

GABAL

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FALL 2019

GABAL. YOUR PUBLISHER.

Motivating. Sympathetic. Pragmatic.



GABAL. YOUR PUBLISHER.

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.

These three adjectives describe the core brand of GABAL. They describe how we think, feel, and work. They describe the style and mission of our books and media. GABAL is your publisher, because we want to bring you forward: motivating in effect, sympathetic in appearance, and pragmatically-oriented toward results.

NEW BOOKS FALL 2019

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YOUR LIFE

The Your Life books help the reader make more of one's life by exploring new directions and ways of thinking, and learning to get both large and small everyday problems under control. The books are entertaining and inspiring with practical tips that will make the reader's life easier, richer, and more beautiful.

YOUR SUCCESS

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

YOUR BUSINESS

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

Tobias Beck
Unbox Your Life
 A liberated life®: The Secret to Success

Matthew Mockridge
Gate C30
 A Story about true Happiness

Ilja Grzeskowitz
Think it. Do it. Change it.
 How to Dream Big, Act Bold,
 and Get the Results You Want

Ilja Grzeskowitz
The Changemaker Mindset
 How Innovation and Change
 Start with Inner Transformation

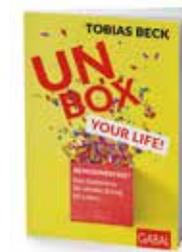
Sylvia Löhken
Quiet Impact
 How to Be A Successful Introvert

Katrin Sohst
The Power of High Sensitivity
 Take Advantage of your Strengths

Anne M. Schüller, Alex T. Steffen
The Orbit Organization
 9 steps to the business model
 for the digital future

Matthew Mockridge
Your Next Big Thing
 Creating winning Ideas from Scratch

Backlist Highlights



New book by
bestselling
author
Sylvia Löhken

Bold Encounters. The Art of Genuine Conversation

How to create relationships with words

Sylvia Löhken, Tom Peters

“Sylvia Löhken formulates the essential questions in creating the perfect biotope for quiet people.”
Frankfurt Allgemeine Zeitung

“Many of Sylvia Löhken’s clients are going from the quiet world of science into the loud world of business. Löhken tries to bring together both worlds. Everybody profits.”

Der Spiegel

“Intro- and extroversion are like the north and south of personalities, Löhken says.”

Die Zeit

“Making small talk, creating new contacts, networking: introverts don’t like working in the limelight. At the same time, Sylvia Löhken says, it’s the quiet people who achieve great things.”

Handelsblatt

Dr. Sylvia Löhken is known to a wide audience as an expert in introverted and extroverted communication. She helps people to understand themselves and others better and to be successful with what they are; the topic of conversation has been on her mind for a long time. Her books on introverted and extroverted communication are international best-sellers with 25 languages and over 500,000 copies sold. Sylvia works with people around the world as a coach, trainer and speaker.

Tom Peters is a professional musician, ordained Protestant theologian and pastor as well as a businessman. After his first theological state examination and studies in philosophy and comparative religious studies, Tom completed his piano, organ and composition studies at music academies in Cologne and Rostock. His artistic and pastoral work makes Tom a sought-after companion and advisor in life situations. He concentrates internationally with a broad repertoire in classical music and jazz.

Achieving genuine human interaction

We communicate now more than ever before – and our access to communication has never been easier. Within what seems like the blink of an eye, smartphones have completely revolutionised the way we keep in touch. We exchange information on a seemingly constant basis. Yet talking alone does not constitute genuine interaction.

What differentiates a genuine interaction from small talk, WhatsApp messages, tweets and social media posts? How can we engage in genuine dialogue – the kind that facilitates deep, meaningful human interaction?

In this cleverly observed book, Sylvia Löhken and Tom Peters show how to manage the fears and inhibitions we often face when making ourselves open to genuine human connection. And this effort pays off: sharing interactions with others does us good as social beings, so long as we conduct them in ways that make sense to us.

What’s more, being interesting and approachable in conversation is an important factor for our careers. The more responsibility people have in their professional lives, the more their success depends on their communication – on the creation and nurturing of organic, vibrant relationships.

Löhken and Peters illustrate the opportunities that await when we permit ourselves to engage in meaningful encounters and are brave enough to open ourselves up by engaging in open dialogue with our contemporaries, we form trust-based relationships and get to know both ourselves and others. The authors show how to lay the foundations for genuine interaction and to conduct conversations such that they bring benefit to all parties involved.



200 pages, hardcover
978-3-86936-941-9



New book by
bestselling author
Tobias Beck

Unbox your Relationship!
How to draw people to you and
build relationships that last
Tobias Beck

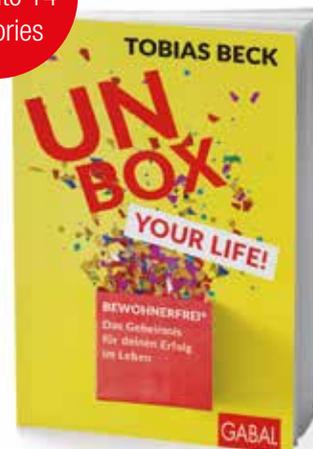
Bestseller
Sold into 14
territories

Show me who you surround yourself with and I'll tell you who you are!

You're bound to know a few chronic complainers: people who moan the whole day long, people for whom nothing ever goes right, people who are always the victim. People like this can overwhelm your environment with their ill-tempered nature.

The best idea is simply not to bother with such acquaintances at all, advises Tobias Beck in this humorous, thought-provoking book about how we can successfully steer our own lives instead of having them determined by others.

In a pithy, to-the-point style, he shows how we can liberate ourselves from chronic complainers and, in doing so, avoid mutating into one ourselves. After all, we are, ultimately, the people with whom we surround ourselves.



Unbox your Life!
A liberated life®: The secret to success
144 pages, paperback
978-3-86936-869-6

Photo: Momentensammler Patrick Reymann

Are you ready to have the best relationships of your life?

Thanks to our networked world, we have more relationships than ever before. We've never been in touch with so many people at any one time, and it's never been so hard for us to open up to one another.

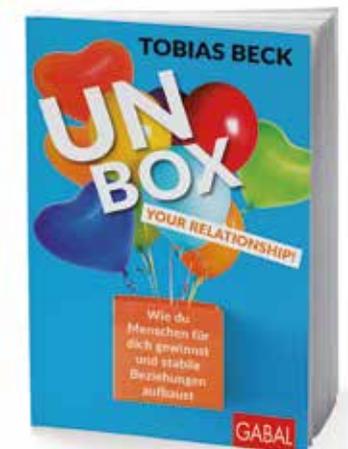
We live in a world that strives for perfection and forgets that relationships are not a filtered Instagram selfie. Relationships exist alongside and because of us and, as such, are also like us: unique, flawed, and constantly changing.

In this new book, Tobias Beck takes you on a journey aimed at achieving the best relationships of your life. As a first step, you must fall in love with yourself – because your relationship with yourself determines the standards of compassion, understanding, respect, and trust that is reflected in your relationships with others.

