give Others the Gift of Self-Confidence
 The Past Is Behind You: Your Personal Epilogue
 Thanks, Savoy!

... And a Little Test

Quick Self-Confidence Test



Photo: © Dirk Hoppe, Digital Design Studios



Steffen Ritter is a speaker and author of multiple books and has led the business coaching establishment Insitut Ritter for the last 24 years. His consultations focus extensively on individuals' attitudes and habits. His events are attended by a total of around 25,000 participants every year.

50 Secrets of the Modern Man

Mr. K doesn't have it easy. Raised in an analogue age, the father of two finds himself confronted with the numerous challenges of the modern world. He hopes for a little understanding from his family, yet his wife cannot understand why his job takes up so much of his time: she once referred to him as a "Senior Consultant Key Account Something-or-other" in conversation with a perfect stranger at a party.

There can be no doubt that he's made a successful career for himself, and his current position – as he'll be happy to tell you – is "not too far from the board". This anchors his life and gives it meaning in an increasingly complex world. This complexity – and how to deal with it – is Mr. K's topic of reflection on over 50 columns on the central issues of life: where do I come from? Where am I going? And how many bonus miles can I collect on the way?

Thomas Tuma
The Modern Man
 50 selected columns
 120 pages, 2-colour printing,
 18.5 x 13.0 cm, hardback
 September 2016
 978-3-86936-728-6



Contents:

Senior-Consultant-Key-Account-Something-Or-Other

Facebook Is For Pensioners

Gender Question And Luggage Rack

King Kong Or Hate Preacher?

You Are What You Drink

Of Founding And Failure

When Saving Money Is No Longer Worth It

How To Stay Young In Your 30s?

First Contact With The Generation Y

The Moleskine Illusion

The Dark Side Of The Taxi Revolution

A Colleague Says Goodbye

How To Leverage Your Skills Correctly

How Do You Explain The Euro Crisis?

On The Hunt For The Next Zuckerberg

If Smartphones Could Talk

Tamagotchi For Men In Their Midlife Crisis

On Your Marks, Get Set, Corporate Run!

What To Wear For The Heat Of The Century?

Hunting For The Downshift (Part 1)

Hunting For The Downshift (Part 2)

Hunting For The Downshift (Part 3)

The Finer Points Of Car Sharing

Men's Careers 1: The Manager

Men's Careers 2: The Artist

Men's Careers 3: The Ordinary



Photo: © Frank Beer

After studying and training as a journalist in Munich and Washington, and several years at the Stern and Spiegel in Hamburg, **Thomas Tuma** now works in the editorial department of German business newspaper Handelsblatt. There, he gathers snapshots from the life of the modern man and uses them as the basis for his charming columns. If you have a topic for him, drop him a line: tuma@handelsblatt.com. He always looks forward to hearing from you!

Inspiration For A Life Powerfully Lived

Every day a little stronger, happier and more effective – this book provides compelling motivation for becoming the best version of yourself. *The Best Version of You* is not a dry self-help tome, but an intense and entertaining power pack of inspiration. In easy-to-read, bitesize chunks, it encourages readers to bring greater energy and clarity to their own lives. With original motivational mantras, inspiring success stories, checklists, illustrations and daily tasks, *The Best Version of You* focuses on what's really important when we want to achieve more. It helps us to set free the power inside us. A book for doing – because we've thought about it for long enough.



Christo Foerster
The Best Version of You
 Inspiration for a life powerfully lived
 248 pages, 21 x 21 cm, hardback
 September 2016
 978-3-86936-723-1



Contents:

1 "The Best"

Do It Like Mother
 The Power of Adventure
 Change What's Possible
 What's Good Is What Works
 German Fear
 From Small to Big
 The First Manifest

What You Don't Know By Heart
 One Out of Three
 Extraordinary
 The Third Manifest

Moving Forward – For Real
 Out of the Rut
 In Flow
 Look At It This Way ...
 The Strength of Your Body
 The Fourth Manifest

2 "More Me"

The Egoist In Us
 Finally, Responsibility
 Decide For Yourself
 The Rules, Again
 Completely Alone
 The Second Manifest

4 "Status Quo"

Hand on Heart
 At the Mixing Desk
 Going Well
 Go or Stay?

6 "Being Useful"

Doer, Not Superhero
 Morals vs. Business
 Building Others Up
 The Fifth Manifest

3 "Your Fire"

Less For More
 The Convenient Hole
 What Gets You Fired Up?

5 "Your Path"

From Wanting to Doing
 Motives to Goals
 This or That?
 What Counts Now
 Entertainers
 The Secret of Contrast
 If, Then ...
 In Your Element

7 "On Track"

What Comes Next?
 Don't Be a Damp Squib
 Forging Character
 Stand Up and Dance
 Alarm Signals
 The Sixth Manifest

BACKLIST TITLE



Neo Nature
 The Secret of Your Natural Power



Photo: © Arne Müller

Christo Foerster is a qualified sports scientist, a systemic coach and a respected speaker. He is also founder of the Natural Coaching Academy, an institution that aims to facilitate a holistic development of its attendees' personal potential. In the past, Foerster has worked as editor and head of sport at the magazine *Fit for Fun* and chief editor at the magazine *Men's Fitness*. An advocate of innovative concepts for life and work, he continually motivates his fans and readers to pursue new ways of doing things. His book *Neo Nature – Endlich gesünder und erfolgreicher leben* was published by GABAL in 2015.

111 Rules (And Rules To Be Broken) For Anyone Who Sells

In Limbeck Laws, best-selling author Martin Limbeck wastes no time in getting to the heart of the matter – the 111 most effective considerations for sales success. In a manner like no other, this prolific sales expert embodies the kind of thinking required to make an average seller into a great one. His laws also reflect his personal principles: clear values, absolute honesty, fair deals and lasting relationships are the secrets to his sales success. The book is a sure-fire way for any salesperson to efficiently and purposefully hone their skills.

