

**GABAL**

# **FOREIGN RIGHTS**

**SPRING 2021**

**GABAL. YOUR PUBLISHER.**

For inspiration. For a voice that understands. For practical guidance.

## FROM READING TO DOING, KNOWING TO ACTING

This has been the motto of GABAL Verlag for more than thirty years. Over this time, this independent, family-led media company has demonstrated a consistent flair for trends and innovative spirit. Platforms and formats have changed, but outstanding content has remained a constant. Books, audio products, e-books, online training materials, MP3s, live events and comprehensive media packages: private and corporate customers alike draw from our wide-ranging portfolio to find proven solutions for their personal, professional and financial challenges.

GABAL is a publisher of practical books and a leading player in the business, personal success and life segment. Within the pages of GABAL's books, more than 500 practitioners and luminaries in their fields use their content creation expertise to share wealth of know-how and practical experience. In doing so, they help readers and followers achieve their personal, professional and learning goals.

### NEW BOOKS SPRING 2021

<b>Stefan Dederichs</b> <i>Down with Perfect!</i> p. 6	<b>Habermann, Schmidt</b> <i>Hey, Not So Fast!</i> p. 26
<b>Stefan Frädrieh</b> <i>Gunther saves the World</i> p. 8	<b>Andreas Buhr</b> <i>Today, business is different</i> p. 28
<b>Nicole Truchseß</b> <i>On the Trail of Unconscious Affirmations</i> p. 10	<b>Philip Semmelroth</b> <i>55 Ways to Turbo-Charge Your Small or Medium-Sized Business</i> p. 29
<b>Marco von Münchhausen</b> <i>The Little Guide to Surviving a Crisis</i> p. 12	<b>Stephanie Borgert</b> <i>Success Is a Team Sport</i> p. 30
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<b>Steffen Kirchner</b> <i>The Mental Revolution</i> p. 18	<b>Whitney Breer</b> <i>Leadership Starts With You</i> p. 32
<b>Hans-Georg Willmann</b> <i>The Holiday Principle</i> p. 19	<b>Nickel, Disselkamp</b> <i>Crisis? What crisis!</i> p. 33
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### BACKLIST HIGHLIGHTS

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Nicole Pathé  
**Show Your Worth and Shape Your Workplace**  
 How to assert yourself in the workplace with clarity and courage

Katrin Busch-Holfelder  
**Future Fitness for Professionals**  
 How to recognise opportunities and embrace the new world of work with confidence

Nele Kreyßig  
**Wish you Could Change People? Here's Why You Shouldn't**

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

Bernhard von Mutius  
**Disruptive Thinking Work and Playbook**  
 Disruptive thinking as an effective tool for every day

Frank Habermann, Karen Schmidt  
**Hey, Not So Fast!**  
 Using slow thinking to make good decisions in complex times

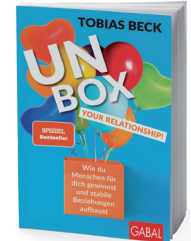
Cordula Nussbaum  
**NTNT (No Thanks, Not Today)**  
 66 ways to achieve greater courage, serenity and lightness of being

Anke Fehring  
**Turning Tomorrow into Today**  
 10 wake-up calls to help you hit the reset button

### LIKED THIS? ...



### ... READ THAT!



# What are you looking for?

## Business strategy & Management techniques

### Leadership & Purpose



### Innovation & Growth Mindset



## Advice on careers & achieving success

### Career & Soft Skills



### Success & Finance



### Business communication & presentation

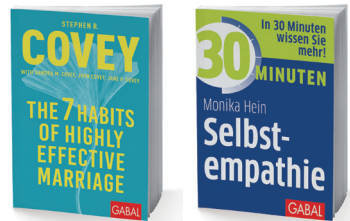


## Mind, body, spirit & motivation and self-esteem

### Resilience & Change



### Happiness & Mindfulness



### Willpower & Popular Psychology



## Down with Perfect!

Live happily with the courage to embrace your best as good enough

Stefan Dederichs

### Contents

**Introduction:** The courage to embrace your best as good enough

Perfection as a stumbling block

In focus: perfectionism in all its forms

**Chapter 1:** Understanding perfectionism

**Chapter 2:** How the courage to embrace your best as good enough can lead to greater personal satisfaction and a better relationship with yourself

**Chapter 3:** How the courage to embrace your best as good enough can lead to better relationships

**Chapter 4:** How the courage to embrace your best as good enough can help you live more healthily

**Chapter 5:** How the courage to embrace your best as good enough can lead to inner wealth

**Chapter 6:** How the courage to embrace your best as good enough can help you thrive at work

**Chapter 7:** How the courage to embrace your best as good enough can create happiness

### USP:

- Why perfectionism can be harmful
- Learn to recognise the different types of perfectionism
- Includes exercises, prompts for reflection and a self-test

### 95 per cent is well worth celebrating

Today, we are conditioned to strive constantly for a result that is better than the one before. We never stop wanting to be faster, better and more successful. But when the pressure to perform gets out of hand and we lose the ability to be satisfied with ourselves, perfectionism can quickly become a stumbling block. We lose ourselves in ever smaller details until we are more consumed by planning and analysing than by putting our intentions into action.

Stefan Dederichs knows this problem first-hand. He spent years chasing perfection before experiencing an epiphany: that the 'only-perfect-will-do' mindset was slowing him down and sapping his zest for life. Only by unmasking the true motives behind his perfectionism was he able to discover a truly fulfilled life. His books teaches readers to have the courage to embrace their best as good enough – and his lessons have the potential to be truly life-changing.

Your relationships with others, with yourself, with money and with your own achievements are all negatively impacted by the demand for perfection. Perhaps most importantly, this demand also risks your health – because you place yourself under stress and expose yourself to enormous pressure in order to constantly be better than before.

As such, perfectionism is no guarantee of outstanding results or superior performance. Instead, it is crucial to deploy your efforts sensibly and thoughtfully to facilitate your development and growth. Only with the courage to embrace your best as good enough can you discover a truly successful, satisfied and self-determined life.



208 pages, paperback  
ISBN 978-3-96739-040-7



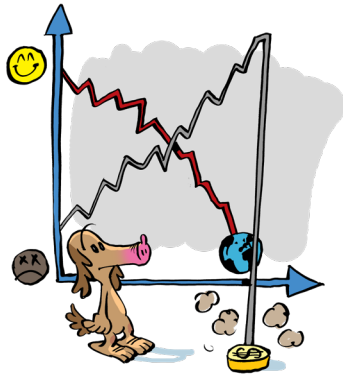
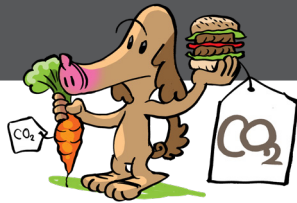
**Dr. med. Stefan Frädlich** is well known as an expert for successful selfmotivation. The versatile trainer and coach is author of several internationally bestselling books, host of TV-shows and entertaining and motivating speaker.



## Gunther Saves the World

A book about the climate crisis and the voice inside your head

Stefan Frädlich



### USP:

- 100 illustrated chapters
- Short, easily digestible texts and humorous drawings
- Complex issues, brought to the point
- Practical dos and don'ts

### Meet Gunther – the voice that lives inside your head and works hard to protect you from all the world's evils

Stefan Frädlich combines elements of psychotherapy, communication, self-management and motivational psychology in a colourful, humorous and entertaining new book.