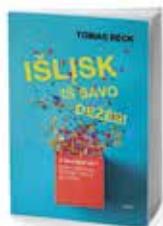
In Tobias' many humorous stories, you'll recognise your partner, family, friends, colleagues and yourself, and thus learn to understand all these people better. Tobias will take you on a journey to yourself and the people you love – with empathy, poignancy and plenty of laughs along the way.

"With raw honesty, Tobias shares the struggles he's dealt with, the paths it has led him down and the learnings he's gained from it all. The result is a collection of gems which will help you form an amazing relationship with yourself and others."

John Strelecky, #1 Bestselling author of *The Why Café* and *The Big Five for Life*



176 pages, paperback
ISBN 978-3-86936-938-9



Tobias Beck is now one of Europe's best-loved speakers. German magazine FOCUS has honored his work with several awards and he reaches an audience of millions online. He has trained hundreds of thousands of people at his seminars and is a personal consultant to well-known CEOs. As a university lecturer, he explains, how the principles of success and motivational psychology can work for others too.



NTNT (No Thanks, Not Today)

66 ways to achieve greater courage, serenity and lightness of being

Cordula Nussbaum

International
Bestselling Author
More than 1 Mio
copies sold

Let It Go!

How you can really learn to switch off

Cordula Nussbaum

Trust yourself to break free

Following our dreams and leading a meaningful life is actually quite easy. But trapped in a fast-paced and complex everyday life full of obligations, many of us feel pressure, stress and hardship.

In order to escape the vicious cycle of overwork and exhaustion, we must learn to get better at saying “NTNT”: NTNT to overly-ambitious goals when they demotivate us, NTNT to our fear of failure. NTNT to those who tell us how we “should” be.

In this inspiring book, Cordula Nussbaum provides a rich selection of positive messages combined with stories, anecdotes and practical suggestions for action.

“Germany’s best-known organizational expert.”

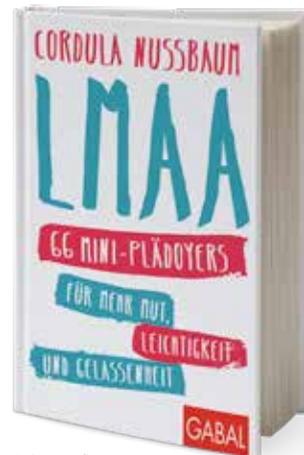
WDR

“One of the most successful books in terms of time management in recent years.”

Magazine Stern

“Germany’s number one expert for creative and chaotic self-management.”

Bayern 3



176 pages, flexcover
978-3-86936-872-6

Illustration: Ronja Fastner



Ready, Set, Go!
336 pages
978-3-86936-626-5

The big value of a little time out

When we talk about “switching off”, it’s not about simply jumping on the next relaxation trend. Instead, the goal is to beat our own path between the glorious possibilities of the twenty-first century and our need for social retreat, downtime and focus. It’s a topic that has long since been the topic of social debate – for how can it be sustainable to have a guilty conscience about finishing work on time or switching off our mobile phones?

The book addresses the topic holistically, exposing the societal relevance of the most important “standby switches” in our day-to-day lives and our own heads. It provides practical advice to help individuals find their “off switch” for greater personal well-being and, at the same time, addresses executives and companies to drive corresponding changes “from above”. Cordula’s relaxed yet motivating writing style both provokes thought and encourages to action. With a number of illustrative examples and pragmatic tips from her years of coaching and training experience, she inspires readers to take time off with a clear conscience and embrace responsibility for themselves.

Cordula Nussbaum studied journalism and psychology in Munich and Paris, is a qualified coach, and has worked as an economic journalist (FOCUS, Wirtschaftswoche, Süddeutsche). She has written multiple best-selling books and is an expert in high demand in the media world. She is a Certified Speaking Professional (CSP), the second woman in the German-speaking world to have received this distinction.



200 pages, flexcover
978-3-86936-939-6



Photo: Amanda Dahms

The Future is Human

A manifesto for engaging intelligently with digital change in our society

Andera Gadeib

"I got to know Andera as a pioneer and trendsetter on the BMWi's Young Digital Economy Board. She cannot be deterred in her enthusiasm and dispels the unfounded concerns of others with sound factual arguments. I always found our conversations enlightening and worthwhile!"

Brigitte Zypries, former Minister of Economics

"Andera Gadeib is a woman with vision and drive. Embracing challenges and seizing opportunities with courage – that's her motto, and she applies it with particular passion in the context of digitalisation. In her new book, she encourages individuals and society as a whole to follow her lead and help actively shape the digital future."

Armin Laschet, Prime Minister of the Federal State of North Rhine-Westphalia

"If the word 'digital pioneer' should be applied to anyone, it's Andera Gadeib. With Dialego, she created the first agency to explore customer needs from an entirely online perspective, even though the first web browser had only just been invented. Her second startup, SmartMunk, is one of the first software platforms to drill down into people's needs using artificial intelligence. Now, in her book, she shows what's coming next – and how we can all use the possibilities of digitalisation to our advantage!"

Prof. Dr. Frank Piller, Institute for Technology and Innovation Management, Aachen University

Andera Gadeib is an online enthusiast and a fully-fledged entrepreneur. After studying in Germany, in the Netherlands and in the USA, she founded her digital market research agency, Dialego, in 1999. Today, the agency uncovers and exploits market potential for global Blue Chip companies and prestigious brands such as Bayer, Ritter Sport, Merz and Sky. Andera was appointed to the federal government's Cultural and Creative Industries Board as a digital expert in 2016 and has been a board member of bitmi, the federal information technology association, since November 2015. Previously, her presence also been requested at round-table discussions by the prominent German political figures Thomas de Maizière and Angela Merkel.

Breaking down the fear of digitalisation

Could you imagine being looked after by a robot in old age? Would you board a bus without a driver? Digitalisation is the challenge of our times. It is no longer possible to conceive of our work, leisure time, mobility or even healthcare without the influence of digital technologies. Despite this, answers to the pressing question of how individuals and society can benefit from the digital shift are insufficiently available or not available at all.

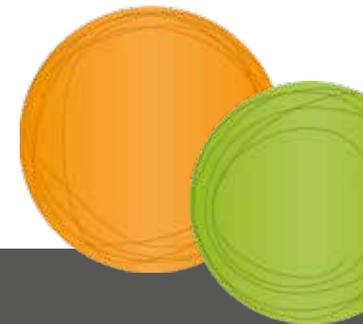
Messages of fear and alarm dominate the media debate: driven by the concern for data security and the potential mass loss of jobs through robotics and artificial intelligence, it rockets from one horror scenario to the next. Yet this fatalistic depiction of the topic is as one-dimensional as it is needlessly sensational. Now is time for a new perspective.

In this book, Andera Gadeib lays out a positive counter-argument that invites constructive discussion and articulates clearly why humans should occupy centre stage in the digitalisation debate. She seeks to empower humans through the accomplishments of the digital age and to imagine the future of humans, for humans.