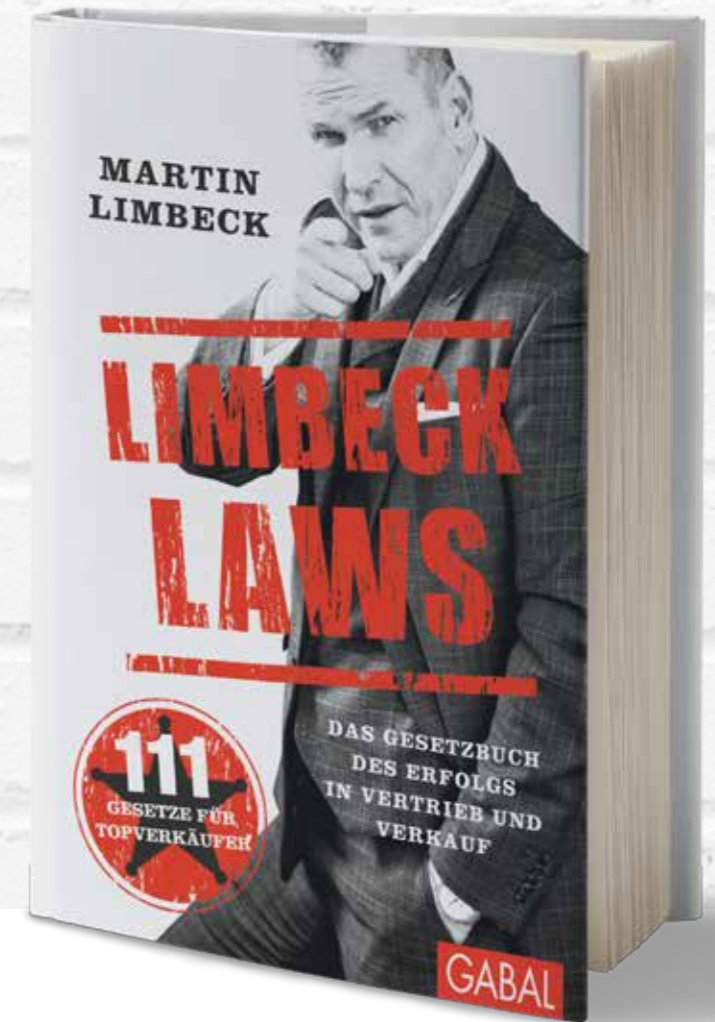
- A fast-paced and enjoyable read for anyone in sales
- Clearly expressed know-how with an uncompromising commitment to practical relevance

“A star in the sales hall of fame”

managementbuch.de

Martin Limbeck
Limbeck Laws

111 rules for outstanding salespeople and those that aspire to join them
264 pages, 23 x 15.6 cm, hardback
October 2016
978-3-86936-721-7



Contents:

Selling Is Selling

Selling doesn't mean lining your pockets
Don't have a bucket list? Then you don't have dreams

Attitude Makes the Difference: Self-Esteem and Self-Motivation Attitude = 100%

You're not disturbing!
Those who don't know the goal, won't find the way
A winner's mentality = mental strength = no fear of failure
The customer is yet to buy
Customers buy from winners only
The assistant: Not an insurmountable hurdle

Be Your Own Brand Ambassador

Those who don't stand out will fall by the wayside
Position yourself as an expert – and you'll be No. 1 in your customer's mind
Expert positioning requires social media
Details aren't an afterthought – they mean everything

Want others to spend their money?
You need to look expensive

Customer Relationships: A Matter of the Heart

Be a tough negotiator – but be fair
What you give out, you'll automatically receive
Discreet recognition means: first you give, then you take
The first impression shapes the relationship – but the last impression is the one that lasts

Straight to the Point – But Obliging in Tone: Customer Communication

Setting the tone
Your body doesn't lie
Don't just hear, but listen
Those who don't ask, stay in the dark

Leaders Have the Power to Lead

Leading means making others successful
The dream team of any head of sales:
Hunter and gatherer
Credibility comes from leading by example
Clear statements, not cosying up

Master Sales and Negotiation Techniques With Confidence

How to make your customers happy?
Recognise their motive for buying
Objections are signposts on the road to closing the deal
Self-esteem: The most important feeling in price negotiations
A lack of self-esteem gives the green light to haggling

After the Sale as Before the Sale: After Sales and Complaints

The customer needs to feel safe – directly after the deal is done
The closing of the deal is the beginning of the customer relationship, not the end

Once a Caretaker, Always a Caretaker – The Surest Way to Mediocrity

Rules for incompetent managers
In the end, facility managers are caretakers too

Martin Limbeck is an exceptional personality. His presence, his unique perspective, his direct style of language – all these things and more help him to set him apart from the numerous self-proclaimed sales experts on the market. Martin Limbeck is the go-to authority for a targeted honing of your sales operations and company management. Today, he is one of



Photo: © Philip Reichwein

Europe's most successful sales experts, owns the Martin Limbeck Training Group and enjoys a cult status among sellers in every industry. A gifted top speaker, he has earned a reputation worldwide as an authentic and rousing orator. More than 100,000 fans on Facebook, Twitter, Xing and LinkedIn and over one million views on YouTube make him a social media phenomenon and one of the most influential top experts in his field. His well-established expert status has also led to various teaching gigs and university speaking engagements.

A Workbook for Beginners in Design Thinking

“Design thinking” is no silver bullet for hip start-ups and corporations seeking to blow away the cobwebs from their outdated processes. Rather, design thinking is a unique problem-solving strategy that will move your company forwards. It’s also a mindset – one that views problems from a variety of angles to ensure that people’s true needs are being met. It is a process that lays equal focus on the problem and the solution.

As part of a multi-layered process, design thinkers take conventional solutions and apply them to other areas or issues. They identify needs or observe a problem, separate it from its context and take gradual steps towards the end goal. This is a helpful approach for a complex world. The development of innovative products call for such approaches: inventive thinking with a focus on radical customer benefit and the fulfilment of needs. This is how firms can secure a competitive advantage.

