

Successful leadership requires successful self-management

Are you an independent contractor or an entrepreneur? Do you frequently find yourself questioning whether your employees really know what they're doing in your company? 42-year-old entrepreneur Marc was experiencing something similar. His company wasn't moving in the direction he wanted to steer it, and this ended up in a company crisis. He felt he couldn't go on, and began taking management coaching with Wolfgang Radies. Marc quickly recognised that there was a lot more to life than he thought: What he really wanted was self-determination, freedom, efficacy and fulfilment. So he went on an adventure trip, over the course of which he gained a completely new perspective on his company, himself and leadership and finally learned to conduct his business differently and more effectively.

In contrast to most management books, which are aimed at managers of large corporations, this book is envisaged for entrepreneurs with anywhere from three to 50 employees. Entrepreneurs are required to work on their company and its system of management; managers, on the other hand, are project leaders who must work in the entrepreneur's system. As such, this book is the first and only guide book conceived specifically for entrepreneurs!

Stefan Merath
Leadership for Entrepreneurs
 The Path to Self-Determination and Freedom
 500 pages
 ISBN 978-3-86936-751-4



Why it will sell:

- A classification system within which all other leadership theories can be filed and understood, drastically reducing confusion around the subject.
- An explanation of the stages at which you must incorporate your own personality in order to get the best leadership results
- Guidance on how to arrange your teams such that all team members are moving in the same direction of their own accord.
- After reading, you'll be fully acquainted with central aspects of the approach – meaning that that more employees lead not to more stress, but to more freedom.
- The book focuses on the personality of the entrepreneur and offers coaching on a comprehensive range of issues, right up to the topic of health / performance.

BACKLIST TITLES



The Road to Becoming a Successful Entrepreneur
 How You and Your Company
 Gain New Dynamics
 ISBN 978-3-89749-793-1



The Art of Loving Your Customers
 Neuro-Strategies for
 Entrepreneurs
 ISBN 978-3-86936-176-5



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Stefan Merath is Germany's most famous entrepreneurial coach, known to a broad readership through his book *Der Weg zum erfolgreichen Unternehmer* (*The Path to Becoming a Successful Entrepreneur*). He was awarded the Strategy Prize 2009 for his self-developed strategy. His clients include some of Germany's most prestigious employers.

Entrepreneurship Made Easy



Stefan Merath
The Road to Becoming a Successful Entrepreneur
How You and Your Company Gain New Dynamics
464 pages
ISBN 978-3-89749-793-1

After a life-changing experience in 2003, author Stefan Merath began to wonder how to transform himself from a regular entrepreneur into an outstanding one – to have a self-employed career distinguished by meaningfulness and passion. The key lies in the character of the entrepreneur. If the company grows, you have two options: either grow along with it and succeed, or allow the company to outgrow you and fall.

The book tells the story of the entrepreneur Thomas, who remodelled his company and himself and finally rediscovered the feeling of freedom and enthusiasm that led him to become an entrepreneur in the first place. Today, the book is in its 11th edition and is a standard reference work for small and medium-sized enterprises.

Stefan Merath has changed thousands of entrepreneurs' lives; his readers have reduced their working hours and multiplied their profits at the same time. Ultimately, these readers prove not only that his methods work, but that they help entrepreneurs to be their best and find personal fulfillment and freedom.



Stefan Merath
The Art of Loving Your Customers
Neuro-Strategies for Entrepreneurs
376 pages
ISBN 978-3-86936-176-5

According to the latest findings from the neurosciences, man is an emotional being who is emotionally defined and whose decisions occur subconsciously 70 to 99 percent of the time. While neuromarketing applies these findings only to clients, the renowned author Stefan Merath translates them into strategies for entrepreneurs.

“Stefan Merath chooses a refreshing perspective for his instructional book: the first-person perspective of the entrepreneur. The reading experience is not that offered by a theoretical compendium, but allows the reader to witness the road to becoming a successful entrepreneur, with all the ups and downs that that entails.” **Jochen Mai, WirtschaftsWoche**

“... the entrepreneur's bible for small and medium-sized businesses ...”
Norbert Glaab

“... one of the best books in its field ...”
managementbuch.de





Hörprobe



Dieses Bild anzeigen

Der Weg zum erfolgreichen Unternehmer: Wie Sie und Ihr Unternehmen neue Dynamik gewinnen (Dein Business) Gebundene

Ausgabe – 1. Januar 2011

von Stefan Merath (Autor)

★★★★★ 80 Kundenrezensionen

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Führung für Unternehmer

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Selbstbestimmung
und Freiheit