- Leveraging digitalisation as an opportunity – in all areas of society
- A case for individual responsibility
- Hard-and-fast figures, studies and clear examples from all major domains of life



240 pages, hardcover
978-3-86936-930-3



Bernhard von Mutius studied philosophy, history and the Sciences. He is a leadership thinker, coach and co-founder of „Die Denkbank“. Engaged as strategic advisor for major German and international companies, political institutions and social organisations. Varied advisory functions for, among others, the journal “Internationale Politik” of the Deutsche Gesellschaft für Auswärtige Politik (DGAP); consulting and lecturing on issues of economic and social change.

Disruptive Thinking

Thinking That Meets the Challenges of the Future

Bernhard von Mutius

Trainer of
the Year
2018

Disruptive Thinking Work and Playbook

Disruptive thinking as an
effective tool for every day

Bernhard von Mutius

“Thinking like Picasso painted”

WirtschaftsWoche

A phantom is moving in Europe: disruption. Our world has become uncertain. It's not only in the world of business that innovative start-ups are calling into question conventional business models (and thus the existence of established companies); in the social and societal realm, too, we are experiencing serious upheavals, the transition of our old world to a new one.

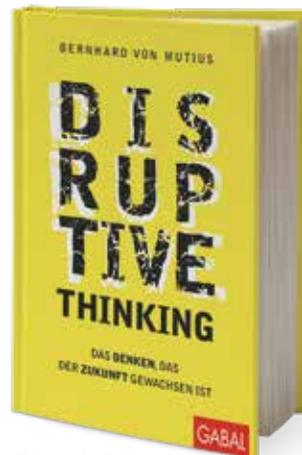
Future thinker und business philosopher Dr. Bernhard von Mutius calls for nothing less than a completely new way of thinking: disruptive thinking. This is thinking aimed at developing new reserves of adaptability and gaining creative freedom. We must integrate discontinuities into our thinking, be constantly mindful of what we do not know and make contradictions productive. This will give rise to a creative revolution that encompasses all areas of life and makes them fit for the future.

“Bernhard von Mutius succeeds in arousing curiosity, engaging readers and presenting new insights in a novel way. Advantageous for mind and posture.”

Roland Tichy, Editor-in-Chief at WirtschaftsWoche

“With his book, he makes a valuable contribution to the current debate on the upheavals with which we are confronted.”

Handelsblatt



232 pages, hardcover
978-3-86936-790-3

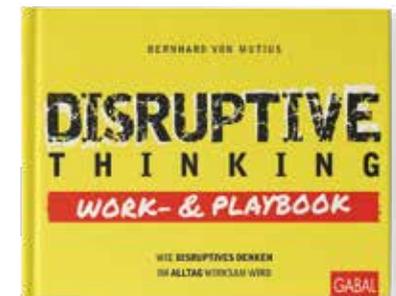
New thinking for a new era: The practical handbook for greater creativity, agility and innovation in business and society

We are witnessing a transition from an old world to a new – and the effects are felt not only in business, but in various aspects of our society and social environment. It's not merely about the digitalisation of individual aspects of our lives, but of the very foundations upon which our economic and social world is built. Disruptive thinking is a style of thinking aimed at attaining the adaptability and creative freedom required to make us fit for the future. To be creative, agile and innovative, we need to be able to engage with complexity. We need to be able to seize the creative potential of contradictions rather than allowing them to defeat us.

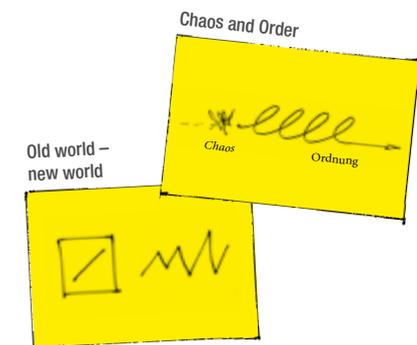
But how can we cultivate such a pattern of thinking? In this new work and playbook, Bernhard von Mutius lays out a practical, step-by-step path to the goal, providing readers with an accessible guide to becoming more creative and agile, learning to question their basic assumptions, promoting radical innovation and taking their organisations with them on the journey to the new world.

“Bernhard von Mutius makes an evocative case for us to consistently integrate change and disruption into our thinking and turn contradictions into a productive tool.”

Hamburger Abendblatt



220 pages, paperback
978-3-86936-932-7



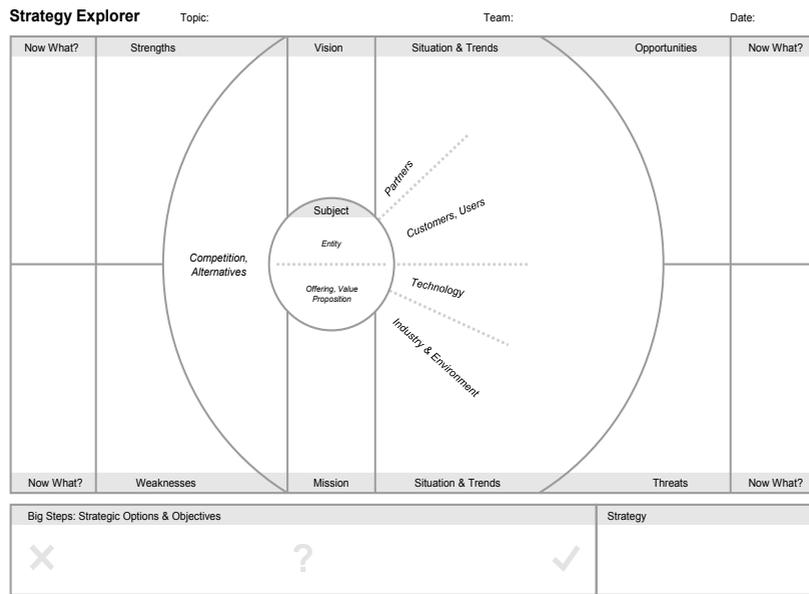
Illustrations: Matthias Boie



Strategy Explorer: The All-in-One Strategy Tool for Teams

Develop the right strategy for any kind of business

Stefan Pastuszka



Dr. Stefan Pastuszka is an expert in strategy development, innovation and the communication of complex issues. Prior to becoming a consultant, Dr. Pastuszka, who holds a Ph.D. in physics, worked in a variety of roles – including Director of Market Positioning and Head of Corporate Development – for a well-known telecommunications network equipment supplier and a leading international technology group. As a strategy and innovation consultant, he helps organisations bring clarity and structure to complex sets of circumstances, thereby enabling them to position themselves optimally, communicate effectively and determine the right steps for a successful future. To this end, he combines cross-market business experience with a deep level of technological understanding and unconventional methods like strategic visualisation.

Images: Stefan Pastuszka

The single-page approach to strategy development

Whatever their size or industry, every company and organisation needs a clear strategy to survive and thrive. But too often, strategy development measures fall short – due to reservations about cooperation, lack of knowledge, operational constraints and more. Where is the right place to start? What is the goal? What are the things to look out for? How can the right altitude be achieved – and what’s the most pragmatic way to go about it?

To help organisations strategize in an effective, structured manner, Stefan Pastuszka devised the Strategy Explorer: a tried-and-tested, canvas-based method for strategy development that allows the relevant steps and considerations to be mapped on a single page. It’s an intuitive, interactive and streamlined way to create a coherent overall strategic picture – ideal for teams, but also suitable for working alone.