- **The first book to incorporate design thinking into the everyday running of a business**
- **A beautifully designed guide for direct practical application of the design thinking method**
- **Tools, tips and examples from real-life projects**

Ingrid Gerstbach
Design Thinking in Business
 A workbook for beginners in
 design thinking
 320 pages, 23 x 15.6 cm, 4c, hardback
 October 2016
 978-3-86936-726-2



Contents:

Chapter 1: Start With Why

Definition of Design Thinking & How It Came About
 DT as a Part of Company Culture
 What Can DT Actually Achieve?
 Uses and Limits of Design Thinking
 Three Ingredients for Innovation

Chapter 2: The Tools – DT, A Balancing Act

The 4 Phases in Overview
 Observe
 Understand
 Define a Point of View
 Find Ideas
 Test
 Feedback
 Shopping List

Chapter 3: Design Thinking in Business

Every System Lives By Its Rules
 Everyone Is Creative
 The Right Team
 Values and Approaches
 Swarm Intelligence
 Finding the Right Information
 Presenting Ideas
 The Right Environment

Chapter 4: Design Thinking as a Mindset

Question Your Own Assumptions
 Be Authentic and Tell Real Stories
 Share Information and Visions
 Empathetic Teamwork
 Offer Solutions

Chapter 5: Design Thinking in Processes

Defining Process Management
 Problems and Challenges in Classic Process Management
 People in Processes: Development of the Company, Demands on the User
 Methods in Process Management: Goals, Workflows, Frequent Mistakes, Costs

Chapter 6: DT: Introducing DT to Your Business

Innovation is a Matter of Culture
 Innovation Myths
 The 4x4 Method

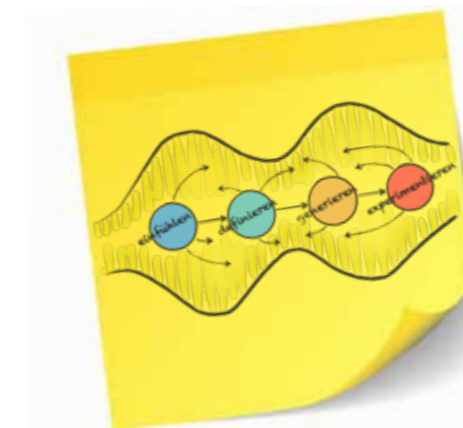


Photo: © Budiono Nguyen

Ingrid Gerstbach is a business psychologist, a management consultant and an expert in design thinking and innovation management. She describes her role as that of a “development worker” for business, helping them to uncover innovations, new potential for success and sustainable ways to create value.

Businesses are Living Through an Unprecedented Crisis – and an Outstanding Opportunity for Success

The current situation of many larger companies is characterised by uncertainty, disorientation and paralysis – the product of a years-long culture of small adaptations that have not kept pace with the disruptive changes of our time. Our society, environment, businesses, employees and customers are changing rapidly. Businesses are worried. They call for “try harder” and “more of the same”, all the while knowing that the old rules are futile in a game that has changed.

The book shows managers and company directors ways to develop innovative, creative and efficient organisations in which individuals join hands to achieve their best. It's about adopting a resource-oriented approach rather than a hierarchical one: the great challenge before which all companies and companies managers stand today.

- **What organisations need to change**
- **How management teams are overstretched**
- **Why only a radical new way of thinking can save businesses**

Pia Struck
Game Change – The End of the Hierarchy?
 Lead companies successfully into the future
 192 pages, 23 x 15.6 cm, hardback
 September 2016
 978-3-86936-725-5



Contents:

A Look at Influences and Effects
 Game Change Digitalisation
 The Challenge of the Sophisticated Client

Changing Perspective: Part I

The Limits of Modern Leadership
 The Roots of Modern Leadership
 Changing Requirements
 In a Nutshell

Changing Perspective: Part II

Complex Systems: No Linear Controllability
 The Wrong Operating System
 Non-Linear Methods Are Highly Successful

Changing Perspective: Part III

Achilles' Heel: Teamwork
 Signs and Symptoms of the Wrong Operating System
 Innovation Outsourcing
 Monitoring and Planning Processes
 Efficiency Optimisation Projects

Changing Perspective: Part IV

It's a Development Process
 Significance for Organisations
 Orange: The Achiever
 Green: The Social Being
 Yellow: Der Systemicist
 The Philosopher's Stone?

Changing Perspective: Part V

If Not the Homo Economicus – Then Who?
 Redefining Business

11 Steps to Empowerment

Step 1: A Discourse on Values
 Step 2: Top Management as a Quadriga
 Step 3: Servant Leaders
 Step 4: Stakeholder Balance
 Step 6: Lean Production
 Step 7: Use Natural Networks
 Step 8: Converse With Each Other
 Step 9: Enterprise 2.0
 Step 10: The Target Agreement and Budget Process
 Step 11: Master the Art of Teamwork



© Pia Struck



Photo: © Astrid Obert

Pia Struck holds a degree in business administration and is an expert in business innovation. She founded the first of her several companies some 24 years ago and has received numerous business prizes for her successes. In 2000, she joined the strategy department of Deutsche Telekom. Since 2005, she has served as a consultant and executive coach for ambitious change projects at company groups including Lufthansa, Daimler and Boehringer Ingelheim. She founded the Bilinguale Montessori Schule Ingelheim in 2009.

The Rules of Play for Today's Working World

In today's world, we no longer organise our work: our work organises us. A complex working world, constant accessibility and our high expectations of ourselves all combine to mean that work is increasingly encroaching on our private lives. Time to ask whether we're deceiving ourselves regarding the real significance of work in our lives – and how, generally, we want to shape our patterns of work moving forward.

In this book, Markus Väth offers a new perspective on work and presents various ideas and sources of inspiration – on an individual, organisational, business and societal level. He takes us through the ins and outs of the New Work Movement and encourages us to approach work in a new way. The movement poses some today's most important questions: what constitutes dignified, meaningful work? Which skills do we require for the working world of the future? What does a fair working society look like? Rather than focusing solely on digitalisation or flat hierarchies, it tackles the major issues of the 21st century working world. It puts our entire way of working under the microscope.

