

Rights List

Spring 2016

GABAL. YOUR PUBLISHER.

YOUR LIFE EFFECTIVENESS IS OUR MISSION.

New Books Spring 2016

YOUR LIFE

Kathrin Sohst: The Power of High Sensitivity

Sylvia Löhken: How to Find Your Way

Jumi Vogler: Live, Love, Laugh

Carl Naughton: Learning to Think

Hannelore and Markus F. Weidner: Recognition and Appreciation

YOUR SUCCESS

Bernhard Wolff: Choose Your Own Title

Ilja Grzeskowitz: Think it. Do it. Change it.

Svenja Hofert: What are my strengths?

YOUR BUSINESS

Matthew Mockridge: Your Next Big Thing

Steffi Burkhardt: These Young Ones Are Crazy!

Kurt-Georg Scheible: Maxed Out!

Anne M. Schüller: Touch. Point. Victory.

Andreas Buhr: Principles of Leadership

Martin Geiger: Competitive Advantage Speed

Urs Altmannsberger: Profitable Purchasing

Ilona Lindenau: The Customer Whisperer

30-MINUTE-SERIES

Dörthe Huth: Mindfulness

Marieluise Noack: Getting Things Done

Tobias Ain: Sales Pitch

Joachim von Loeben: Sabbatical

Svenja Hofert, Thorsten Visbal: Becoming A Good Team Leader

BACKLIST HIGHLIGHTS

Jutta Portner: Your Way or My Way?

Stefan Merath: Becoming a Successful Entrepreneur

Steffen Ritter: Smooth Selling

Peter Brandl: Crash Communication

Backlist Highlights



Sylvia Löhken
Quiet Impact
How to Be A Successful Introvert

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



Sylvia Löhken
The Power of Personality
How Introverts and Extroverts Can Combine to Amazing Effect

“Introverted persons don’t like working in the limelight. However, the quiet persons are those who create big things.” **Handelsblatt**



Barbara Schneider
Diligent Women Work, Smart One's Climb the Ladder
How Women Can Take the Lead

“Barbara Schneider knows what obstacles ambitious women have to overcome on their way to the top.” **Spiegel Online**



Barbara Schneider
Women at Eyelevel
Getting Women to the Top

“Her first book ‘Diligent Women Work...’ became a business bestseller. ‘Women at Eyelevel’ has the same potential.”
Die Ratgeber



Stefan Merath
Becoming a Successful Entrepreneur
How You and Your Company Can Take On A New Dynamic

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



Anne M. Schüller
The Touchpoint Company
Personnel Management in our new business world

“A top-class management book! [...] Anne M. Schüller is one of the most important management thinkers in this country.”
managementbuch.de

15-20% of the Population Are Highly Sensitive – Undeniably a Significant Minority

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 book is divided into three parts:

1. What is high sensitivity? What makes these people special?
2. What does this mean for different areas of life such as family, job, health, leisure, friends?
3. What are the strengths of highly sensitive people? The book contains tips and tricks for how to deal with high sensitivity; the book is encouraging, and meant for everyday use.

Contents:

A delicate start: Highly sensitive messages

1. High sensitivity: Some people are more delicate than others

Take the test: How sensitive am I?

Women are sensitive – so are men

Characteristics of highly sensitive people

Health: A sensitive matter

Childhood: Different from the very beginning

Challenges – development potential of the delicate person

Self-doubts and Vulnerability

Strengths – highly sensitive qualities

2. Experiences + Perspectives: What highly sensitive people experience

Senses

Health

Relationships + family

Work + vocation

Leisure and Consumption

Values

3. Strategies + Resources: How to bring out the potential in a delicate person

Strength – (only) a question of attitude?