Climate change is the most important issue of our age, and occupies increasing amounts of our energy. But what exactly is driving it? And what can we do about it – as individuals as well as in society, economy, technology and politics? While many books focus on partial aspects of the issue, *Gunther Saves the World* ventures a bold and inspiring holistic perspective. Which factors play a role? How do they interact – and what can we do to help? In 100 lively and succinct mini-chapters, author Stefan Frädlich and illustrator Timo Wuerz get right down to the heart of the matter. They cover key facts and propose solutions – in the distinctively lively, bold and optimistic style of Gunther, the ever-present voice inside all of our heads.

In reality, we know what we need to do to save our planet: get on our bikes, use energy-saving light bulbs and separate our rubbish (yes, really!). Yet we are also all-too-familiar with the internal monologue that encourages us to stick our heads in the sand. "We still have time!" "It won't be that bad!". This voice comes from Gunther.

Gunther knows nothing at all about ecology, but purports to tell us the answers all the same. Better, then, that we educate him about what's really happening. How exactly are we destroying our planet? How can we stop it? How can we rethink energy, business, technology and society – and finally solve the problem of burping cows? 100 illustrated chapters show Gunther the score, leaving him armed and ready to save the world.



224 pages, paperback  
ISBN 978-3-96739-054-4

**English Intro Video:  
Watch our authors  
talk about their  
new books**

**Nicole Truchseß** is managing director of Truchseß & Brandl Vertriebsberatung OHG, which specialises in consulting, training and coaching in sales and leadership. 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.

## On the Trail of Unconscious Affirmations

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

Nicole Truchseß

### Contents

Allow me to introduce – the constructs in your head!  
What are unconscious affirmations and how do they work?

Investigating typical unconscious affirmations

Summing up so far: The constructs in my head

Why we cling on to false constructs

What gives rise the constructs in our head – and what benefits they can offer

Summing up so far: My root cause analysis

Identifying and neutralising the constructs in your head

Freeing yourself of harmful unconscious affirmations: 22 exercises that work

1. Self-questioning: 100 false constructs
  2. Sensitisation: False constructs in our environment
  3. Self-observation: Being aware of our inner dialogue
  4. Summing up so far: My most important unconscious affirmations
- Asking questions instead of blind belief: When false constructs come knocking
5. On the trail of false constructs
  6. Exposing generalisations
  7. Anger as an indicator of unconscious affirmations
  8. How do you benefit from thinking the way you do?
  9. Looking back: Family traditions

10. Looking back: Families of origin

11. Summing up so far: Understanding yourself better

Say goodbye: Banishing the cumbersome constructs in your head

12. Neutralising false constructs: Your mental “stop button”

13. Driving false constructs out: Securing and using resources

14. Debunking false constructs: Searching for counterevidence

15. Reinterpreting false constructs: Reframing the Picture

16. Maintaining positive thoughts: Mental hygiene

17. The false construct as a comical figure: Creating distance through humour

18. Magic words: Transforming words that trigger stress

19. Keeping false constructs at a distance: Know their emotional patterns

20. Driving out a common false construct in sales: On authenticity

21. Driving out a common false construct in management: On praise

22. Take action: Creating a positive goal

### Freeing yourself of harmful unconscious affirmations: 22 exercises that work

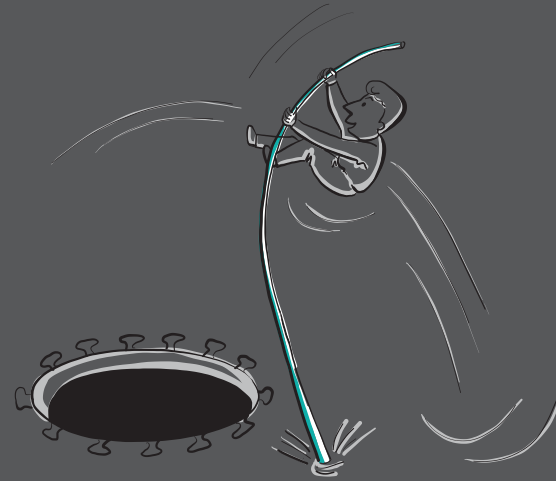
“I don’t have a talent for that”; “I could never do that”; “Trust is good, control is better”. Do these statements sound familiar? If so, you’re likely one of the many individuals who is lugging around a suitcase of unconscious affirmations. Like ghosts, these learned beliefs haunt our heads and trick us into believing that we always know what, when and why a thing is happening. They are constructs in our head. Every one of us has these rules for life, and we use them to navigate our day-to-day existence.

Most unconscious affirmations turn out to be anything but helpful, because they cause us to feel comfortable in our comfort zone and, in the worst case scenario, can block us from evolving and developing. At this point, the constructs in our head become demons – and it becomes imperative that we address them.

In this book, Nicole Truchseß explains how to do this. In a clear, humorous style with a focus on practical implementation, she shows how to expose the various types of false construct, to recognise why they’re so hard to shift and to tame them effectively.



176 pages, paperback  
ISBN 978-3-96739-043-8



## The Little Guide to Surviving a Crisis

How to cope better in times of crisis and take advantage of unexpected opportunities

Marco von Münchhausen



**Marco von Münchhausen** studied law, psychology and communication sciences in Munich, Geneva and Florence and completed his doctoral thesis in law at the Max Planck Institute in Munich. Today, he is one of Central Europe's most in-demand speakers and coaches. He travels within and beyond Germany to deliver lectures on work-life balance, self-motivation, stress management, self-management in everyday life and the activation of personal resources.

Marco's awards and honours include 'Trainer of the Year' (2002), the 'Excellence Award' for outstanding services as a trainer and speaker (2005), the 'Conga Award' (the Oscar of the events world) in the 'Speakers and Moderators' section (2007 and 2010) and 'Speaker of the Year' (2015). In September 2019, he was inducted into the 'Hall of Fame' of the German Speakers Association, the leading German association for the speaking industry.



**Concentration**  
ISBN 978-3-86936-719-4

### The 7 phases of emerging stronger from a crisis

The seven phases of overcoming a crisis: applied psychology for extraordinary times

By their nature, crises often arrive unexpectedly, quickly and against our wishes. Crisis situations are a recurring and hugely disruptive feature of our modern lives. The good news is that each crisis brings with it the golden opportunity for a new start.

Seizing these opportunities requires courage, self-reflection and an inner sense of stability. If we are willing to rise to the challenge and change the way we see things, there are manifold professional and personal opportunities for the taking.

In this new crisis handbook, Marco von Münchhausen explains how – with the right strategies, tools and checklists – we can learn not only to weather the storm, but to use it to our personal advantage. Overcome your fear of the uncertain and develop a self-determined vision for the future. As you do so, ensure that your own needs are met – with structure in your daily life and a healthy work-life balance.

As the crises eases, this handbook will guide you on your way to a new, self-determined reality. If you are prepared to confront upheaval head-on and contemplate a change in perspective, you can access important lessons and massively increase your resilience.



128 pages, paperback  
ISBN 978-3-96739-025-4

Dr. Stephen R. Covey passed away in 2012 leaving behind an unmatched legacy of teachings about leadership, time management, effectiveness, success, and love and family. A multimillion-copy bestselling author of self-help and business classics, Dr. Covey strove to help readers recognize the principles that would lead them to personal and professional effectiveness. His seminal work, *The 7 Habits of Highly Effective People*, transformed the way people think and act upon their problems with a compelling, logical, and well-defined process.

As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, his advice gives insight to millions. He sold more than 40 million books (in 50 languages), and *The 7 Habits of Highly Effective People* was named the #1 Most Influential Business Book of the Twentieth Century. He held an MBA from Harvard and a doctorate from Brigham Young University.