The method is as practical as it is ingenious. It guides users through their individual strategy process in six steps, beginning with the identification of key issues and the formulation of a vision and moving onto the environmental and SWOT analyses, the resulting options for action and the formulation of a tailored strategy. The book uses a logical model to explain each step of the process in an easily understandable, immediately applicable fashion.

Strategy Explorer facilitates access to a complex topic by providing a concrete roadmap – one that enables users to focus on the key aspects of strategy development and formulate the right strategy for their organisation.



168 pages, paperback
978-3-86936-934-1

Manager
Magazin
bestseller

Keeping it Simple!

The Workbook for Complex Thought
and Action in Agile Organisations
Stephanie Borgert

"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

For more than 20 years, **Nicole Pathé** has been an independent trainer, coach, speaker and expert on the topic of clarity and courage in business. With her company, pingcom, and a team of skilled trainers, she has built a reputation as a specialist in human resources and executive development. Her clients include bankers, service providers and SMEs from a variety of sectors.

Show Your Worth and Shape Your Workplace

How to assert yourself in the workplace with clarity and courage
Nicole Pathé

Approaching complex thought and action in an uncomplicated way

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.



176 pages, paperback
978-3-86936-826-9



The Sick Organisation
Diagnoses and treatments
for organisations in an era of
transformations
264 pages
978-3-86936-900-6

Getting the most out of your job with clarity and courage

Many companies are suffering from an insidious and highly contagious virus known as chronic dissatisfaction. Typical symptoms include the Monday blues and a firm belief in their defenceless against the volatility of modern organisations. By contrast, top employees are immune to this dissatisfaction virus. They develop a strong defence system based on two vital skills: clarity about their own resources and the courage to exploit their potential. This is what employees need to ensure that their place of work becomes or remains a source of satisfaction in times of VUCA, change and digital transformation.

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

"Everything one could wish for in a work of non-fiction: not long-winded, precisely observed, full of relatable examples and well-written to boot."

Managementjournal.de



224 pages, paperback
978-3-86936-933-4



Do you have what it takes to be a leader?
Winning people over with
clarity and courage
92 pages
978-3-86936-793-4



30 Minutes Better Decisions with Red Teaming
978-3-86936-947-1
96 pages

In times of paralysis, "red teaming" – a concept borrowed from the military world – is an ideal tool for shaking up conventional wisdom. It constructively disrupts our thought patterns and motives and makes us aware of weak points in decision-making processes, thereby increasing flexibility, establishing security and, crucially, resulting in better decision-making. Learn how to use red teaming successfully in your organisation to drive critical and creative thinking and make better decisions in your day-to-day work.

Revolution? Bring It On!

When old school management meets new work leadership

Andreas Buhr, Florian Feltes

Andreas Buhr is an expert in leadership in sales, a trained commercial manager and a multi-award-winning speaker, author, trainer and lecturer. He is a fully-fledged entrepreneur and serves as founder and CEO of the Buhr & Team Academy, an organisation specialising in leadership and sales training.

Sales Is No Longer the Same

The end of sales as we know it

Andreas Buhr

Why we need a revolution in corporate leadership

Andreas Buhr and Florian Feltes have spent nearly five years researching what it means to lead people in digital times. They have talked to those serving as pioneers of the digital world and gathered information about the latest developments in and far beyond Silicon Valley. Working together with the University of Luxembourg, Florian conducted a study on the leadership habits of digital natives – and the results will challenge your preconceptions and open your eyes to the impending revolution in business leadership.

The book also contains practical tips for establishing a digital corporate structure alongside an analogous one and weaving the two together effectively. It offers methods to neutralise the fears of older employees and stop the exodus of Gen Y from your business; all in all, a knowledge-rich guidebook that will usher you safely through your business' digital transformation.



304 pages, hardcover
978-3-86936-862-7

"This manual is a great companion and shows you how to set up a digital corporate structure and how to interweave both of them."

Versicherungsmagazin

A new era is here

A new type of customer – the "smart customer" – has arrived. The smart customer is informed and involved. They are co-developer and co-creator of the products they use. They want products and services that correspond seamlessly to their values. What's more, they are often an expert in their own right – and all this changes everything. It's the end of sales as we know it.

Andreas Buhr lays out the values, ideas and strategies that will lead to success for the sales of today and tomorrow. If there's one constant in the age of digital sales, it's that people do business for people – and that people still want to buy from people, too. Taking a hands-on approach, Andreas demonstrates how modern sales departments can make best use of the opportunities of digitalisation while simultaneously maximising the personalisation aspects of their service.

It's a cutting-edge, comprehensive reference work for contemporary sales teams, who must be digital, adaptive and always customer-centred. After all, the end of sales as we know it is not the end of buying – people will always need things. Rather, the question now is who buys when and what they buy from whom. Make sure today that your customers today are still your customers tomorrow!



240 pages, hardcover
978-3-86936-937-2

Inside Pages



Manager
Magazin
bestseller

Limbeck. A Guide to Sales

The definitive work for the sales industry

Martin Limbeck

Martin Limbeck is one of 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 phenomneon 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.

Limbeck. A Guide to Sales Management.

The definitive work to sales management

Martin Limbeck

Everything you need to know as a salesperson in the 21st century

Changed buying behaviour also requires new selling behaviour! The focus is no longer on products and services, but on added value for the customer. Because of this, curiosity, courage and knowledge of human nature are among the most important tools available to salespeople today – and will have a radical impact in determining who wins over customers in the future. Who better to give the necessary support and guidance for this shift than one of the best-known sales experts in Germany, Martin Limbeck?

In his benchmark work on selling, Limbeck presents in-depth, personal know-how from over 30 years of sales training. From initial contact to closing a deal, from self-marketing to market cultivation strategy, from internal attitude and the importance of personal training to attitude to the customer, from conventional sales techniques to a hybrid society, globalisation and buying centres: Limbeck tackles all aspects of the sales process in detail, leaving no topic out in the cold.

"Limbeck sells. It comes naturally to him. This is his lot in life." **ManagerSeminare**

"He doesn't just write about sales. He doesn't just talk about sales. He lives sales." **Managementbuch**

"He's a star to navigate by in sales." **Managementbuch**

"Martin Limbeck, one of the most successful German sales coaches. A man with experience who knows what he's talking about – and with the ability to teach what he knows and does." **CASH**



656 pages, hardcover
978-3-86936-863-4

The A to Z of modern Sales Management

Digitalisation has revolutionised the sales industry. As a result, those tasked with selling products and services must be more flexible, creative and resourceful than they were ten years ago. They are dealing with an entirely new type of customer – one who is fully informed via the internet, knows what they want and, crucially, expects to have a hand in designing it. Off-the-shelf solutions no longer cut the mustard.

In this new book, Limbeck, one of the world's most renowned and influential sales experts, gives managers the comprehensive know-how and practical tools they need to make their sales operations future-proof. Limbeck begins by looking at current trends and showing how digitalisation and new work are changing the work of sales professionals, then – in his familiar straight-talking, practical style – discusses each of the key areas of sales management: self-management, leadership styles, recruiting and onboarding new employees, teaming, defining and communicating objectives, employee motivation and the handling of employee appraisals and conflict resolution.