Contents:

Part 1: Why We Need "New Work"

Humans in the Middle? – Profit Seeking Versus Humanism

I'm the Boss, You're Nothing – Stone Age Management and Its Consequences

Part 2: What "New Work" Means

Freedom and Work – The Beginnings of New Work

Less is More – Work and Productivity

The Sense and Senselessness of Work

Become Who You Are – The Effective Version of You

No Size Fits All – The Many Faces of Globalisation

Humanity Reloaded – Globalisation As a Psychological Phenomenon

The Organisational Revolution

From Office Partitions to Cloudworking – On the Psychology of Digitalisation

The King Is Dead – Democracy in Organisations

Part 3: How "New Work" Is Successful

Life Blending as a New Philosophy for Life

Faith, Friends, Origins – Identity as the Basis of Life

Meaningful Work: On Finding a Professional Calling

Play It Safe – New Work as a Tough Nut for Companies to Crack

Meaning, Organisation, Staff – Managing What's Missing?

The Work of the Future – New Work as a Source of Potential for Business

Markus Väth
Work – The World's Most Enjoyable Pastime
 How "New Work" is revolutionising our working world
 256 pages, hardback
 September 2016
 978-3-86936-720-0



BACKLIST TITLES



I'll have a free night once I'm dead
 Why we are falling victim to burnout



Cooldown
 The Future of Our Work and How We will Cope with it



Photo: © Jurga Graf

Markus Väth is a psychologist, writer and founder of the Nuremberg-based consulting firm PEOPLE & CHANCE. In this book, he advises individuals and organisations on the issues of health, leadership and "New Work". He is a highly regarded burnout expert and advocate of a new type of work culture.

The Definitive Work with Everything You Need to Know About Mentoring

Mentoring is a process by which an experienced person (mentor) can pass their specialist knowledge and experience to a less experienced person (mentee). Mentoring is “in”: countless “buddy” or tandem programmes have been established in recent years in businesses, schools and universities, aiming to support individuals in matters such as decision-making, integration, equal opportunities, career planning or achieving an improved work-life balance.

The content of the book is drawn from more than 3,800 successfully overseen mentoring partnerships and encapsulates over 20 years of mentoring know-how. The selection processes, programmes and examples described in the book have been chosen to reflect the challenges of everyday mentoring. It contains questionnaires, checklists, best practice examples and guidelines that support the reader in identifying suitable forms of mentoring and implementing them successfully.

- **20 years of mentoring know-how**
- **With self-check: Is mentoring the right tool for our business?**
- **The definitive work on this high-profile subject**

Contents:

Everything You Need To Know About Mentoring	Generation-Mentoring
Consultant, Coach, Mentor?	Exchange of Knowledge and Experiences
Quality Features for Mentoring Programs	The Implementation of the Program in the Company
Matching	Knowledge Transfer within the Company – The Knowledge Spiral
Optimal and Suboptimal Matching	The Demographic Change Is Here – What Now?
Mis-Matching	Mentoring With Students – A Very Special Learning Relationship
Halo Effect: Perception Errors in The Human Resources Development	The Method
Same Gender or Cross Gender? Pro & Contra of Mixed Tandems and Groups	To do's For a Successful Network
Typical Female?! – Typical Male?!	No Go's In a Successful Network
Internal Mentoring In Human Resources Development	Gender Awareness Training
Group Size / Company Size	Case Studies from Our Project Everyday Life
Feedback with Mentees, Mentors and Not Considered Candidates	Storytelling in Mentoring
Mentee-Interviews	What Does This Mean In Mentoring?
Mentor-Interviews	What Possible Content Should Be Taught?
Mentoring – An Experience Report	What Needs To Be Considered On an Administrative Level?

Tinka Beller,
Gabriele Hoffmeister-Schönfelder
Success In Tandem

The definitive work for mentors, mentees
and personnel development managers
328 pages, 23 x 15.6 cm, hardback
October 2016
978-3-86936-727-9



Tinka Beller is a founder and board member of the German Society for Mentoring (Deutschen Gesellschaft für Mentoring, DGM). Alongside developing new projects and implementing mentoring programmes in organisations, she is also responsible for the matching and support of participants during the mentoring process.



Photo: © Stefan Bungert

An expert in the mentoring field, **Gabriele Hoffmeister-Schönfelder** has managed her self-founded business kontor5 – which aims to facilitate the development of human resources through mentoring – since 1999. She is also the first chairman of the German Society for Mentoring (Deutschen Gesellschaft für Mentoring, DGM).

“The most important lever for sustainable sales success? Systems, systems, systems.”

Steffen Ritter

Many businesspeople and salespeople leave their offices at the end of the day without a valuable, measurable, and presentable sales outcome. It's easy to see why: With distractions flowing from all directions, businesses and salespeople need to focus on what matters to achieve results. After all, successful selling is a lot like skiing-while the layperson uses force, the professional relies on technique.

Steffen Ritter, one of Germany's leading consultants for sellers and agents, explains how you can join top performers in this energy-efficient guide to automating the sales process to boost revenue.

Learn how to:

- create new habits to make sales easier;
- contact customers systematically;
- provide the right customers with the right service;
- and create value for customers on a continuous basis.

By taking a tour highlighting how salespeople, employees, and customers think, you'll be equipped to change your thinking to forge stronger and more profitable connections with prospects. In our modern world, automated methods provide a reliable basis for successful, sustainable sales. It is time for you to fully realize that selling can be smooth and easy. Sales can be automated!

Contents:

Prologue: My premiere with Starbucks

1. Life at the selling front – thoughts and reports

The good old days
Heading home
Office work isn't easy either!

2. The non-systematic approach to working with customers

Salesperson gone means customers gone
Help! I am stagnating
The end of the conditional

3. A systematic approach to working with customers

Part A – The preconditions

Secret: a systematic approach
Who exactly is your customer?
Do you provide the right customers with the right service?

Preparation: class A, class B, and class C customers

Part B – Lead generation and customer acquisition

How systematically do others become aware of you?
How systematically do others campaign for you?

How systematically do you convert potentials into customers?

How systematically do you contact your customers by letter?