Confidence – (even) in your own perception

Self-empathy – keeping your own needs in mind

Accept instead of decline – give life a smile

Focusing – quality over quantity

Conflict and criticism: Get out of your comfort zone

Feelings: source of energy and rejuvenator

Delicate and powerful at the same time

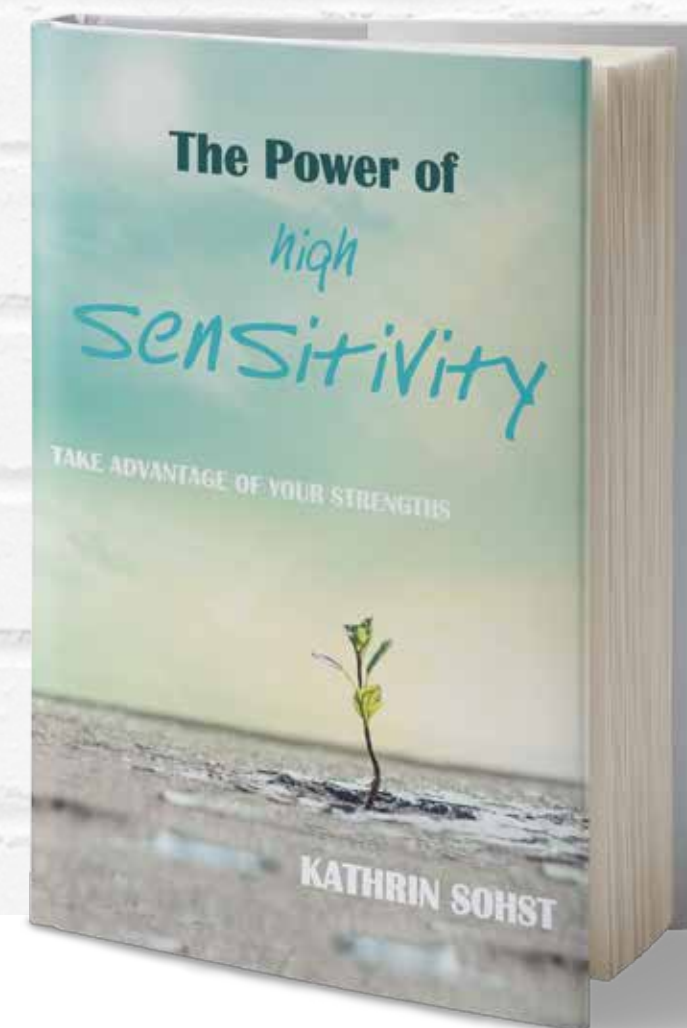
Highly sensitive art of living: How strong and delicate does tick

Eight Theses for the Strong Highly Sensitive Person

Information + recommendations on high sensitivity

Take the test:
How sensitive
am I?

Kathrin Sohst
The Power of High Sensitivity
Take Advantage of Your Strengths
220 pages, Hardcover
photographs



Key Selling Points:

- strengthening concepts for highly sensitive people for daily use
- how highly sensitive people experience the world
- guide for highly sensitive people as well as for people who interact with HSP in a professional or private environment

“This book does not only strengthen highly sensitive people, but also their environment.”

Bodo Janssen, Managing Director, Upstalsboom Hotel



As an ambassador for high sensitivity, **Kathrin Sohst** advises highly sensitive people and organizes information and networking evenings, roundtables, workshops, seminars, and lectures. Her topic: High sensitivity + strength. Since 2005 she has been self-employed. Her motivation: “I want to strengthen sensitive people, raise awareness for nature and sustainability, legalize sensitivity, and set a new standard of appreciation.

New Book by Bestselling Author Sylvia Löhken

Dealing with one’s own personality helps us to make our lives more meaningful and suitable for us.

Introvert, extrovert – you probably already know these terms. But to be honest: Do you know what it exactly is that distinguishes “intros” from “extros”? And do you know what the differences mean for us and dealing with one another? This book provides answers to these questions. You will find in this book all the important characteristics that make us intro, extro, or centro. Here, each chapter ends with six statements that you can rate right after reading.

Along the way you will also learn some additional aspects:

- Is introversion the same as being shy?
- And do extros really have the better career opportunities?
- What strengths do intros and extros have?

A fascinating subject is also the centroverted personality: As a “centro” you are much more than simply the neutral distinctness in the middle. Therefore, you will find a separate section in this book dedicated to your personality. That’s important because there is far too little literature on the strengths and the hurdles and needs of people who have an equal share of introvert and extrovert characteristics.

Contents:

Preface

1. Turned Inwards Or Outwards?

The “Other Small Difference” And Its Effects
The Complex Jigsaw Puzzle (Biological Heritage) Of The Personality
Differences In The Nervous System

2. Battery Or Wind Turbine?

Parking Space Problems In The Brain
Slow In Processing Impressions And The Advantage To This Slowness
Sources Of Energy For Introverts And Extroverts

3. Caution Or Reward?

Caution-Oriented
Reward-Oriented
Introvert And Extrovert Strengths And Hurdles

4. The Right Amount And Mix Of People

Contact Translates „The Act Of Touching“
Networking In A Way That Suits Your Personality
Encounters With Other Personality Types

5. Charcoal Grill Or Campfires?

The Warming Charcoal Grill: Consistency
The Blazing Campfire: Attention
The World Needs The Different Qualities Of Intros, Extros, And Centros

6. How To Find Your Own Way!

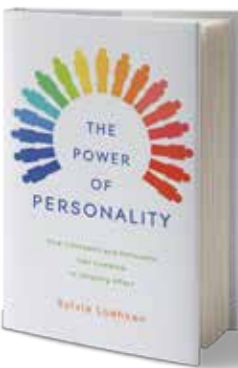
The Great Art: Shape And Lead A Happy Life As An Intro, Extro, Or Centro
Centrovert Strengths
Your Test Result

BACKLIST TITLES

Quiet Impact



The Power of Personality



Sylvia Löhken
How to Find Your Way
Discovering Your Personality Style
and Putting it to Work FOR You
96 pages
ISBN: 978-3-86936-707-1
Pub date: March 2016



Self-love is the Basis For Everything Positive in Your Life

Most people don't like each other. They dislike, envy and fight each other. Why? Because they don't love themselves!