Translation  
rights sold to  
16 territories

## The 7 Habits of Highly Effective Marriage

Making Your Relationship a Priority in a Turbulent World

Stephen R. Covey  
with Sandra Covey, John MR Covey, Jane P Covey



*"If you apply even one of the 7 Habits today, you can see immediate results; but it's a lifetime adventure – a life of promise."*

Stephen R. Covey

English Intro Video:  
Watch our authors  
talk about their  
new books

### Turbulent times demand strong, committed, personal relationships.

Dr. Stephen R. Covey has noted that strong relationships don't just happen; they require the combined energy, talent, desire, vision, and dedication of all their members.

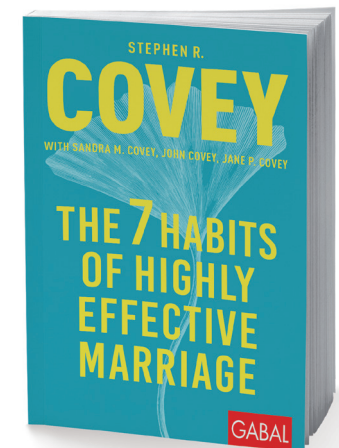
The 7 HABITS OF HIGHLY EFFECTIVE MARRIAGE provides a much needed framework for applying universal, self-evident principles that enable couples to communicate more effectively about their problems and resolve them successfully.

By offering revealing anecdotes about their own marriage as well as helpful suggestions about changing everyday behavior, Dr. Stephen R. Covey and his wife Sandra – along with his brother Dr. John M.R. Covey and his wife, Jane Parrish Covey – offer insights and personal experiences in applying these proven principles to marriage and home.

This book is built upon a recording of a live presentation, featuring Dr. Stephen R. Covey and his wife Sandra, on their 50 years of marriage. The training material in the book introduces the principles and practices of the 7 Habits of Marriage drawn from Dr. John M. R. Covey and his wife Jane Parish Covey's 25 years of teaching and applying the 7 Habits of Highly Effective Marriage in the lives of thousands of people.

The principles of human effectiveness will help you and your partner to thrive whatever your circumstances. This book will help you and your marriage to:

- Prioritize your relationship in today's turbulent world
- Build a happier and more effective partnership
- Unite around a common purpose, vision, and mission



160 pages, paperback  
ISBN 978-3-96739-041-4



English Intro Video:  
Watch our authors  
talk about their  
new books

# Mindfulness & Happiness



## Stop hitting snooze on life

Anke Fehring describes the ten most common ways in which we snooze our lives away and tells us how to wake up and press the reset button. Whether we delude ourselves, underestimate ourselves, compare ourselves with others, give into the pressure of expectations, retreat into distractions or dwell on doubt: we all know at least one (often very comfortable) excuse to press the metaphorical snooze button. The time is now to wake up and start afresh!

Anke Fehring  
**Turning Tomorrow into Today**  
10 wake-up calls to help you hit the reset button



## Wish you Could Change People?

Let's be honest: our fellow human beings can be exhausting, trying creatures. How easy would it be if only we could find a way to get others to change! Each of us views the world from our own unique perspective. In doing so, we frequently overlook the fact that we are shaped by our environment, our experiences and our individual dispositions. The book makes a persuasive case for giving up trying to change others. Instead, it argues, we must be curious about others' perspectives on life and alert to their potential.

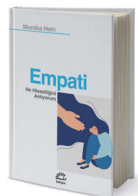
Nele Kreyßig  
**Wish you Could Change People? Here's Why You Shouldn't**



## The art of compassion

People have a deep-rooted need to be understood and accepted. To show compassion to others, we first need to recognize our own internal map and understand how we feel and what moves us. 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 practice it easily in our everyday lives. She provides clarity regarding what empathy actually is and, just as importantly, what it is not.

Monika Hein  
**Empathy**  
I know how you feel



## Never-ending interruptions? How to regain the power of concentration

The ability to concentrate is a key qualification in the modern working world; a decisive factor for our success and efficiency. But how can it actually be achieved? 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.

Marco von Münchhausen  
**Concentration**  
How to cope better in times of crisis and take advantage of unexpected opportunities



**Steffen Kirchner** is among the most sought-after personality coaches in the German-speaking world. As a sports psychology coach, he has looked after teams and has also helped propel the careers of various individual sporting greats various professionals in the German Bundesliga and an array familiar faces from music and show business.

To date, Kirchner has worked with over 150,000 clients in 15 countries. Nationally and internationally, he is booked as a speaker by major corporate players including Siemens, Audi, adidas and Hewlett Packard. Thanks to his characteristic mix of humour, playfulness and dependable insight, Kirchner is also a sought-after media guest. With well over 1 million downloads, his podcast is among the most listened-to business and career podcasts in the German-speaking world.

## The Mental Revolution

Change your thinking to secure your success

Steffen Kirchner

**Hans-Georg Willmann** is a coach with passion. As an expert for willpower and goal achievement, he accompanies people in going their own way. His mission: to help people move forward. His own path led him through many countries of the world. For more than four years he travelled by motorcycle through the desert states of Africa and the outback of Australia. With his backpack through Southeast Asia and the south-west of the USA. By bicycle, on foot, hitchhiking, bus and train through all of Europe.

Willmann founded his own company for personnel consulting & coaching in 2003. The graduate psychologist and certified coach (Professional Association of German Psychologists) is the author of numerous success guides.

## The Holiday Principle

A journey to achieving your personal goals

Hans-Georg Willmann

### Successfully shape your future

'Winners' embrace self-change and adapt rapidly to new circumstances such as globalisation, digitalisation, technological progression and climate change. This, in turn, is essential for their success, since these megatrends are set to radically and permanently transform our shared existence. In this new book, Kirchner shows how to master the changes and kick-start your own mental revolution.

As security, reliability and experience have become obsolete, the laws of success have changed. This book sets out the need for individual and collective action.

New ideas, structures and beliefs are also revolutionising the world of work. Value creation has taken the place of profit maximisation. The social and ecological benefits of goods – and their sustainable production – are becoming more important than short-term profit goals. Basic information can be googled by anyone; specialists are sought after to complete the picture. Tomorrow's leaders are sense-makers and leaders who focus on people, not profit.

This book teaches you to transform your mental attitude in such a way that you are able to influence seemingly unchangeable circumstances. By doing so, you are empowered to rethink and successfully shape your future.



232 pages, paperback  
ISBN 978-3-96739-038-4

### A roadmap for personal success

Have you ever made a concerted effort to follow a study plan, pursue a hobby, eat more healthily, exercise more, get up earlier in the morning or find a new job? Ever found yourself repeatedly saying: "I'll put these amazing plans into action – just as soon as I've dealt with the other stresses of day-to-day life"? The bad news is that this doesn't work. Even with stellar discipline and even harder work, you'll never get it all done. The good news is that there is a way to achieve your goals: by using your willpower consciously.

On your journey through this book, psychologist, author and coach Hans-Georg Willmann will teach you how to achieve your personal goals – with a motivated, focused, methodical and confident mindset and a willingness to learn new things. Just as you always succeed in planning your holidays, you'll succeed in achieving the things you want – despite the stresses of everyday life!

It's time to pack your bags and jump aboard, because the process requires your full participation. You'll develop a plan, learn to focus your attention on yourself and your goals, pause to reflect on your route and take off with a full tank of self-esteem. As you go, your willpower journey will be enriched with valuable background knowledge, everyday strategies and practical exercises. Enjoy this unforgettable journey to your personal destination!

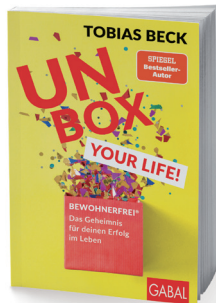


160 pages, paperback  
ISBN 978-3-96739-039-1



English Intro Video:  
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new books

# Advice on careers and achieving success



## Successfully steer your own life instead of having it determined by others

We all know a Debbie Downer with a negative attitude, moaning the whole day long because nothing ever goes right. Tobias shows us there's a way out: to simply not bother with such relationships at all. Polarizing, provocative and exaggerated, the Liberated@ philosophy urges readers to liberate themselves from negative people in order to live successfully and authentically.