The new LIMBECK is THE comprehensive, cutting-edge compendium for sales managers and executives seeking to keep their finger on the pulse and align their sales operations and company outlook with future requirements. Combined with his Manager magazine bestseller "Limbeck on Sales", it contains everything you need to know to optimise your sales processes and sell successfully in the digital era.



300 pages, hardcover
978-3-86936-931-0

BACKLIST HIGHLIGHTS

International Bestseller

Quiet Impact How to Be A Successful Introvert Sylvia Löhken

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

Wirtschaftswoche

This book is required reading for all managers and anyone who wants to understand their colleagues better

Management writers have come up with many tools for explaining how different types of personalities can work best together. But they have ignored the most important personality difference of all – the difference between introverts and extroverts. This book is the first book to fill that gap.

This book follows up from Sylvia Löhken's international bestseller *Quiet Impact* and will be required reading for all managers and anyone who wants to understand their colleagues better.



Intros and Extros
How Introverts and Extroverts Can Combine to Amazing Effect
360 pages, hardcover
978-3-86936-549-7

“It is fortunate Sylvia Löhken wrote this book about success and career strategies especially for the quiet people.” Emotion

30-50% of any population are introverts. Sylvia Löhken helps quiet persons find their strong points – and shows ways for both introverts and extroverts to achieve the best in their joint efforts and collaborations. With their own means. And with all the differences. Advice literature on the subject of communication is usually based on the „Extros“. This book takes a different approach: It helps introverted persons to find their own strong points as well as typical obstacles in communication.

What's good for quiet people? What makes them successful? How can people show silent presence: at work and privately.



288 pages, hardcover
978-3-86936-327-1

Who do you want to be?

Quiet person – happy life: the title is a promise. It promises that as an introverted person, you can not only have a fulfilled, successful life, but that you can achieve this with precisely the special qualities that make you an “intro” personality.

This book

- affords you an idea of how you want your life to be and how you can make a success of it;
- encourages you to look at your own strengths, inclinations and needs, and to let them mature.



Quiet Person – Happy Life
How to Have A Meaningful Life As An Introvert
288 pages, hardcover
978-3-86936-800-9





Empathy

I know how you feel

Monika Hein

The Power of High Sensitivity

Take Advantage of Your Strengths

Kathrin Sohst

The Art of Compassion

In her book, Monika Hein sets out what empathy is and what it is not. She demonstrates the significance of self-empathy for harmonious coexistence and explains what makes it different from plain old selfishness.

- 10 empathy boosters and blockers
- For lasting improvements to relationships

Empathy is much more than friendliness or being nice. It gives us the courage to take risks, open our hearts and make ourselves vulnerable. Empathy, used wisely, has the power to instantly change any human relationship for the better.

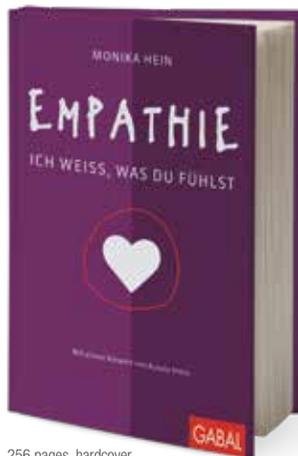
In this book, Monika Hein describes how we can learn empathy and practise it easily in our everyday lives. She provides clarity regarding what empathy actually is and, just as importantly, what it is not.

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



256 pages, hardcover
 978-3-86936-831-3

3. Open your eyes: Ten empathy boosters

Taking pause
 The magical moment
 Forgiving
 Being vulnerable
 Seeing with empathy
 Listening, speaking, writing,
 loving with empathy

20-30% of any population are highly sensitive

To be strong despite being highly sensitive – this is a wish for many highly sensitive people who experience their high sensitivity as a burden.

Discover and identify your own high sensitivity and accept yourself with all the challenges and strengths. Reflect on and process your experiences with the help of authentic stories for different situations in life. Get up and use resources, strategies, and concepts that make you strong, and integrate them into your everyday life. The aim: living a sensitive and strong life.

“The faster and more efficiency-oriented our society becomes, the more significant the topic of high sensitivity. In this book, she explains what it means to be highly sensitive, how people deal with the issue of high sensitivity and how she learned to perceive and live her high sensitivity as a strength.”

Emotion



336 pages, hardcover
 978-3-86936-688-3



Inner Stability

What Keeps Us Grounded
in Everyday Life

Marco von Münchhausen

Bestselling
Author

Concentration

How to relearn the art
of focus

Marco von Münchhausen

What gives us enduring strength?

Inner stability requires a balanced life. A balance between our professional and private lives is necessary for the achievement of happiness and fulfilment and therefore as a basis for resilience and stability. Inner stability is the ability to keep your life in balance, manage stress, avoid burnout and strengthen your inner resistance.

This book sets out to provide the reader with concrete suggestions for remaining stable and balanced in a challenging and demanding professional life and recharging their internal batteries. Bestselling author Marco von Münchhausen presents four central factors for inner stability:

- the ability to keep one's life in balance,
- the ability to cope with everyday stress,
- an enduring resilience
- the art of stabilising oneself in day-to-day life.

Includes 77 best tips for your inner stability

Dr. Marco Baron 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.



216 pages, hardcover
978-3-86936-801-6

Concentration is one of the keys to effective self-management and is a crucial “raw material” for success in the 21st century

Over the last ten years, the loss of concentration and the rise in constant interruptions in the workplace have become fundamental issues of the working world – perhaps even of modern life as a whole. According to a survey by the Gallup Institute, the economic consequences are immense: as a result of interruptions at work, the US domestic economy alone loses more than 500 billion US dollars every year. Equally as alarming is a recent study from Great Britain, which found that 85 per cent of all employees in large companies reply to emails within two minutes – 70 per cent within six seconds! Clearly, such working habits leaves little time for adequate reflection.

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.

- How concentration can be practiced and honed
- Includes self-assessment: How good is my concentration?
- 30 tips for better concentration

“There could not be a more suitable reading for all those who are constantly interrupted. When and where did our ability to concentrate get lost, what are the consequences to a lack of self-control, and how we can regain the art of focus, describes Münchhausen brilliantly and vividly by means of many tips in his book.”

Handelsblatt



184 pages, hardcover
978-3-86936-719-4



Hans-Georg Willmann is a qualified psychologist, a certified coach, a member of the German Association of Professional Psychologists and a member of the Australian Psychological Society. He is the author of numerous successful self-help books, several of which have been translated into foreign languages.

Amaze Yourself

11 Tricks to Help You Hit the Home Stretch
Hans Georg Willmann

Sebastian Mauritz has devoted years to exploring the questions of how people can become more resilient and cope more flexibly with stress. An entrepreneur, trainer and speaker, he has amassed extensive knowledge on systemic coaching, hypnotherapy, NLP and more. He has dedicated his life to the vision of helping people better understand themselves and others and be connected in greater understanding.