Self-love is the basis for everything positive in your life - and lack of self-love is the root cause of all negative thoughts. Self-love means to love, to live, to laugh. These three steps are part of this book, which shows you how you can live a life full of meaning, passion, love and humour, even in times of crisis.

The first part deals with love, because love is the prerequisite for everything. The second part deals with life: how you can succeed in living a life full of meaning, passion and love, even in crises and suffering; how you can live with pleasure and enjoyment. Because love only has meaning if you live it. The third part deals with laughter. At all three stages, you'll find exercises that are easy to implement at home.

The book is a reflection on and guide to having more self-love. Self-love is understood as the unconditional acceptance of yourself and as a basis for your own direction in life. The book shows how much we can benefit in all areas of our lives if we accept ourselves wholeheartedly and learn to love.

At all three stages, you'll find exercises and meditative reflections that are easy to practice at home. Take your time when reading and practicing. Patience is essential for love.

Contents:

Preface

1. LOVE

Self-Love

The Path To Self-Love

I Love Myself The Way I Am.

I'm Ready For A Life Full Of Love, Happiness And Joy

Self-Love: Forgiveness. Letting Go, Forgiving, Healing

2. LIFE

2.1. Love Yourself And Life, And Life Will Love You Back!

2.2. Anger Is Good, Or: The Fairy Tale Of Negative Feelings

2.3. Finding Happiness, Or: Why Desire A Life, When You Can Have Money and Success?

2.4. The Hero Of Your Life Is You!, Or: Courage Needs Fear

2.5. Love Is Many-Sided, And More Than Just A Word.

2.6. Enjoy Your Life – Every Single Moment Of It

3. LAUGH

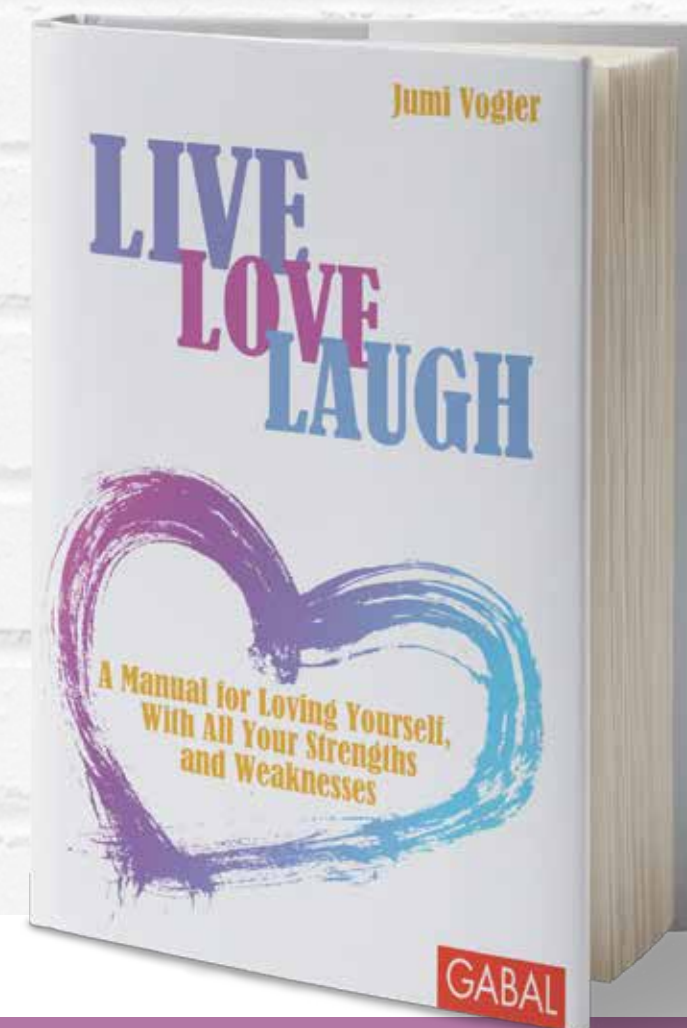
3.1. Perfectionism Kills Love

3.2. Turn Your Crisis Into A Smile

4. LOVE, LIFE, LAUGH – The Real Strategy For Success

5. Love

Jumi Vogler
Live, Love, Laugh
 A Manual for Loving Yourself, With All
 Your Strengths and Weaknesses
 144 Pages
 ISBN 978-3-86936-698-2
 Pub Date: February 2016



Exercise # 9: Stop using the word “fault” in relation to yourself and others. Whenever you find yourself wanting to express it, say: “I have no word for this” or use a silly fantasy word like “Schnurzelwupp”. In the future, say: “It’s my “I have no word for this” that I did not get this job “, or: “It’s my own “Schurzelwupp” that I’m so fat. Why do I always eat so much chocolate?” Feel behind your choice of words. You feel quite different and not as guilty, right.