Tobias Beck  
**Unbox your Life!**  
Cancelling chronic complainers, living life liberated, and other secrets to success



## The 7 steps of successful delegation

In this entertaining, practical guide, renowned time management expert Cordula Nussbaum exposes the pitfalls and hurdles to which we all-too-readily succumb and empowers us to convert our inner saboteurs into our greatest advocates. The book is a valuable tool for the art of "You do that, please!" As you read, you'll realize that letting go and relinquishing control don't have to be painful. On the contrary: successful delegation unburdens us of unnecessary drains on our time and unlocks new scope for creativity, innovation and the things that really matter.

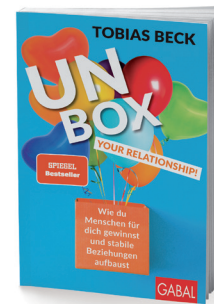
Cordula Nussbaum  
**Share the Load!**  
How to delegate skilfully and with confidence



## Your Step-By-Step Guide To Achieving Financial Freedom

ON THE MONEY teaches fundamental principles for a new understanding of money: one characterized by personal maturity, social and economic responsibility and a sophisticated appreciation of value. It equips readers to develop a responsible approach to money based on a new mindset, a change in financial behavior, the development of their financial character, a concrete grasp of the ways that money can be multiplied and, above all, an awareness of their financial 'why'.

Philipp J. Müller  
**ON THE MONEY**  
Increase your income, do your bit and achieve personal freedom:  
From a self-made millionaire with their feet (still) on the ground



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

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. Once you have learned to say goodbye to the beliefs that hold you back and to forgive the past and yourself, you will be able to intensively nourish good relationships and say goodbye to others. Your life deserves the best relationships you can foster.

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

**Silke Luinstra** is a filmmaker, writer, speaker and presenter. Wherever changes are occurring in business and society, she can be found – always ready to give strength and inspiration. She is an entrepreneur and founder of the AUGENHÖHE initiative, a lively community of bold pioneers who dare to effect change in their organisations. Here, in her first book, she explores ten years of experience in dealing with innovative organisations and the people who work there.

### Contents

#### PART I: SHACKLED

Shackles in organisations  
Shackles in education  
Consequences for people, organisations and society  
A new 'New Work'?

#### PART II: UNLEASHED

Succeeding quietly  
Finding meaning  
Aiming for equal footing

*"We were much motivated by Silke Luinstra's clear, thoughtful yet humorous perspective on corporate realities, an obvious reflection of her wide-ranging experience. It's a pleasure to listen to her and be inspired by her!"*

**Dr. Daniela Wachsmuth, Volkswagen AG**

### USP

- 8 principles for injecting vitality back into organisations: finding meaning, establishing a culture of self-management, thinking and acting autonomously and rethinking development
- A range of case studies from everyday business
- An up-to-the-minute publication about the future of work and organisational development

Respecting the process of autopoiesis  
Organising self-organisation  
Thinking for yourself, doing for yourself  
Exploring new paths  
Rethinking development  
Vitality is (also) an imposition!

#### PART III: VITAL

How vitality effects change  
Knowing is good, doing is better

## Vitality Unleashed

8 principles for a new way of working in business, education and society

Silke Luinstra

### How quiet heroes can (calmly) achieve great things

Today, new work, agility and digitalisation are the words on everyone's lips. But rampant rules and regulations, inflexible processes and outmoded systems of incentives do not foster an environment of inspiration, creativity or collaboration. Instead, they programme us for rigid conformity, which blocks a spirit of vitality in the development of organisations.

It is vitality that lays the groundwork for self-organisation, both in companies and in broader society. Where space is created for self-organisation, this also gives rise to development and progress – in the truly evolutionary sense of the word. With this in mind, Luinstra makes the case for a new 'New Work': a way of working that makes space for freedom, autonomy and responsibility as well as for societal participation, solidarity and an awareness of social and ecological consequences. People want to feel that their contribution is relevant – both at work and in society as a whole.

Luinstra has observed first-hand how infrequently vitality is felt in modern organisations - yet she also knows, from her work, that vitality often lies waiting to be unlocked. She presents numerous case studies from corporate practice, exploring how to find meaning, establish a culture of self-management, think and act autonomously and rethink the process of development. As she writes, Luinstra makes no bones about the fact that vitality also challenges us. It requires us to question our thoughts and actions and dare to initiate change. Thus, vitality is (also) always something of an imposition.

This is a clever business book about the future of work and organisational development: one that throws contradictions into sharp relief and facilitates genuine transformation.



264 pages, hardcover  
ISBN 978-3-96739-031-5

**Dr. Arnd Zschiesche** is a sociologist and leading academic expert in brand consulting in the German-speaking world. As founder and CEO of the 'Büro für Markenentwicklung' ('Bureau for Brand Development'), he analyses, advises and strategically develops brands. His expertise is frequently sought after by the media: he makes regular appearances as a TV expert on ARD's Markencheck (Brand Check), on the business talk show Plusminus and on the German public broadcasters NDR and WDR. In 2011 Dr. Zschiesche was appointed lecturer in the sociology of branding at the Lucerne School of Business; he also delivers regular guest lectures at the University of Hamburg.

## Contents

### Introduction: trust as a panacea for the modern world

A change of scene: trust on the clearance shelf of society and the financial industry

Theatre of the absurd: an economic sector dismantles its own foundation of trust

Acute risk of contagion: no abuse of trust without vast repercussions

From shells to Bitcoin: money as a purely cultural medium of trust

Trust: a basic linguistic inventory

Trust: a basic inventory of day-to-day life

Trust depends on content: only with substance can one become an authority

Trust meets the world wide web: implementing analogue trust, digitally

Oft-forgotten: 'loyalty' as an inherent element of 'trust'

How loyalty to oneself can give rise to public trust: the case of Angela Merkel

Loyalty in a constantly changing world: how nature's 'trade secret' is self-similarity

Customer loyalty originates internally: external trust is 'just' an effect

The power of attraction depends on recognition: enduring trust requires a faithfulness to form

Eroding trust, loudly and proudly: growth as the ultimate goal (at the expense of recognition)

The more complex the organisation, the more demanding the task of trust management

Want to be trusted? Don't be exchangeable

No trust without concrete actions and achievements

Without shared history, no great trust: why our future lies in our past

The primordial foundation of trust

The pattern of action that underpins trust: recognition and repetition

Trust as an elixir of life

The content of trust: a positive bias

Trust as a concrete, specific phenomenon – never a universal one

Why trust is not a model

The object of trust: the social as substance

## Trust – The World's Hardest Currency

Why the conduct and attitude of businesses is vital for their success

Arnd Zschiesche

### Trust: the fuel that powers economy, politics and society

Has everyone gone completely TikTok? No, says Dr Zschiesche: not quite. Despite the vast impact of 'new economy' concepts such as digitalisation and disruption, nothing can overturn the decisive basic social mechanism upon which every serious organisation is based: trust. As such, the constant erosion of trust in modern society is baffling to witness – yet it is precisely this warping of reality that reveals trust's inestimable value.

Trust demands two things: honest conduct, and time. Every business – from the smallest village pub to the largest corporation – must first and foremost succeed in building trust in its conduct; otherwise, long-term success will be out of reach. Nothing can compensate for a failure to do so: neither grandiose marketing campaigns nor paid-for brand ambassadors and influencers. This was true a thousand years ago and is as relevant as ever in the age of Industry 4.0. As long as people communicate with each other, trust is the most efficient tool of all.