Part C – Servicing and developing

How systematically do you categorize your customers?
How systematically do your class C customers generate profit?

How systematically do you service your class A customers?

How systematically do you develop your potential customers?

How systematically do you follow up?

How systematically do you continue to create value for your customers?

Part D – Customer loyalty and recommendation

How systematically do your customers recommend you to others?

How systematically do you offer extras to your customers?

How systematically do you deal with customer defection?

4. How to create new habits

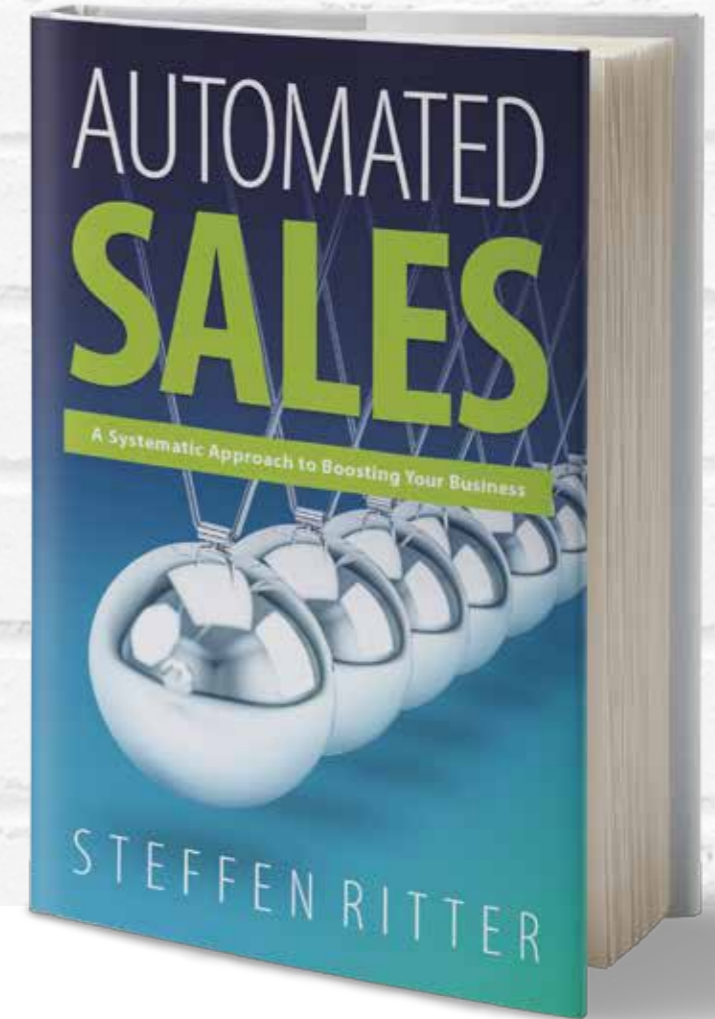
How standard practices make your work and life easier

It's the “what” rather than the “how”:

standardizing the right things

Moving from unconscious to conscious quality

Steffen Ritter
Automated Sales
A Systematic Approach To
Boosting Your Business
156 pages, paperback
978-3-86936-559-6



Reviews:

“If anyone knows how to sell with system, it's Steffen Ritter. His new book is a standard work, when it comes to creating automated systems in sales and to avoid the principle of hope in sales. A highly recommended reading.”

Martin Limbeck

“Easy to read, easy to implement. Score.”

Management Journal

“Automated Sales by Steffen Ritter is much more than just a book about sales.”

Wissen+Karriere



Photo: © Dirk Hoppe, Digital Design Studios

Steffen Ritter is one of the best-known speakers on business and sales topics in the German-speaking world. He is considered Germany's leading consultant for financial service providers, insurers, sellers, and agents. For more than two decades he has been an advocate and promoter of professionalizing sales activities. He has launched several well-renowned awards. Steffen Ritter is himself a passionate entrepreneur. Since 1992, Steffen Ritter has been managing director and mastermind of the consulting and training firm “Institut Ritter”, which leads entrepreneurs, managers, and salespeople to sustainably and measurably higher results and more turnovers.

Significant Competitive Advantage for AC Candidates

The assessment centre (AC) is not only a popular method for the selection of external candidates, but is used as an assessment tool for management staff in virtually every major company today. As an AC expert, Johannes Stärk teaches a professional approach to all important assessment centre modules.

Stärk uses numerous practical examples to present differentiated handling and problem-solving strategies for a range of assessment centre exercises: presentations, group discussions, role play, in-tray, case studies, interviews and psychometric tests. He discusses all possible sub-variants of all of these frequently used tests and lays out concrete approaches to dealing with them. He also teaches approaches to supplementary assessment centre modules such as reports, biographical questionnaires, disputes, fact-finding, business games, self-reflection and introductory rounds.

- **The definitive work featuring new AC exercises and solutions**
- **Steady seller – already in its 15th edition**
- **More than 80 five-star reader reviews**

Contents:

1. Basic information on the subject Assessment Centre

Objectives of Assessment Centers
 Assessment Center variants
 Participants
 Organization and proceedings
 Combination of exercises
 Trends and Outlooks

2. Roadmap For The Individual Preparation

View of the recruiter
 Authenticity and competence
 A matter of attitude
 Seeking professional assistance

3. Presentation

General strategies
 Strategies for specific forms of presentation
 practical exercises

4. ROLE PLAY

General strategies
 Specific strategies for different types of interviews

5. Structured Interview

Interview Preparation
 Dealing with special situations in the interview

6. Case Study

Solving Strategies
 Case Study on the point

7. Group discussion / Team Meeting

General strategies
 Strategies for specific types of group discussion

8. Psychometric tests

Cognitive performance tests
 Personality Tests

9. In-tray exercise

The first step on the way to solution
 Strategies
 More tips

10. Strategies For Further Exercises

Biographical Questionnaire
 Dispute
 Fact-Finding
 Business Game
 Self Reflection
 Introductions

Johannes Stärk

Success at the Assessment Centre

The definitive guidebook for challenging management and professional assessments
 15th edition, revised and expanded
 432 pages, 21.5 x 15.3 cm, hardback



Photo: © Fotostudio SX Heuser

Johannes Stärk is an expert on the assessment centre. As a management and career coach, he has been guiding candidates through this challenging selection method since 2001. What's more, Johannes Stärk is well-versed in the employer's perspective, since he assists businesses with the selection of personnel and designs and carries out assessment centre tests.