Exercise # 12: Write down the beliefs that determine your life. Take your time. Sometimes, whole chandeliers can switch on and painfully illuminate every corner of your existence. After doing this exercise, you’ll recognise why some problems in your life repeatedly crop up and prevent you from doing certain things. And now? Actually, the solution is simple: we just need to think differently; to have positive and loving thoughts. It’s simple, but it’s not easy.

“Jumi Vogler is authentic, humorous, successful, and very inspiring.”

Manager 08/2014



Jumi Vogler studied dramatics, German literature and journalism. After a career at the state theatre as a dramatic adviser and a period as a lecturer at the University of Hannover, she worked in business as a human resources developer at Volkswagen AG. She now works as a speaker and coach, using her expertise on communication, leadership and motivation to help others.

While You Might Think You Are Consciously Thinking, Your Brain Thinks What It Wants.

While we might think that we think that our brain thinks what we want it to, it uses familiar thought patterns to manoeuvre us into thinking traps with alarming reliability. We can only learn to think better if we know how the autopilot in our mind works and if we get to know these thinking traps. There are only three things we can do: learn how this autopilot works, familiarise ourselves with known thinking traps and use the right tools for thinking. This book helps us to do all three – in an evidence-based, fun and entertaining way, An exciting non-fiction book for brain training, full of examples and tools for better thinking: science applied to the way we think every day.

Our brain is lazy. It has a preference for routines and an aversion to hard work. To put it more nicely: our brain is energy efficient. It only gets going when things are important and we urge it to switch to a conscious mode of thinking. Therefore, we run the risk that our brain too often runs in autopilot mode and that we fall into thinking traps or false conclusions. The solution: to know the common thinking traps and raise your awareness of them.

The book names and describes 22 classic thinking traps and how to avoid them.

- Latest research and thinking tools
- Numerous brainteasers and funny examples

Contents:

Foreword by Gregor Staub
Introduction: Good News, Bad News

Part 1: What Is Thinking? How Thinking Works

Crash Course: Anatomy of Thinking
Working Memory – A Memory for Work
The CEO in Your Head: Who Decides What, How?
The Boss’s Office: The Central Executive
The CEO at Work: To Manage Means To Integrate
Mental Leadership at Lower Hierarchical Levels
The CEO as a Power Networker
Why Even a CEO Has Feelings
Why Training for the CEO is Worth It
Both Men and Women Do It, But They Do It Differently!
The SMART Factor: How Much Thinking Is Actually Possible?
Why Multitasking Is Dangerous

Part 2: The Thinking Traps

Reasoning

Thinking Trap #1: Why it’s not raining when the road is wet
Thinking Trap #2: Why others are always slow on the uptake!
Thinking Trap #3: Why we are always right (or want to be)
Thinking Trap #4: I’ve experienced it once, so that’s the way it is

Valuing and Judging

Thinking Trap #5: Why we judge ourselves sick
Thinking Trap #6: Humans as personality psychologists

Thinking Trap #7: Why women are better at maths
Thinking Trap #8: The Zonk and judgement
Thinking Trap #9: Why recommended retail prices are binding
Thinking Trap #10: Why we are always too quick to condemn colleagues
Thinking Trap #11: Why the picture decides the frame

Decision Making

Thinking Trap #12: Why we always have good reasons for poor decisions
Thinking Trap #13: Why the heart runs off with the head
Thinking Trap #14: Why we throw good money after bad