Brand sociologist Arnd Zschiesche delivers a smart and practically relevant perspective on why trust is the only true source of added value for any organisation. With analytical flair and a pragmatic, pithy style, he makes the case for an economy of trust – unparalleled in its profound effectiveness – as a counter to our runaway economy of attention.

Arnd Zschiesche digs deep into the things that business, politicians and scientists must focus on to win long-lasting trust: substance and conduct, self-similarity and clear differentiation, and communication with integrity. The book is a much-needed contribution that is as time-critical as it is timely – packed with food for thought and concrete recommendations for action.



240 pages, hardcover  
ISBN 978-3-96739-035-3

**Frank Habermann** is a professor of business administration and an expert in project and transformation management. He holds a doctorate from the German Research Center for Artificial Intelligence and has over ten years of international management experience at executive level. Together with Karen Schmidt, he founded the international innovation community "Over the Fence".

**Karen Schmidt** holds a degree in business education, is an entrepreneur, and a trailblazer for particularly challenging changes. As a versatile consultant and trainer, she supports top executives and their teams in accomplishing great things together with courage, trust and creativity.

## Hey, Not So Fast!

Using slow thinking to make good decisions in complex times  
Frank Habermann, Karen Schmidt

### Contents

#### PART 1 Don't believe everything you think!

Perception and decision-making in professional settings

- #1 Perception is everything
- #2 Challenges for perception in organisations  
Organisational units
- #3 Challenges for good decision-making

- #3 In the initial phase of a decision-making process
- #4 During the direct cooperation phase (workshop)
- #5 Arriving at a good decision  
Three fallacies to avoid  
Deciding who decides (and how)  
Deciding who finds out (and how)

#### PART 2 Slow is the new fast

An introduction to slow thinking for decision-making

- #1 It starts with you
- #2 Before the start of a decision-making process

#### PART 3 'Bon Voyage' for a complex future

Designing your own slow thinking methods

- #1 Meta: a quick lesson on methods
- #2 Designing the tool
- #3 Designing the procedure

*"An entertaining, free-thinking and thoughtful approach: for us, Karen and Frank turned agile working from abstract to tangible."*

**Dr. Karsten Gottke, Global Senior People Growth, Boehringer Ingelheim**

### USP

- Includes a range of tools and techniques
- Lays out fundamental concepts that empower decision-makers in organisations to blaze a trail with good decisions
- Written for practice, with an engaging design

### Don't believe everything you think!

#### A toolbox for better decisions in complex situations

As humans, we make decisions based on information delivered by our perception. Our perception, in turn, is shaped by our values, principles and assumptions. As such, it is also error-prone: it acts as a filter, which means we only perceive those elements of information that slot neatly into our existing mental models.

Fast thinking is our natural mode of thinking. Nobel laureate Daniel Kahneman has shown how fast thinking reliably produces good results on familiar terrain – but that that is where its usefulness ends. In situations that are 'non-routine' for their respective participants – such as those we experience every day in the corporate environment – fast thinking frequently leads to perceptual distortions. In a complex environment, experiential knowledge cannot be relied upon alone. Instead, the fast-paced VUKA world demands 'slow thinking': an opposite mode of thinking that, if used correctly, can enable more effective use of time more through the systematic, deliberate analysis of information.

In this workbook for practitioners, Frank Habermann and Karen Schmidt guide readers to sharpen their perception in complex decision-making situations and follow an effective process. They equip readers with a range of tools and techniques, focusing on genuinely viable solutions and approaches that flourish under the pressure of everyday business. By applying the authors' fundamental concepts, decision-makers in organisations are empowered to blaze a trail with good decisions.

We are all faced with big decisions. This book shows how they are better made together.



208 pages, paperback  
ISBN 978-3-96739-033-9



*“Andreas Buhr is THE expert on sales leadership.”*

WAZ

*“Andreas Buhr shows which trends sales departments must address in the future.”*

managerSeminare

## Today, business is different

Andreas Buhr's top business hacks for entrepreneurs, innovators, managers, 'doers' and visionaries

Andreas Buhr

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

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

More time, more customers, greater profits

Philip Semmelroth

### The indispensable handbook for entrepreneurs, managers and leaders

Today, it's clear that business is different. The question is: how? Best-selling author Andreas Buhr has the answers. In this handbook for the business world of the future, he shares 40 years of wide-ranging experience as a successful entrepreneur, business success expert and internationally award-winning speaker.

With numerous practical, user-friendly hacks – the book is divided into lively, quick-read chapters, each dedicated to a specific theme – readers learn everything they need to know about self-organisation, entrepreneurship, leadership, sales and strategizing for the future.

Buhr's modern and meaningful hacks for business success are divulged not only in the easily digestible, contemporary chapters of his book, but across a range of bonus digital content. Buhr inspires readers with the most important insights from his many years of experience.

#### USP:

- Distilled expertise from more than 40 years of practice: a must-read for entrepreneurs, managers and business executives
- A one-stop guide for anyone seeking to enhance their future-fitness – in business and in life!



350 pages, hardcover  
ISBN 978-3-96739-030-8

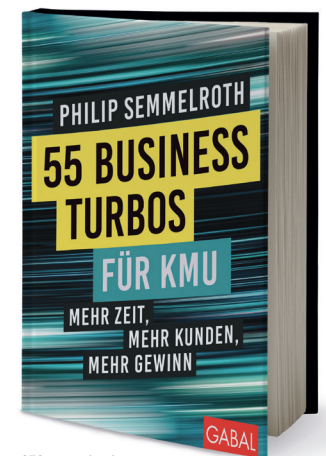
### Proven success strategies for small and medium-sized enterprises

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

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

#### USP:

- Valuable, practice-proven tips on the most critical aspects of entrepreneurship



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

**Stephanie Borgert** is a qualified computer scientist and has many years of technical and management experience in the IT industry. She gained a lot of experience by organizing complex dynamic projects; this experience has subsequently influenced her work and books. Since 2007, Stephanie Borgert has used her background in freelance work as a coach and trainer for executives and project teams. How projects succeed and how they can be made resistant and adaptive is her focus, therefore her main subjects of interest are complexity, holistic management and excellent communication in business.

## Success Is A Team Sport

The playbook for greater self-organisation in companies

Stephanie Borgert

## A Dearth of Expertise – or Not Enough People of Action?

Why personnel problems are often home-grown

Jessica Lackner

### Why everything is cooperation and cooperation is everything

Greater self-organisation is the motto of our time. There is scarcely a company in existence that is not undergoing an agile transformation. The methods are sufficiently understood, yet for the most part, the underlying fundamentals of cooperation in social systems remain unclear.

For day-to-day teamwork to succeed, we must create an understanding of what defines teams, how social systems work and how individuals can carve out their role. We must understand how conflicts are handled, how decisions are made and what leadership means in an agile context. What is more, we must accept that each of these definitions is dynamic and subject to on-going renegotiation.



176 pages, paperback  
ISBN 978-3-96739-032-2

#### Backlist Highlight



**The Complexity Trap**  
Why we need a new management approach  
978-1-5320-1952-4

### How managers can build successful teams

Staff shortages are a perennial problem in many sectors. Many companies lack practice-oriented strategies for attracting, retaining and motivating staff. At the same time, even the smallest changes can have wide-ranging effects on staff retention and morale. As experience shows: we may have a shortage of skilled workers, but we have an even greater shortage of people to make things happen. True 'people of action' have the ability to recognise potential and grow employees into team players who perform at their best.