A Step-By-Step Guide to Becoming a Successful Blogger

Blogging is in. Every day, new blogs sprout like mushrooms from the digital WWW soil – and each one functions as a self-contained advertising agency. In this regard, blogs are not so much a hobby as an effective instrument for generating publicity, building a community and winning more customers.

This book shows how, step by step, to identify a market niche and appropriate topics, produce content, create digital products and convert readers into customers. It is aimed at three target groups of readers: those who wish to develop a new blog, those who run a business and wish to take advantage of the opportunities offered by a blog, and those who wish to supplement their offline business with a online presence.

- **Blogging – a hot topic**
- **Tried-and-tested strategies**
- **Content, checklists and worksheets as online bonus content**

Markus Cerenak
Success Factors for Blogging
 More prominence. More customers. More profit.
 180 pages, 21.5 x 15.3 cm, hardback
 October 2016
 978-3-86936-729-3



Contents:

Part 1 – Successful Blogging Begins in the Mind

- 1.1 How a Blog Can Change Your World
- 1.2 What Is a Blog, Really?
- 1.3 What Can Blogging Do for Me?
- 1.4 Exiting the Rat Race or a Business Booster
- 1.5. The Mindset of a Successful Blogger
- 1.6 Questions to Ask About Your Blog Business
- 1.7 The Hurdles Before the Start

Part 2 – Strategy for a Successful Blog Business

- 2.1 Define Your Business Model
- 2.2 The Niche – The Secret to Success
- 2.3. Reader Avatars & Target Groups
- 2.4 Blog & Small Business Marketing

Part 3 – The Toolkit for Blogging Success

- 3.1 The Heart of Your Blog: The Content
 - 3.1.1 Writing – A Mystery?
 - 3.1.2 The Basic Content
 - 3.1.3 Developing Content That Works
 - 3.1.4 Finding Your Own Voice
 - 3.1.5 The Art of an Effective Title
 - 3.1.6 Readers' Comments
- 3.2 Blog Article Formats
- 3.3 How to Win Readers for Your Blog
- 3.4 Email Marketing: On Newsletters and Autoresponders
- 3.5 Digital Products



Photo: © Jolly Schwarz

Markus Cerenak is one of Germany's most successful bloggers. He studied communication sciences, politics and musicology before gaining work experience as a marketing manager, chief editor and events manager. Today, he is a prominent blogger, coach and online mentor, reaching 30,000 readers on his blog every month.

Full Speed Ahead Towards Self-Determination

All too often, we neglect what's truly important to us as a result of the expectations of others. We want to please others, avoid conflict wherever possible and be perceived as a good friend or helpful colleague. But we also have a responsibility to look after ourselves.

The method presented in this book helps readers to live a more self-determined life. It encourages them to allow themselves to do what really inspires them. In today's world – one in which many people feel bound to live by external standards – it's a topic that's rapidly gaining traction.

Three steps clear the path to increased self-determination: reconciliation with one's inner critic, trust in one's own intuition and the strengthening of self-esteem. The various chapters of the book explain the relationships between these aspects, while practical exercises facilitate a change in perspective and the exploration of new scope for action. It enables each individual reader to develop their potential as required.

Monika A. Pohl
Self-Determination
 Escape the clutches of external forces,
 start living a self-determined life
 176 pages, 21.5 x 15.3 cm, hardback
 September 2016
 978-3-86936-730-9



Contents:

1. Discovering Possibilities and Overcoming Barriers

Change Makes the Difference
 Loyalty and Family Dynamics
 Self-Determination in Partnerships
 Time: From Quantity to Quality
 Slaves of the Digital Age
 Courage and the Limits of Self-Determination
 Feng Shui Against the Self-Determination
 Chaos of Everyday Life

2. Learn to Recognise Your Self-Worth

Back to Your Roots
 The Power of Inner and Outer Images
 The Influence of Self-Worth on Our Health
 Embodiment
 Saying No – With Clarity
 Learn to Tame Your Inner Critic
 Engaging Constructively With Self-Doubt

Developing Goals and Visions
 Freedom or Perfection
 It's All About the Right Dose

3. Learn to Deploy Your Intuition

Mindfulness Lets Us Make Connections

4. Stomach Meets Head

Actively Using Your Intuition
 Play With Your Intuition
 Intuitive Leadership

5. Self-Determination As a Source of Charisma

The Power of Positive Energy
 The Charisma Formula
 How You Can Consciously Enhance Your Charisma
 Charisma Opens Hearts and Doors



Photo: © lichtblick-bonn.de

Monika A. Pohl is an expert for soft skills in business. She thinks and acts according to holistic principles. Her belief is that only when we look after ourselves can we give our best at work. Her passion lies in supporting individuals during change processes and encouraging new behaviours and ways of thinking. Self-determination is an important factor in the strengthening and development of one's own skills and resources – and it's a subject on which Pohl offers numerous talks, coachings and in-house training sessions. She is director of the Physioyoga Akademie and author of numerous advice books on personality and self-help.

How Our Bodies Can Speak For Us

Who wouldn't want to be able to influence their conversational partner with simple tricks, or convey their own concerns more effectively? With the mindful deployment of body language signals, you'll find this as easy as 1, 2, 3. This guide is for anyone who is regularly required to speak in front of their colleagues, business partners, employees, students, or pupils: in a targeted, systematic fashion, it develops the reader's ability to engage others through the medium of body language. The first book of its kind, it is explicitly designed for those who must frequently face the spotlight, speaking and presenting in front of groups.

This book is distinguished from numerous others on the subject by its consistent focus on practical training. It makes body language quickly learnable and coaches readers on attaining specific skills: motivating others, winning people over to your cause, presenting and selling, creating trust, raising your status or deciphering the signals of others. It enables readers to quickly seek out and practise the exercises that are relevant to them.