Observing Patterns of Speech

Thinking Trap #15: Why our experiences slow down the decision-making process

Solving Problems: Conventionally and Creatively

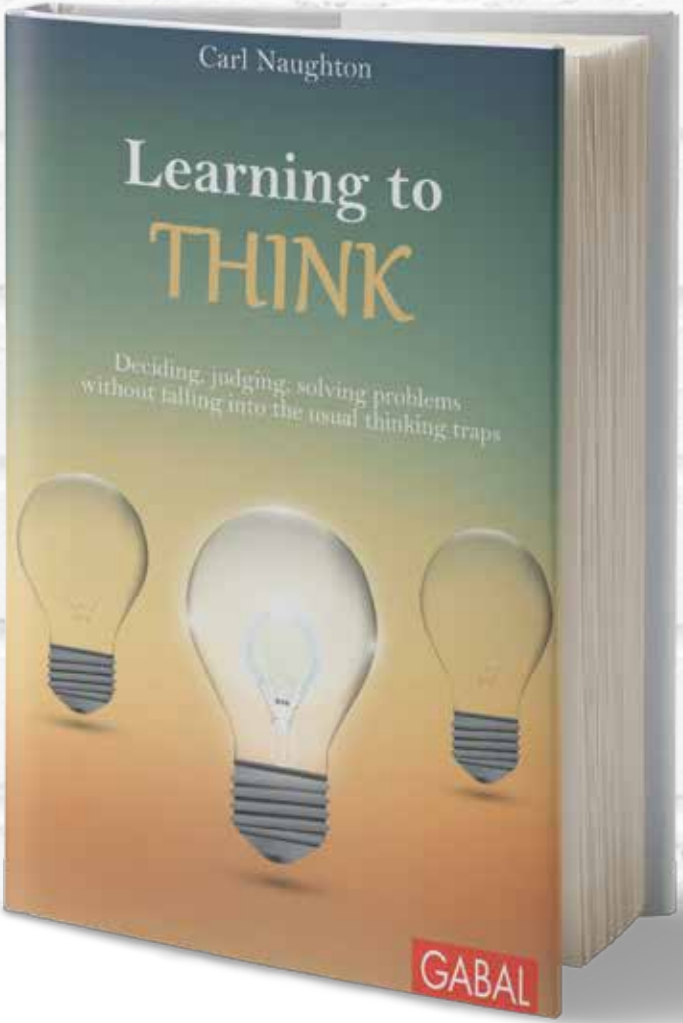
Thinking Trap #16: Why the first can be last when it comes to thinking
Thinking Trap #17: Why we shoot first, then ask questions
Thinking Trap #18: Why there’s no going back if we can’t see the forest for the trees
Thinking Trap #19: Why we are blind to our inner eye

Creative Thinking

Thinking Trap #20: Creatives are crazy, young and eccentric
Thinking Trap #21: When a spade is not a spade
Thinking Trap #22: Why we never save on heating costs

Part 3: How To Think Better

Carl Naughton
Learning to Think
Deciding, judging, solving problems without
falling into the usual thinking traps
304 Pages
ISBN 978-3-86936-699-9
Pub Date: February 2016



“GetAbstract recommends Naughton’s book to anyone who wants to know why we can’t always trust our thinking organ.”

Rolf Dobelli

Dr. Carl Naughton holds a PhD in linguistics and has been a lecturer in the field of educational psychology. He shows where our thinking runs away with itself and what we can do about it. He combines the latest scientific findings with practical examples from business and everyday life, offering multiple solutions for thinking traps.



Not To Be Scolded Is Praise Enough?!

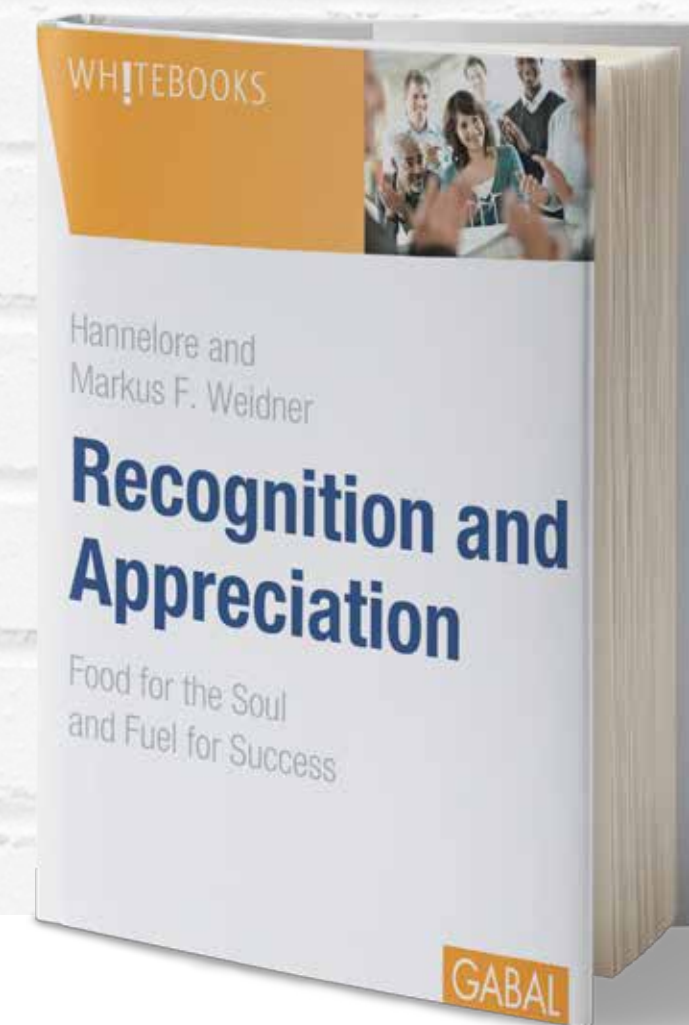
Everyone needs it, almost no one gets enough of it: appreciation and recognition. When this positive human resonance is missing, relationships break apart; and employees leave companies. Although this phenomenon has been known about for decades, many managers have difficulties dealing with it.