This book will teach you how to foster an atmosphere of appreciation and respect, to facilitate fun and joy in the workplace, and to optimally deploy and support your team. You'll learn how to transform yourself from a manager into a true person of action: a leader who promotes others' strengths and balances out their weaknesses. If you succeed, you may never again have need to complain of a shortage of skills: the right employees will 'automatically' gravitate to you.

After studying at the renowned Klessheim school of tourism in Salzburg and completing a traineeship at the Hilton Hotel in Munich, the then 21-year-old **Jessica Lackner** was appointed general catering manager at Europe's largest lido in Berlin-Wannsee. Today, she delivers keynote speeches, workshops and training courses, the principles of which she embodies and applies on a daily basis.



200 pages, hardcover  
ISBN 978-3-96739-036-0



**Whitney Breer**, international management coach and experienced trainer, has been training, coaching, and inspiring leaders around the world for 25 years. She has now written a business novel that packs the current state of research on self-management, leadership, communication, teams, positive psychology, project management and other building blocks of Leadership Excellence into a story that is as entertaining as well as compelling.

## Leadership Starts With You

A Leader's Quest for Leadership Excellence (Business Novel)

Whitney Breer

**English Intro Video:**  
Watch our authors  
talk about their  
new books

*"In addition to a number of tools and strategies, the authors provide crisis managers with concrete practical assistance to enable them to safely steer their companies through the financial, labour law and human aspects of a crisis."*

[buechermagazin.de](http://buechermagazin.de)

## Crisis? What crisis!

How companies can balance human and financial growth

Susanne Nickel,  
Marco Disselkamp

### Inspiring, humorous, and thought-provoking business novel on the topic of leadership excellence

Before Kathleen, an ambitious but not very empathic executive, can be entrusted with the CEO position of her family-owned company, Battlefield Harvesters, her father sends her on a journey around the world to visit role models and other leaders who have shaped him as a leader.

On this journey, which takes her from Lafayette, Indiana, to Bangalore, Stockholm, Sao Paula, New Zealand and back to the States, Kathleen learns more about herself and about the secret to true leadership excellence. The insights and experiences of her international sparring partners are underpinned by insights from business psychology. The result is the PRISM model of leadership, which covers all facets of successful leadership. The model is compact, easy to remember and doable. Each chapter concludes with a brief overview that enables managers to reflect on and apply the key messages for themselves. And indeed, you can learn more about your own leadership purpose from a prosperous Indian start-up and even more about leadership failure from the sinking of the Vasa warship in 1628 on her first voyage in Stockholm harbor than you can from many training courses or expert lectures.

#### USP:

- An entertaining journey around the world as a vehicle for a journey to the secrets of successful leaders – Hands-On Leadership Excellence!
- Entertaining story with an international flair which appeals to modern leaders



304 pages, paperback  
ISBN 978-3-96739-023-0

### The four disciplines to master for a crisis

Susanne Nickel and Marcus Disselkamp provide a step-by-step guide for leaders to manage the financial and human aspects of change processes and foster growth and innovation as they go. As uniquely as crises can affect different companies, they also follow a common course: each organisation passes through the same four phases of the 'crisis curve'. Once the phase of denial has been overcome, insight, new beginnings and the prospect of new successes await. Take advantage of the trough and lead your company out of the crisis stronger!

How best can staff be motivated in challenging situations? How can leaders engender commitment, trust and confidence – including in themselves? How can leaders determine where they stand within their companies and what changes – if any – need to be made? What financial and legal measures are available? The authors provide concrete assistance, tools and tips to enable crisis managers to actively chart a course to new shores while remaining profitable and liquid. Using four fictitious crisis and success stories, they illustrate routes out of a crisis from a diverse range of starting points.

*"This crisis handbook takes the Covid pandemic as an opportunity to illustrate how companies can not only survive crises of different origins, but use them to increase their agility and get equipped for the challenges of the future. It offers valuable suggestions and concrete tips to help companies withstand crises of all sizes in a VUCA world."*

**Roter Reiter**



240 pages, paperback  
ISBN 978-3-96739-026-1

# Innovation, Growth & Management techniques



## The seven factors that contribute to our fitness for the future

Katrin Busch-Holfelder provides readers with practical guidance for engaging successfully with the modern working world and equipping themselves effectively for the workplaces of tomorrow.

With a range of detailed examples, practical exercises and real-life coaching tips, the author shows how we can take our future into our own hands. She offers advice on developing our personal mindset, the importance of self-reflection and the opportunities of lifelong learning, digitalization and new work.

Katrin Busch-Holfelder  
**Future Fitness for Professionals**

How to recognise opportunities and embrace the new world of work with confidence



## The trendsetter as role model

Leaders are not born, but made. In the future, leaders will be those who gain followers. The new leadership roles are of a temporary and situational nature. Leaders become influencers following principles that are comparable to those generating stars in social media.

As the best leaders already know: it is those that can win over their employees as individuals that will truly reap the rewards long-term.

Barbara Liebermeister  
**The Leader as Influencer**

Want to lead? First, you need to be followed

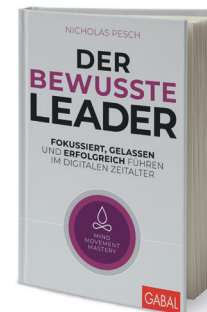


## The playing field of corporate leadership. Success is a team sport

In this book, Kerstin Friedrich shows how leadership can be largely systematized using elements of social and sports psychology and the powers of gamification, with a “Scoreboard Management” approach that creates the basis for all forms of organizational transformation and strategy change. Within it, employees learn to understand the business model, to recognize critical bottlenecks, to interpret important key figures, to gauge the influence of their daily actions on the overall result and to contribute and implement their own ideas for process optimization and greater customer benefit.

Kerstin Friedrich  
**The Playbook for Game Changers**

How to unleash team spirit through radical transparency and gamification



## The best form of performance enhancement is a clear, focused mind

With his self-developed approach of vertical learning, meditation and embodiment, Nicholas supports leaders on the path to MIND MOVEMENT MASTERY: a state that empowers the realization of top performance, deep concentration, high creativity and a positive attitude towards oneself and others. Vertical learning, which has its roots in developmental psychology and neuroscience, is the key to mental, emotional and personal self-transformation.

Nicholas Pesch  
**The Self-Assured Leader**

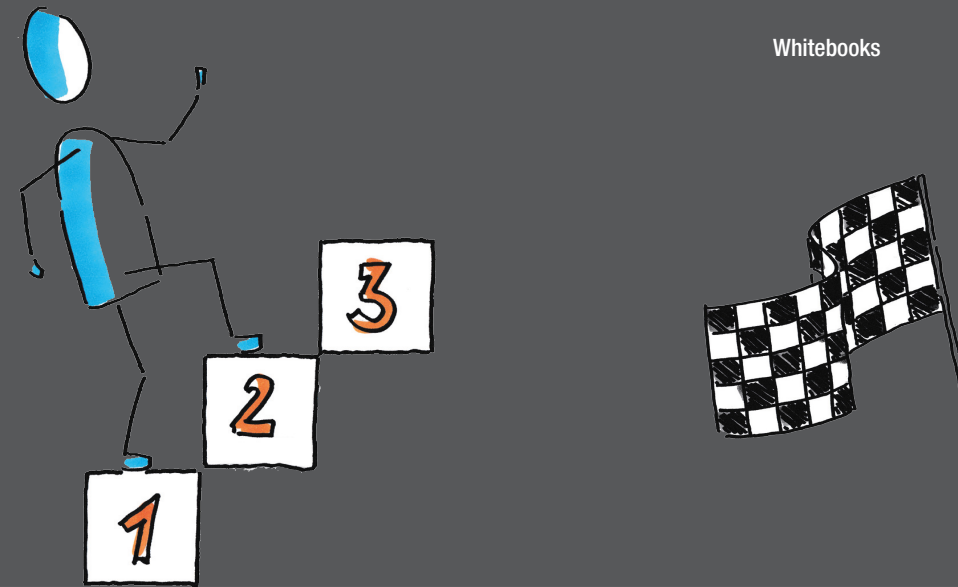
Leading in the digital age – with focus, calm and success

## Are you looking for easy-to-implement tips to

- increase your job satisfaction?
- handle your everyday professional life with more ease?
- communicate more efficiently and sustainably?