Immune to Problems, Stress and Crises

How we can better manage our lives
Sebastian Mauritz

Treading Your Own Path

Do you have dreams? Good on you! That's the first step – now's the time to make your dreams come true. This book is a guide to help you along the way. Can you picture in your mind's eye what you are aiming for, what you are wishing for, the life you are longing for – but find that when you wake up, your daily routine kills your desire and saps all your energy? The path to our most passionately desired goals can be relentlessly tough – but if we put into practice the 11 astonishingly easy tricks revealed in this book, it no longer needs to be.

- This book is a practical everyday guide to the small but specific steps we need to take if we want to reach our most passionately desired goals.
- This is about the path we need to take to go from dreams to reality.
- The book is characterised by the author's deeply practical attitude.
- On top of this, the teachings of the book are combined with beautiful, personal stories of travelling wisdom, which help readers retain more of the psychological tricks.



160 pages, hardcover
978-3-86936-803-0



30 Minutes Self-Trust
96 pages
978-3-86936-489-6



30 Minutes To More Willpower
96 pages
978-3-86936-355-4

A Toolkit for Crises

Problems, stress and crises are part of our everyday life, and will never be completely banished. Over and over again, we are confronted with situations that challenge us emotionally while at the same time giving us the opportunity to train our self-efficacy and take our lives into our own hands with positivity and a sense of assertion.

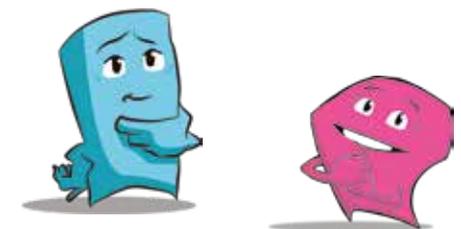
To do this, it is necessary to understand how people “function” at all. Why do we respond to stimuli in certain ways? What emotional processes take place within us, and how do they affect us?

In this charmingly illustrated book, Sebastian Mauritz takes us on an exciting journey to our innermost emotions. He shows us which of these emotions are most important and explains how they work. Gaining this awareness is the first step towards a self-determined life – and this, in turn, enables us to crack the “crisis code” and apply our new knowledge to potential future events.

- Practical, implementation-oriented examples and numerous self-tests and training exercises for a self-determined, resilient life



232 pages, 2 colours,
paperback
978-3-86936-908-2



Illustrations: Dylan Sara

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.

Self-Care 4.0

Want to give your best at work? Learn to take care of yourself

Monika A. Pohl

On the Trail of Unconscious Affirmations

How you can regain control and free yourself from the constructs in your head

Nicole Truchseß

Get fit for the challenges of the Working World 4.0.

The working world of tomorrow will be more digital, networked and interdisciplinary than we could ever currently imagine. In order to meet and overcome the challenges involved, each and every individual will be required to take responsibility for their own wellbeing. Self-care is the best form of prevention.

In this book, Monika Pohl presents Self-Care 4.0, a mindfulness-based approach designed to promote health and wellbeing in a holistic way.

A number of self-tests and practical exercises help you analyse your needs, while the clearly explained techniques give you tools for establishing new patterns of thought and behaviour. The goal is to get you fit for the challenges of the Working World 4.0.

1. A new world of work requires new methods of self-care
2. How you can holistically support your health and avoid illness and downtime
3. How you can ensure more happiness in life – and how positivity and “letting go” play a role



176 pages, hardcover
978-3-86936-876-4

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

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.

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



176 pages, hardcover
978-3-86936-837-5



30 Minutes to a Healthier Lifestyle
96 pages
978-3-86936-948-8

In this guide, you'll learn how to activate your powers of self-healing and increase the returns on your “health investments”. You'll discover how to achieve great health benefits with little effort and improve your quality of life – and why it's so important for us to invest in our health consistently.

Nicole Truchseß is Managing Director of Truchseß & Brandl Vertriebsberatung OHG, which specializes in consulting, training and coaching in the field of sales and management. As a business coach and master level-accredited INSIGHTS MDI® and ASSESS® consultant, this trained business economist also assists companies in the candidate selection and personnel development processes.

"A film-ready young entrepreneur story!"

Alex Just,
Pro7 Taff

Your Next Big Thing

Creating Winning Ideas from Scratch

Matthew Mockridge



Gate C30

A Story About True Happiness

Matthew Mockridge

"An entrepreneurial yet heartfelt rough-guide and "battle-tested" paint-by-numbers approach to creating and running companies, cultures and campaigns of the next generation!"

Whether you want to realize an ingenious business idea, host a cool event, develop a new app – Matthew Mockridge helps you pursue your goals and shows you the steps to take to achieve success. The book provides countless ideas for getting your next big project underway.

YOUR NEXT BIG THING takes you by the hand on a journey through 60 killer-applications, that will allow you to produce remarkable ideas, acquire completely unexpected skills and will most importantly create the foundation for your best possible life, full of adventure and inner fulfillment.

You will learn how to live your best life and the ways in which this life will give you ideas. You will learn that a single idea can lead you to truly special people and allows you to understand how that encounter will unfold. Your ideas create your business! Money will become a tool and you will learn to master it.

Matthew Mockridge is a bestselling author, serial entrepreneur and international keynote speaker. He provides cutting-edge perspectives into the communication, understanding and influence of different generations in the workplace – no powerpoint, no bullsh*t. Matthew combines the freshest research, real-world insights, unforgettable stories and practical take-aways for everyone listening.



264 pages, hardcover
ISBN 978-3-86936-692-0

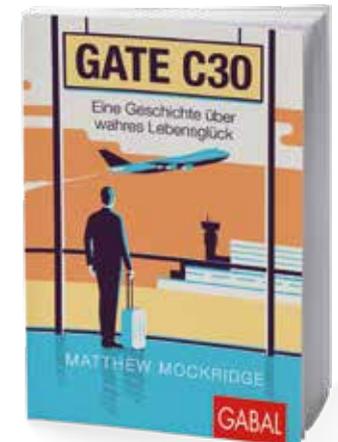


Life is a journey that takes you back home

From the outside, Jason Cooper has everything: success, money and a great family. He flies all over the world – from one lucrative business deal to the next. Driven and intoxicated by his own success, he overlooks the fact that he is on the fastest possible route to losing himself.

A delayed flight that threatens to destroy his most profitable business and with it, his career, will turn out to be the greatest opportunity of his life: during the seven hours afforded to him at Gate C30 of Istanbul Airport, he meets seven very different people. Gradually, they open his eyes as to what is really important in life.

- The book confronts the reader with powerful yet practical pieces of worldly wisdom and demonstrates a way to inner strength, authenticity and the fearless realisation of big dreams
- An entertaining and touching story that inspires the reader to rethink what they know on the subjects of happiness, success, and career
- The book is an alternative to conventional handbooks for success and packs wisdom and motivation for your own life into an exciting and entertaining story.



240 pages, paperback
978-3-86936-798-9



**“Germany’s
most successful
change expert”
OÖ Nachrichten**

Think it. Do it. Change it.