Jochen Baier
Body Language
 What you can achieve with body language – a guide
 With illustrations by David Paul
 144 pages, 21.5 x 15.3 cm, hardback
 September 2016
 978-3-86936-731-6



Contents:

1. Introduction

- 1.1 The Significance of Body Language
- 1.2 Natural and Cultural Differences
- 1.3 Basics and Things to Note
- 1.4 Recognising the Baseline and Understanding Body Language

2. Warm-ups

- 2.1 Exercises for Loosening Up
- 2.2 Classic Pantomime Exercises
- 2.3 Side Note: Smiling

3. Making Your Higher Status Known

- 3.1 Need to Know
- 3.3 Fast Access – Everything at a Glance
- 3.4 Exercises
- 3.5 Side Note: Shaking Hands

4. Creating Trust and Establishing a Level Playing Field

- 4.1 Need to Know
- 4.3 Side Note: Proximity, Internationally

5. Motivation

- 5.1 Need to Know

6. Presenting

- 6.1 Need to Know
- 6.2 Checklist

7. Reading Reactions

- 7.1 Need to Know
- 7.2 Critical Signs
- 7.3 Side Note: Finger Games
- 7.4 Side Note: Purposeful Provocation – or Just Thoughtlessness?

8. Deepening and Combining Your Skills and Knowledge

- 8.1 Deepening Your Skills
- 8.2 Combining Your Skills

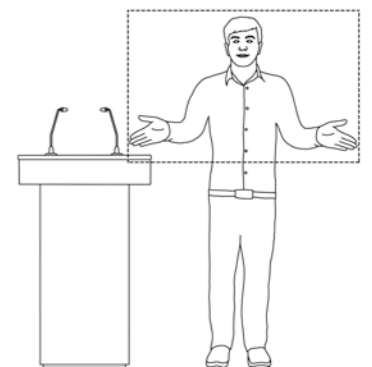
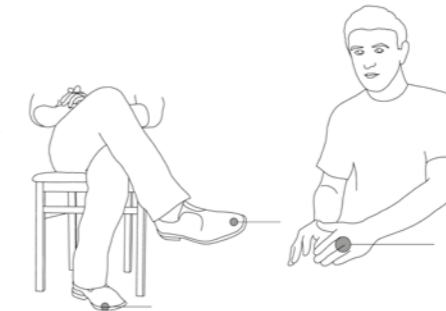


Photo: © Fotostudio Hoffmann, Opladen

Dr. Jochen Baier is a professor of didactics. He lectures on body language at the Schwabisch Gmund Pedagogical University and has published and produced numerous specialist books, theatre and media projects and learning materials on the theme of didactics. This training course for body language – the first of its kind – is based on his long-standing experience as an teacher and coach and makes the art of body language learnable for all.

Creative Methods for Seminar Leaders

In this book, train-the-trainer expert Zamyat Klein presents around 90 creative, tried-and-tested methods for kicking off workshops and seminars and introducing your theme. No matter their subject of expertise, trainers can begin deploying all methods immediately and with no need for elaborate preparation, using little tricks to ensure a good working atmosphere from the outset. After learning about the time needed and the ideal group size for deploying the methods described, the reader receives step-by-step instructions and helpful accompanying tips. The collection of methods in Volume 1 focuses on the start of the seminar, while Volume 2 (due to be published in spring 2017) focuses on the preparation of your theme and the seminar conclusion.

- 90 seminar methods with comprehensive instructions
- A treasure trove of expertise for teachers, trainers and course instructors
- The right methods for each phase of the seminar

Zamyat M. Klein
Seminars With Life
 Volume 1: Creative Methods for Kicking Off
 a Seminar and Introducing Your Theme
 208 pages, 21.5 x 15.3 cm, hardback



Contents:

I Getting Started and Getting To Know Each Other

First Orientation for your participants
 A relaxed atmosphere supports intensive learning
 Methods

II Seminar expectations and exchange of experiences

Is it useful to ask for the participants' expectations?
 Exchange of experiences can support the seminar work
 Methods

III Getting Started

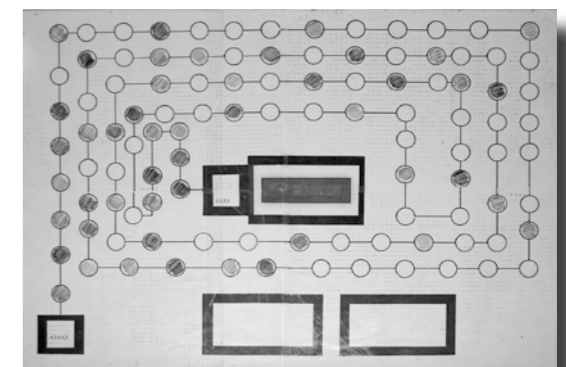
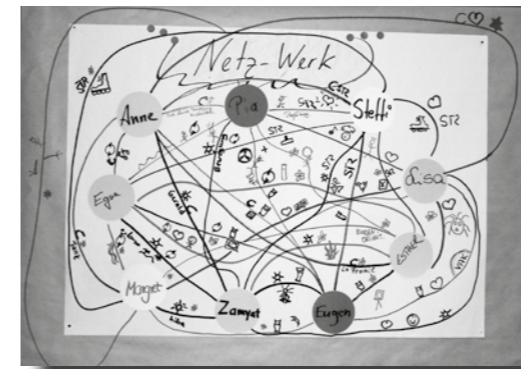
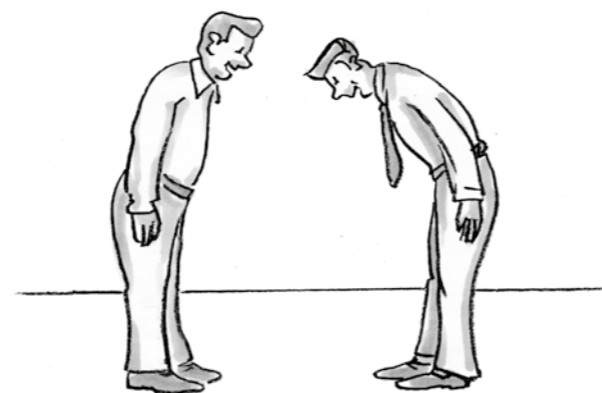
Starting together as a group
 Methods

IV Wrap Up and Evaluation

A closing ritual completes the day
 Methods

V Introduction

Methods



Photos: © Zamyat M. Klein

Zamyat M. Klein is a qualified educator and has worked since 1991 as a freelance trainer, coach and author of numerous books for everyday training. Her work focuses on the “training of trainers” and the teaching of creative techniques. She is founder of the OAZE Online Academy and organises creative life-planning workshops in her home country of Turkey.