In this book, Hannelore and Markus F. Weidner offer a number of concrete ideas on how this can be changed. They show how appreciation, as a positive attitude, lays the foundation for recognition.

They explain what separates real recognition from the banal praise and why recognition and criticism are two sides of the same coin. They demonstrate what matters when it comes to being appreciative and offering critical words. The authors also dive deep into the day-to-day running of a business: How to promote a corporate culture of appreciation? How, when and where can bosses give recognition? How can employees ensure they receive a higher level of recognition?

How can anyone, through a positive self-image and personal development, become non-dependent on the recognition of others? And how can recognition and appreciation enrich the customer relationship and reflect positively on a company?

Hannelore Weidner, Markus F. Weidner
Recognition and Appreciation
 Food for the Soul and Fuel for Success
 180 Pages
 ISBN 978-3-86936-705-7
 Pub Date: April 2016



Contents:

1. Recognition and Appreciation – Food For The Soul

What Everyone Wants, But Only Few Give
 How Soft Factors Result In Hard Facts
 Recognition and Appreciation as Fuel For Success
 Brief Clarification of the Concepts
 At A Glance

2. A Question Of Attitude: Appreciation

Appreciation: Approaching Other People In A Positive Way
 Are You A People Person?
 Self-Esteem and Appreciation
 How Do You Strengthen Your Self-Esteem?
 At A Glance

3. A Question Of Action: Recognition

Recognition: Valuing Achievements
 How Much Recognition Do You Need?
 Giving Recognition at Eye Level
 The Flip Side Of The Coin: Criticism
 At A Glance

4. At Work: Building A Corporate Culture Of Appreciation

At The Centre: Appreciative Leadership
 In Everyday Life: Small Gestures Make A Big Difference
 Your Tools: A Corporate Approach That Builds

People
 Up or Knocks Them Down?
 Zero Tolerance for Disrespect
 At A Glance

5. At Work: Making Recognition The Engine Of Success

How To Be Appreciative As A Leader
 From Email To Employee Appraisals: Making Use of
 Different Opportunities
 How To Develop A Positive Culture of Error
 How To Get More Recognition As An Employee
 At A Glance

6. Customer Care: The Difference That Appreciation & Recognition Make

Soft Factors In Sales
 Strategy Or Manipulation?
 Persuading Employees of the Value of Customer
 Appreciation
 Ensuring Quality Service
 At A Glance

7. Summary: The 10 Most Important Reasons for More Recognition And Appreciation

Key Selling Points:

- Companies that deprive employees of appreciation and recognition lose money
- Without appreciation, marriages fail.
- An appreciative climate increases job satisfaction and commitment
- Recognition pulls us together
- Recognition strengthens our self-confidence
- Recognition better enables us to survive tough times

Markus F. Weidner is the founder of Qnigge® GmbH. This author, entrepreneur, speaker and trainer is an expert when it comes to the issue of quality. In his seminars, training sessions and presentations, he inspires participants with joy and passion on the subject of service and leadership.

Creativity Is the Most Important Resource of the Future!

Creative people are more successful. The ability to come up with new and useful ideas is a highly sought-after „soft skill“. This inspiring and humorous collection of practical tips for more creativity – both in business and everyday life – aims to enhance this ability in an entertaining way.

Moreover, being creative makes us happier and more satisfied. After all, those who implement their own ideas – even tiny ideas in day-to-day life – create uniqueness. Engage your creative side and become an inventor of new ideas – because there are more than enough copycats out there already.

This book will help you. With a total of 157.5 tips and instructions, the book offers witty, yet easily implementable inspirational ideas that will help you to go through life in a more imaginative and creative way.

The Eight Topics

1. Off autopilot – break habits: recognize patterns, to break habits, to let go of past strategies – and to turn to the future.

2. Set your own goals – track goals and visions creativel: seek out and fix your own objectives, with a particular focus on the targeted effect of mental images.

3. Creative thinking – exercises for more creative thinking

Pages with the pictogram “Creative Thinking” deal with effective cognitive strategies and heuristics. They are about developing the mindset of a creative person.

4. Creative behaviour

Pages with the pictogram “Creative Behaviour” deal with tools and methods, procedures and ways of working. They are about organising the creative process neatly and avoiding chaos.

5. Creative communication

Pages with the pictogram “Creative Communication” deal with talking to each other in a way that encour-

ages new ideas – and helps new ideas to survive a conversation. It’s all about communication that encourages creativity.

6. Places and influences – preconditions for creativity

Pages with the pictogram “Places and Influences” talk about finding a change of scenery and discovering inspiring environments and new worlds of work. The aim is to create the best conditions for being creative.