How to dream big, act bold
and get the results you want

Ilja Grzeskowitz

Ilja Grzeskowitz is Germany’s Change Expert #1. He is an award winning Keynote Speaker and best-selling author. The change management expert inspires, influences and motivates leaders, entrepreneurs and employees to combine innovative thinking with taking massive action. Some of his clients include Audi, BMW, Continental, Lufthansa, Nespresso, Pentax, P&G, Telekom and Zalando.

The Changemaker Mindset

How Innovation and Change
starts with Inner Transformation

Ilja Grzeskowitz

Think Big. Act Bold. Get the Results you want.

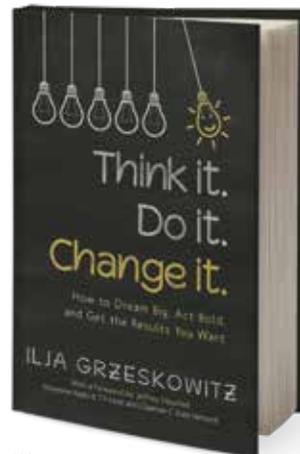
We live in tough times, and it seems many are unhappy with their circumstances in society, at work, or at home. Instead of taking action, we complain and wait for someone else to do something about it. Instead of changing ourselves, we hope others will take responsibility. Instead of actively living our dreams, we wait for the perfect moment. Unfortunately, that moment will never come.

Author Ilja Grzeskowitz has declared war on this passive wait-and-see approach. In *Think it. Do it. Change it.*, he offers a plan for overcoming the fear of change. Grzeskowitz, who helps organizations all over the world to create a culture of change, details his step-by-step approach to dreaming big, acting boldly, and getting the results you want.

He shows you how motivation really works, why the fear of change is actually your best friend, and which two words have the potential to change your entire life. Grzeskowitz reveals the biggest motivational myths, announces the comeback of values, and shows you the most important characteristic that will help you to actively implement the necessary changes in business and in life. *Think it. Do it. Change it.* helps you live a life characterized by possibilities rather than limitations.

“Grzeskowitz – This tongue-twister is known as THE reference in the field of change management.”

Augsburg Standard



182 pages
978-3-86936-689-0

Personality is the Key to Professional Success

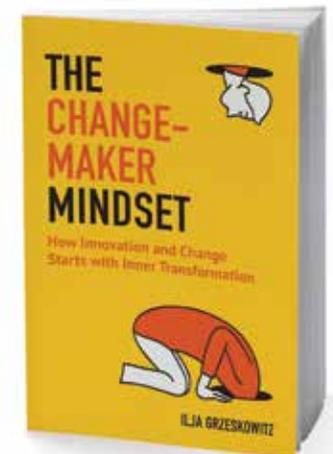
Personal relationships are key to success: In a time when workplaces are becoming more digital and more automated every day, our mindsets and our personal relationships will determine whether we succeed in tomorrow’s markets. We all have one shot to make a lasting impact. Innovators with the changemaker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

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

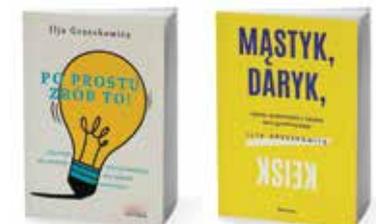
Change comes from within: Whether your goal is to lead a self-determined life, position your company for the future, or be a successful part of a team, external change starts with internal transformation.

“Grzeskowitz systematically guides the reader in three parts – motive, people, doing – to become the best version of himself in motivating, clear and intelligent language with good quotations, anecdotes and examples.”

Das Investment



224 pages, paperback
978-3-86936-870-2



Monika Matschnig's success has many facets. As a keynote speaker, author, consultant, lecturer and coach, she inspires thousands of people each year with her lectures and seminars and has a number of bestselling books to her name. A psychology graduate specialising in personality, work and organisational psychology and a trained adult education professional, she persuades and compels audiences with her varied knowledge and clever didactic techniques. For more than ten years, she has been sharing her know-how with managers, politicians and private clients.

Body Language: The Key to Success

How to persuade and inspire others at work

Monika Matschnig

As a doctorate holder, international model and author of several books, economist **Aaron Brückner** helps companies ensure that their employees like going to work.

Along with 12 years' of fashion industry experience across 30 countries, Aaron's irrepressible enthusiasm for writing and speaking about the technical aspects of business administration affords him an exciting USP.

Become the CEO of Your Life!

33 effective business tools to make you successful in your life

Aaron Brückner

“Body Language Expert no. 1”

Today, our professional lives depend more than ever on our personalities. Knowledge and expertise alone are of little use to us if we fail to present ourselves as likeable, compelling people. The deciding factor in this regard is body language, since our attitude, facial expressions and gestures enable us to communicate constantly and on largely unconscious level with our bosses, colleagues and customers. We transmit signals that allows them to form an image of us. The good news is that we can exercise significant control over what that image looks like. By training our body language, we can incorporate the decisive touches that strengthen our power of persuasion over others.

In this descriptive practical guide, no. 1 body language expert and bestselling author Monika Matschnig shows how to increase the effectiveness of our personality at work. Covering subjects from job interviews, presentations and sales negotiations to the persuasive impact of managers and the use of body language in an intercultural context, she gives valuable practical tips for increasing our effectiveness and highlights potential pitfalls.

“The Austrian is a body language trainer, to be exact one of the best in Germany...”

Süddeutsche Zeitung



224 pages, paperback
978-3-86936-906-8



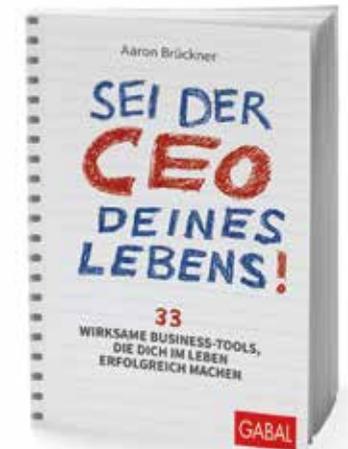
30 Minutes Learning To Understand Body Language
96 pages
978-3-86936-322-6

Make your life your no.1 project!

At work, you carry out your daily tasks with focus, precision, and always with the goal in mind. You know how to make a project a success. But what about your life? Your personality? Do you make use of your resources? Are you able to showcase your abilities to their best advantage, to live by your values, or do you experience more standstill than growth? Are you on the right track, pursuing the right goals?

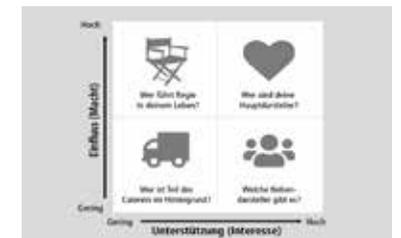
Most of us desire to live an unabashedly passionate life – in every way possible. Unfortunately, however, we observe all too often that when Monday morning rolls around, people are already dreaming of Friday. This is enough for survival, but not for a fulfilling life.

It's time to ask yourself some fundamental questions. How am I really doing? What can I do? Where do I want to go? What do I want? How can I get there? Countless life coaching guides will tell you what to do, but this book is different: it shows you how to do it.