With the help of our Whitebook series and its implementation-oriented approach, tackling your daily projects becomes as easy as 1-2-3!

The GABAL Whitebooks present basic, professional knowledge for professional and personal success. Implementation-oriented, pragmatic, reader-friendly. Whitebooks bring practical knowledge to the point.



### The Importance of Great Communication for Leaders

Without great communication, there is no leadership at all. With great communication, leadership can become an immensely valuable asset to a business and a factor for success and profitability. In this new guide, Hartmut Laufer shows how leaders can practise successful and effective communication at work.

Whether change processes, hiring or traditional employee management: every communication scenario has its own challenges and stumbling blocks to be overcome. In almost all cases, however, verbal communication is critical to achieving optimal employee engagement. Modern, electronic forms of communication eliminate the interpersonal factor and can never be a substitute for face-to-face conversation. Not only is it difficult to achieve long-term leadership success without the influence of such conversations; they also make your success more sustainable.

Whether you're a manager or team leader: if you understand the correct way to address your employees and colleagues, you'll be rewarded with higher motivation, greater engagement and better results.

#### USP:

- Communicate effectively and efficiently within your organisation
- Practical tips and tools for all areas of leadership
- Get more productivity and better results from employees



Hartmut Laufer  
**The Importance of Great Communication for Leaders**  
How successful communication can facilitate better productivity and results  
ISBN 978-3-96739-046-9

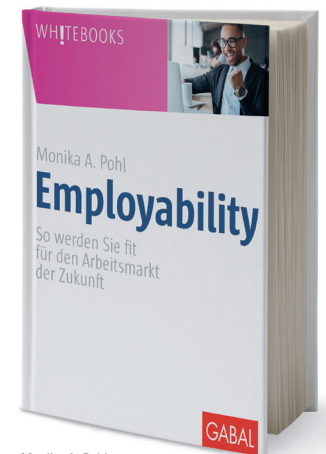
### How to survive and thrive in tomorrow's job market

In this practical guide, Monika Pohl lays out the wide-ranging requirements of the modern job market for employees and the attributes we need to proactively drive a professional career. Surviving and thriving in the job market requires not only a conscious approach to our own health and personal development, but empathy for our fellow human beings and for the environment. One thing is clear: if we are serious about our own progression, we must be prepared to react flexibly to change and see it not as a burden but as a means of advancement.

This guidebook equips readers not only to meet the formal requirements of a future employer, but to live a balanced, healthy and proactive life: one that provides the stability to face the demands of the modern world with resilience and agility.

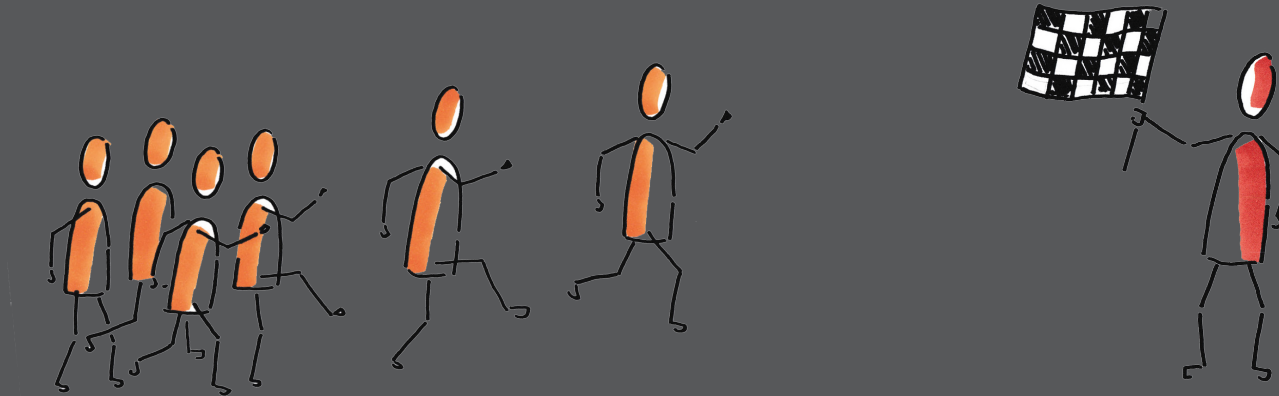
#### USP:

- Become 'fit' for New Work
- Keep pace with the requirements of the job market
- React calmly and with agility to requirements and crises



Monika A. Pohl  
**Employability**  
How to survive and thrive in tomorrow's job market  
ISBN 978-3-96739-044-5





## The secret to successful teamwork in the era of digitalisation

20 % faster, 20 % better and 20 % less stress: Kaizen makes it possible for teams

Best Practice in Digital Collaboration shows how Microsoft 365 can be used more intelligently to collaborate better and with less stress.

Good results arise from effective collaboration. Our ever more digital, ever more mobile world confronts us with an array of novel challenges. Those who have embraced the spirit of the times recognise that collaboration, too, is an ever more digital affair. But how to collaborate productively and enjoyably when colleagues are logging in from the office, home, meetings and projects abroad?

The problem is that users quickly become overburdened by the sheer abundance of tools offered by Microsoft (Office) 365 and others. Features that were originally intended to increase efficiency end up as stumbling blocks.

The counter-remedy is clarity and structure – and this is exactly what Best Practice in Digital Collaboration offers. With a focus on practical application, the book shows you how to make intelligent use of Microsoft 365 to collaborate better and with less stress. Within this, the key to success lies in the traceable digital documentation of discussion outcomes and decisions and in efficient communication and project organisation.



Jürgen Kurz, Marcel Miller, Patrick Kurz  
**Best Practice in Digital Collaboration**  
 Efficient team working with Microsoft 365  
 ISBN 978-3-96739-024-7

## 77 tried-and-tested tools for everyday work

Today, innovation is the decisive factor for companies' success and ability to compete. The bad news is that creativity cannot be summoned at the push of a button. The good news is that with design thinking, innovation doesn't have to be a coincidence. To innovate using design thinking, a practitioner must be familiar with a variety of procedures in order to select the right one for a project and team.

Here, design thinking expert Ingrid Gerstbach overhauls her 77 tried-and-tested tools for day-to-day work in the design thinking process. In this accessible and clearly-structured guide, she explains the key activities involved in each process step and shows how and when each technique can be used in real-life projects. A guide to each method aids its implementation in daily work.

### USP:

- Proven methods and techniques in accordance with the state of the art
- Case studies of successful innovation processes in corporate practice



Ingrid Gerstbach  
**77 Tools for Design Thinkers**  
 Insider Tips from Design Thinking Practice  
 ISBN 978-3-96739-045-2





# Communication & Presentation



## Learn how to present yourself in a persuasive and competent manner

Today, our professional lives depend more than ever on our personalities. 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.

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.

Monika Matschnig

**Body Language: The Key to Success**  
How to persuade and inspire others at work



## Presence and media coaching for executives

Leaders must not only have executive presence, but be able to project it when it matters. In this engaging, practice-oriented book, the art of executive presence is explained by seasoned media experts and practitioners. Over the years, they've learned everything there is to know about making an impact – and can look back on impressive TV and radio careers to prove it.