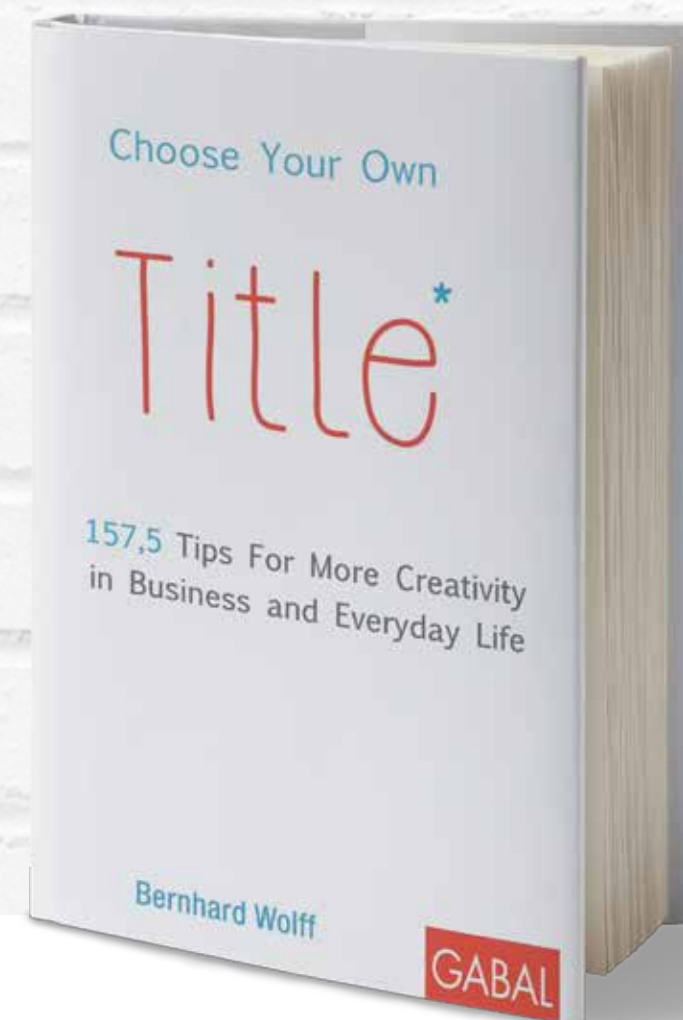
7. Full of ideas on the job – what managers and employees can do

Pages with the pictogram “Full of Ideas On the Job” discuss using your own creativity at work, and positioning yourself as a creative amongst your teammates and superiors to help your ideas succeed. Sometimes, it means thinking about alternatives to your current job.

8. Full of ideas in relationships – winds of change for relationships, partnerships

Pages with the pictogram “Full of Ideas in Relationships” talk about how you can prevent your relationship becoming routine.

Bernhard Wolff
Choose Your Own Title
 Tips for more creativity in business
 and everyday life
 200 pages
 ISBN 978-3-86936-697-5
 Pub Date: February 2016



Testimonials:

“When I saw Bernhard at the NSA Convention in Washington D.C. I laughed until I was shocked and stunned by what he can do. Never seen anything like this. Amazing, hilarious, mind-blowing, thought provoking. Incredible!”

Jason Hewlett, performer, entertainer, speaker

“In your keynote you showed each participant how important innovative thinking is in everyday business and with what practical methods it can be easily implemented.”

Gerhard Berssenbrügge, CEO Nestlé Germany



Creativity Expert. Keynote Speaker. Multilingual Entertainer

As a child, **Bernhard Wolff** discovered that he had the remarkable talent of speaking backwards. And today he draws creative potential from the backwards speaking process by transforming it into innovative thinking for organizations. Bernhard Wolff is a business moderator and keynote speaker. He motivates creative thinking and acting at conferences and events. He supports large enterprises to create an innovation culture. Bernhard Wolff motivates people to think and act more creatively.

<http://www.backwardsforward.com>

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

Most people keep their dreams and intentions locked in a drawer, staying in jobs they don't like and settling for unsatisfying relationships. Thus deluding themselves, they wait for the right moment. Hoping for some vague later, however, is often deceptive as it eventually turns into never.

Ilja Grzeskowitz offers up ways in his new book, how people can change their own lives without a title, money or permission of others. By means of memorable stories, exciting practical examples and challenging ideas you will find out how motivation really works, why fear is your best friend and which two words have the potential to change your entire life.

At the same time, Ilja Grzeskowitz clears up the biggest motivational myths, and reveals the most important characteristic, which will help you to actively implement the necessary changes in your business, your family life and the various everyday situations. Whatever it is that you want to change in your life, don't hesitate, and start using the mantra of this book „I'm just going to do it!“

If you don't do it, nobody else will do it for you.