248 pages, paperback
978-3-86936-907-5

Peek Inside the Book



Meet Gunther - the voice in your head that holds you back

Meet Gunther – the voice that lives inside your head and works hard to protect you from all the world's evils. Whenever you want to do something new or try something out of the ordinary, Gunther is on hand to shut it down. "Stop that!" he cautions. "That's far too difficult! Better to let others do it instead!" He never tires of holding you back. And though life is full of exciting challenges – things that can help you progress and grow – you prefer to consider them as problems to avoid. Treading water feels much safer. Thanks, Gunther!



Increase Your Workplace Efficiency



Gunther likes to hold us back in our work lives: "Working smarter? I'm not up to the task!" "Success? It's just a product of luck!" Ouch! But what if Gunther could learn to support us? What if he knew how to win customers? How to build up a lucrative business and remain motivated and successful in the long term? Take an exciting journey through key insights from motivational and sales psychology, leadership and entrepreneurship! With guaranteed laughs out loud and humorous illustrations by Timo Wuerz.

Stefan Frädrich
The Gunther Principle for Business
How to liberate yourself from the voice that holds you back



Gunther is the voice that holds us back. Although he has no idea about business, he nevertheless provides a myriad of unsolicited advice. But what if Gunther knew how to make companies successful? What if he knew which business models work? How to find good customers? What obstacles entrepreneurs have to overcome – and what rewards are waiting on the other side? Read these 100 illustrated tips and turn the voice that holds you back into an inner entrepreneur!

Stefan Frädrich
Gunther starts a business
A practical guide to overcoming the voice that holds you back



Gunther is the voice that holds us back – and sport and fitness are last on his agenda. High time, wouldn't you say, to teach him something about how to get fit? Without cigarettes, life is better: Gunther just needs to understand why. How does nicotine really work? How can a person stop smoking overnight without dubious pills and substitutes, and how is it possible to be slim and happy? Good nutrition is another of Gunther's weak points, which is why we eat too much, drink too little and barely move. The Gunther Principle... explains how nutrition really works.

Stefan Frädrich
The Gunther Principle for a Healthy Body
How to overcome inner negativity and feel good



The book provides tried-and-tested tips from workplace practice and makes its readers fit for effective work in the digital age. The authors show how to use computers and smartphones in such a way that the five main workplace fields of action are handled in a calm, stress-free manner: emails, appointments, tasks, ongoing processes and file storage. Regardless of whether you want to become completely paperless or just a "bit more digital" – this book can help.

Jürgen Kurz, Marcel Miller
The Modern Office
Working effectively in the digital age



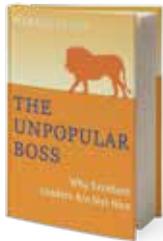
Have you ever recoiled from the task of designing an attractive sketch for a flip-chart whilst preparing or delivering a presentation? Have you ever found yourself in need of inspiring visualisation ideas for your next workshop? It doesn't need to be this way. It's possible for anyone to create skilful, creative flipcharts!

Brigitte Seibold
Designing Flipcharts
Creative Ideas for Training Sessions



The focus of this book lies on attaining a confident command of the methods, techniques and tools of project management. You will learn how to successfully start, plan, carry out, monitor and steer projects and, last but not least, to wrap up a project and hand results over to sponsors and clients. The book includes a detailed chapter on agility in project management and a chapter on project management experiences. The various options for project management certification are also described in detail.

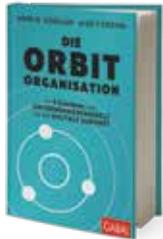
Tomas Bohinc
The Fundamental Principles of Project Management
Methods, techniques and tools for project managers



Excellent leaders are not the friendly boss who wants to be the employee's pal. Experience shows that it is the uncomfortable and challenging bosses who can't be beaten when it comes to results and employee development.

In this book, Markus Jotzo outlines the path from mediocre management to excellent leadership. In this book you will find numerous concrete examples, tangible tools, and tips that you can directly implement in your daily leadership activities.

Markus Jotzo
The Unpopular Boss
Why Excellent Managers Are Not Nice



Countless companies remain lead by an organizational model, which was designed many decades ago. As long as our goal is to keep up with the high-speed digital economy, a company redesign is indispensable. This is where the orbit model comes in. The model's nine steps point the way from a working world trimmed for efficiency, to a lively innovation culture. This culture makes organizations adaptive, anticipative and agile – ready for the requirements of the digital age. A stern focus on the customer will become the centerpiece of corporate strategy. We need to remember to practice radical empathy with our customers at all times.

Anne M. Schüller, Alex T. Steffen
The Orbit Organization
9 steps to the business model for the digital future



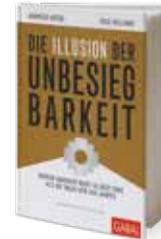
Portner, an international expert in teaching negotiation in organization, has more than twenty years of experience. In *Better Negotiating*, she clearly illustrates general principles that will help you persuade your counterpart. The interactive book starts each chapter with a self-assessment to better understand your abilities and make room for improvement.

Jutta Portner
Better Negotiating
Your Training Book for Business and Private Life



Dr Veit Etzold is Germany's number one speaker and management coach in the fields of strategy & storytelling. When it comes to strategy, most companies fail at or struggle to manage the interplay of its planning, communication and implementation. Planning, Communicating and Implementing STRATEGY will help your company achieve its goals quickly, with precision and with a high degree of success.

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Strategy
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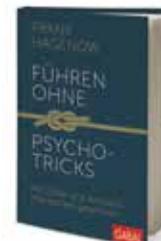


The tale of rags to riches is an attractive and enduring one and this dream lives on in countless start-ups and real-life success stories today, with Facebook, Google and Uber three of the best known current examples. But how certain can we really be that today's shooting stars won't meet the same fate as yesterday's fallen stars? Is the risk of failure an intrinsic part of every great triumph?

"A rise without a fall – who wouldn't want to know how that works?! Informed, entertaining and with plenty of very practical advice. Unmissable!"

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

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The Illusion of Invincibility
Why managers are no smarter than the Incas of 500 years ago



Leadership without values is "worthless". In an era in which goods and services are becoming ever more homogeneous and subject matter specialists are an endangered breed, battles for the most desirable customers and employees are fought on the field of emotions and personal relationships. Trust is a decisive factor and a significant competitive advantage – which is why it's worth investing in this market of the future.

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Any company hoping to survive the digital shift needs to develop new solutions and new products & services for nascent markets. Existing companies often prioritise efficiency above all else, leaving little scope for creative freedom. How can they succeed in making innovation part of the picture? This guide will teach you how to innovate in modern business environments, how to implement ideas successfully and what conditions are required to make this possible.

Ömer Atiker, David C. Luna
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Skilled innovation management is important for innovation success – yet without the oft-neglected skills required to communicate innovation, these processes are doomed to fail. This guide will teach you how to manage innovation processes, how to communicate innovation successfully and how this can positively influence employer branding.

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Coming up with new ideas is often easier than actually pursuing them. Without a courageous outlook on the future, the latter is impossible – and such an outlook demands a specific set of perceptions, actions and beliefs. In this guide, you'll learn how to cultivate a courageous outlook in your company, foster greater innovation behaviour amongst employees and, in so doing, prepare your company for a range of future challenges.

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