Sustainable Success for Small-Scale Entrepreneurs

More time for family, motivated employees and financial security – that's the dream of many small-scale entrepreneurs. When they don't achieve it, they're often in the market for quick solutions – but the only way to guarantee long-term success is to work on the company as a whole. In a step by step fashion, this book uses practical examples to show how small businesses can achieve success, giving small-scale entrepreneurs a toolbox full of usable methods and helpful resources. It helps owners and managers of small businesses to free up time to work on the firm instead of treading water in the rat race of day-to-day survival. The practical applicability of the book is enhanced by a forms, checklists, exercises and a quick test to help you determine your current position and formulate goals.

- **Business management derived from practice and designed for practice, with numerous tried-and-tested tools**
- **Holistic management techniques tailored to small and micro-enterprises with up to 15 employees**
- **A quick test for determining your current position and formulating goals, in addition to numerous forms, checklists and exercises**

Jörg Baumhauer, Carsten Schmidt
**Organising and Managing Small
 Businesses**

Achieving long-term business success
 in operations with up to 15 employees
 280 pages, 21.5 x 15.3 cm, hardback
 September 2016
 978-3-86936-733-0



Contents:

1. THE CHARACTERISTICS OF A SMALL BUSINESS
 - 1.1 LEADERSHIP, YESTERDAY AND TODAY
 - 1.2 MINDFULNESS
 - 1.3 SUSTAINABILITY
 - 1.4 PERSONALITY MODELS
 - 1.5 PRIORITIES AND DECISIONS
 - 1.6 EFFECTIVE WAYS OF WORKING
 - 1.7 THE TEMP METHOD ®
- 2 SUCCESS FACTORS
 - 2.1 TEAM LEADER
 - 2.2 CUSTOMER EXPECTATIONS
 - 2.3 STAFF
 - 2.4 PROCESSES



Photo: © Jörg Baumhauer / Carsten Schmidt

Jörg Baumhauer is director of a small business and has a long-standing interest in the subject of communication. He serves as a trainer and mediator for other small businesses and contributes regularly to industry magazines.

Carsten Schmidt has managed a small business for several years and advises other small businesses on matters of strategy and management. His other areas of interest include leadership, process optimisation and management of public image.

More than 5 Mio copies sold in 15 languages: Our 30-Minute-Series

The books give you the tools to gain key competencies in a special field at an advanced rate – and leave you with skills you can keep on using.



30 Minutes to Change Your Habits

Say no to the same old routine

In this advice book, you'll learn how habits are formed, how you can learn and practise new ones and ultimately, how you can make lasting changes to your life.

- Enough of the “good intentions” – now it's time to act!
- The short yet effective “boot camp for the brain”



30 Minutes to Develop Your Strengths

Make the best of your potential

This advice book helps you discover what really fires you up, which gifts and talents you possess and how to use them in a way that ensures they get noticed.

- Trust in your own abilities
- Develop a strong personality



30 Minutes to Beating Procrastination

What you can achieve today ...

In 30 minutes, you'll learn about the negative effects of procrastinating, what kinds of procrastination there are and how you can make long-lasting, positive changes that help you address your tasks in an efficient and timely fashion.

- Identify what type of procrastinator you are
- Work more successfully with increased structure and self-organisation



30 Minutes to Plain Speech

Say it like it is

In 30 minutes, you'll learn how to express yourself clearly, how to convey your point of view (while communicating with your conversational partner on equal terms) and how to pursue your goals in a bold, honest and forthright fashion.

- Firmly express your own opinion without causing affront to others
- The 5 principles of plain speech



30 Minutes to a Family-Friendly Work Life

Put an end to the balancing act between career and family!

Drawing on current trends and real-life examples, this advice book shows you a way to do things differently. It gives specific problem-solving approaches for you to reflect on and demonstrates ways in which you can make lasting changes to your life.

- Enough of the “good intentions” – now it's time to act!
- The short yet effective “boot camp for the brain”

Know more in just 30 minutes!

Our 30 Minute books help busy people develop their personal and professional lives by closing gaps in their knowledge in a short period of time. Each book contains five chapters that deal with various aspects of a particular topic and present you with concise, well-founded information that you can absorb in a short time.



30 Minutes to Transformational Leadership

Leadership – done right!

In this practice-focused, quick-read guide, you'll learn what transformational leadership is, how to practise it and its true significance for "leadership practitioners" in their places of work.

- Professional expertise alone is not enough
- How to inspire your employees and serve as a role model



30 Minutes to Success in a Digitalised World

How can we benefit from digitalisation?

In this book, you'll learn why our society is changing more drastically than we ever thought possible, where these developments will take us and how each of us can profit – personally and professionally – from a digitalised world.

- Understand the trends of big online players
- What are new rules of success for businesses?



30 Minutes to an Active In-House Sales Team

Your in-house sales department as an active distribution channel

Using numerous practical examples to make its case, this book shows you how professional sales management should look, how to convince your customers over the telephone and how to respond to complaints in a collected fashion.

- From quote management to complaint handling
- More profits and better results through efficient sales management



30 Minutes to Effective Briefings

Good briefings save time, money and unnecessary stress

In 30 minutes, you'll learn what makes a good briefing, what is required of those giving and receiving briefings and how good briefings can help you achieve better work processes and results.

- Good briefings lay the foundation for good results
- The most important rules of briefing in a nutshell – with a focus on everyday use



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