Kay-Sölve Richter, Christoph Münzner  
**Executive Presence Is Everything**  
How to convince as a leader when it matters



## Achieving genuine human interaction in praise of the art of meaningful conversation

We communicate now more than ever before – and our access to communication has never been easier. The quality of a conversation determines how people relate to one another. It determines how we feel about one another, whether we form close relationships and what kind of information we share. How can we engage in genuine dialogue – the kind that facilitates deep, meaningful human interaction? In this cleverly observed book the authors show how to manage the fears and inhibitions we often face when making ourselves open to genuine human connection.

Sylvia Löhken, Tom Peters  
**Bold Encounters. The Art of Genuine Conversation**  
How to create relationships with words



## Silence Is the Answer

Modern society is drowning in speech. It annoys us, stresses us out and saps our energy. What can be done to counter the flood? Silence encourages others to think without provoking defiance. Try it out: with your children, partners, in negotiations, and with clients. Discover why silence might perhaps be the most valuable element of speech – and is often many times more preferable than talking.

Cornelia Topf  
**Keep your mouth shut!**  
Why silence can be better than words



## 30 MINUTE ESSENTIALS

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

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

### 30 Minute Reading Time

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

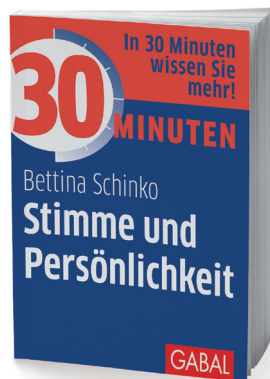
More than  
5 Mio copies  
sold in  
18 languages



A good salesperson doesn't just strive to close a deal – they pay close attention to the fulfilment of a customer's true needs and the development of a lasting relationship. Within this context, it is the ability to exercise empathy that opens the door to sustainable growth in sales success.

- Recognise your customers' needs
- Build lasting customer relationships

Beate Götz-Lange  
**30 Minutes to Mindful Selling**  
96 pages  
ISBN 978-3-96739-048-3



A strong voice is just as crucial for a winning performance as confident body language. On the one hand, it can allow you to connect with your audience on an emotional level; on the other, it can quickly reveal whether you are insecure, nervous or in a bad mood.

The good news is that with a little practice, it is possible to develop and control your public speaking voice effectively. Practical exercises (also available as a video) teach you the right breathing technique for your breathing type and improve the quality of your tone. The book also provides for overcoming stage fright and delivering persuasive presentations.

- Train your public speaking voice and the art of expression

Bettina Schinko  
**30 Minutes to a Better Public Speaking Voice**  
96 pages  
ISBN 978-3-96739-053-7

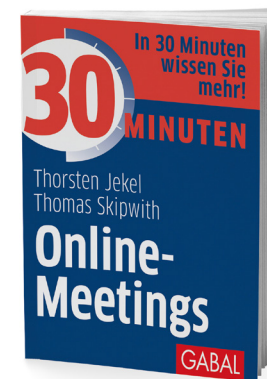


2020 will go down in history as the year in which digital events found their feet. The need for many of us to work from home has brought about a change in perspective, as well as the question: how can we stay in touch at distance and, where possible, create and maintain a sense of community?

This guide explains exactly what is involved in a digital or a 'hybrid' event, how planning and preparation differs in comparison to a traditional physical event, and what technical equipment you'll need to carry things off without a hitch.

- Everything you need to know to plan and carry out successful digital events

Melanie Eschle, Thorsten Jekel, Ralf Schmitt  
**30 Minutes to Successful Online Events**  
96 pages  
ISBN 978-3-96739-027-8



More and more work is being carried out online, from internal presentations to client meetings. An attractive online presentation or meeting relies on the interplay of two key elements: professional use of technology and the right rhetorical approach.

This book helps you combine these two elements to give memorable online presentations with less effort than you might have thought.

- Structure online meetings like an expert

Thorsten Jekel, Thomas Skipwith  
**30 Minutes to Successful Online Meetings**  
96 pages  
ISBN 978-3-96739-028-5



# 30 MINUTE ESSENTIALS



During a crisis, we tend to quickly lose sight of ourselves and neglect our own needs. Over time, this saps our resources and leaves us feeling burnt out and flat.

Enter this guidebook – which explains how self-compassion works, how we can live a self-compassionate life, and what advantages a radical sense of self-compassion can bring.

- **Get better acquainted with yourself**
- **Equip yourself for challenges and times of crises**

Monika Hein  
**30 Minutes to Self-Compassion**  
 96 pages  
 ISBN 978-3-96739-050-6



Michael T. Wurster shows you how to restore order to your own four walls and, as a consequence, to your life. Based on the Büro-Kaizen® (Office Kaizen) concept, his approach helps you turn transform the dream of an always-tidy home into reality in five simple steps. Clearing out and creating space (efficiently!) is just the beginning. The book also reveals the tricks that interior design experts use to give a space that certain je ne sais quoi.

- **Free yourself from dead weight and establish a basic sense of order**
- **Learn how to never have to tidy up again**

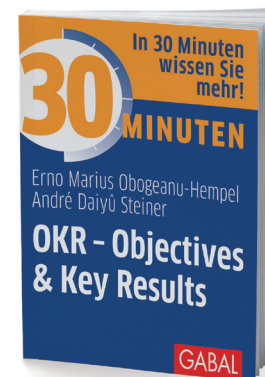
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In *30 Minutes to 360° Remote Work*, Teresa Hertwig draws on tips and examples from 8 years of remote working to show business owners and employees how to establish a sustainable remote working culture: one which accounts for interactions between the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

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

Teresa Hertwig  
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OKR – Objectives and Key Results – is the preferred goal management method of Silicon Valley. Increasingly popular over the last 20 years, it is an indispensable strategy implementation aid and a modern tool for digital leadership. In uncertain times, OKR can promote greater direction and stability while simultaneously enhancing your organisation's agility. Adherence to the OKR process helps organisations operate with an increased sense of focus. It ensures the consistent alignment of all employees with objectives and increases their motivation.

- **Bring your organisation into the agile world**
- **Implement strategies successfully**

Erno Marius Obogeau-Hempel, André Daiyü Steiner  
**30 Minutes to Objectives and Key Results**  
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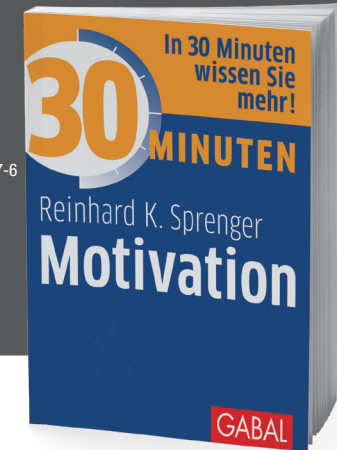
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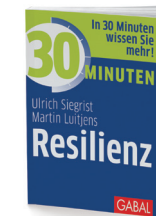
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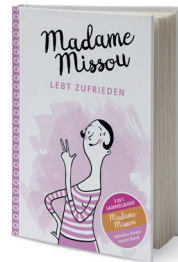
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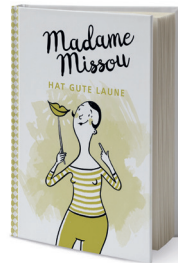
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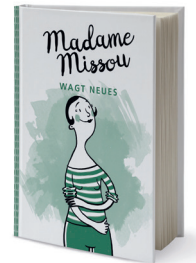
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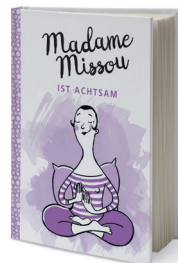
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