Contents:

Prologue: What If...?

Stop Waiting – Why The Perfect Moment Will Never Come

Are You Still Hesitating Or Are You Taking Action?
If You Don't Change, You Will Get Changed
The End of Excuses

Unleash Your Inner Motivation To Change – Why Soundbite Motivation Is A Thing Of The Past

Motivation 1.0 – 4.0

The Path Of The Change Maker – Why You Should Start Doing It

Being A Leader Is Not A Title, But An Attitude
Everyone Can Be A Leader
The Question That Changes Everything

Do Not Fear Change – Why Our Biggest Weakness Is Also Our Greatest Strength

Fear Is Your Friend
The Only Fear You Should Have

Use Your Uniqueness – Why It Pays To Be Awesome

The Four Pillars of Change – Why Only the Relentless Are Rewarded with Results

Say #Oh Yeah! To Change
Use The 1% Formula

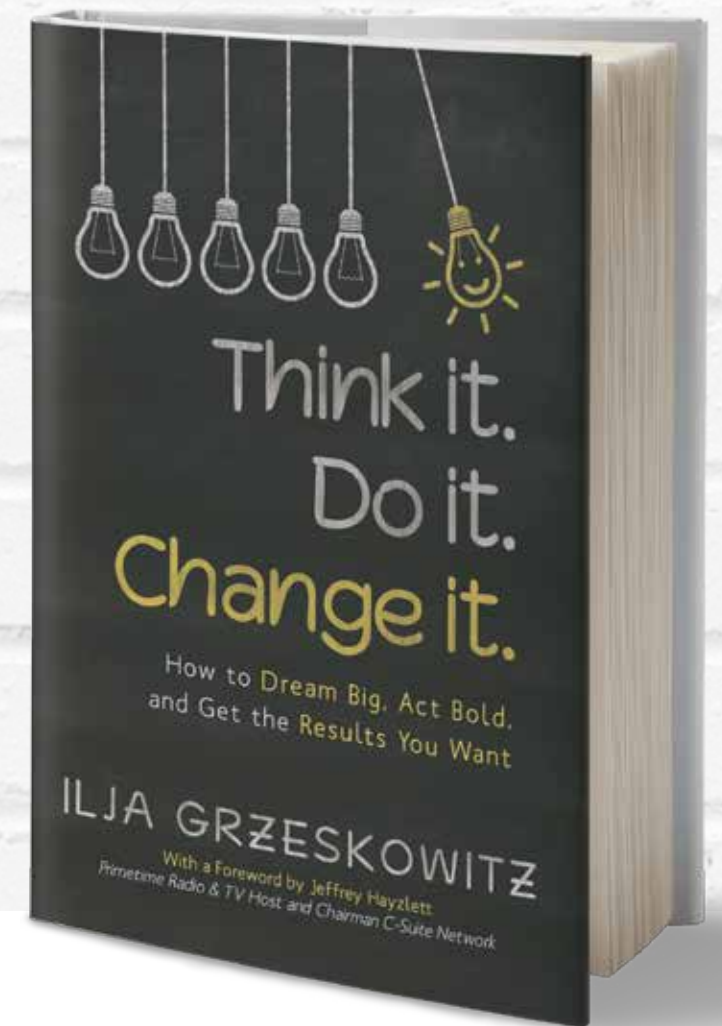
The Purpose of Life Is To Live It

The New York Quick Check For Lasting Changes
One Hour Makes The Difference
Fire The Whiners, Know-It-Alls And Grouches

Epilogue: Making History

TAKE THE TEST: ARE YOU A CHANGE MAKER?

Ilja Grzeskowitz
Think it. Do it. Change it.
How To Dream Big, Act Bold And
Get The Results You Want
182 pages
ISBN: 978-3-86936-689-0
Pub date: February 2016



Testimonials:

“Authentic, inspiring, awesome.”

Thoma usiolik, Brand Futurist | Lecturer / SRH Hochschule Berlin

“Ilja Grzeskowitz is a true “Top Speaker”. He changes, he motivates and he encourages to make a change. In this spirit: #OhYeah, Grzeskowitz!”

Christian Wewezow, Managing Partner & Federal President Wirtschaftsjunoren 2014 / Clockwise Consulting

“Making change happen is never easy. However, after following Mr. Grzeskowitz's change formula, it definitely became doable. It was worth traveling so far to hear his presentation. It's made a big impact on how I look at my situation.”

Chris Popp, Director of Sales & Marketing / Diequa Corporation, Chicago, IL. USA



Change is not what happens to you, but the way you deal with it. That's the mantra of German Keynote Speaker **Ilja Grzeskowitz**. The bestselling author of six books held guest lecturing positions at the Berlin School of Law and Economics and the SRH University in Berlin. It is Ilja's mission to support organizations to create a culture of change that is based on innovation, flexibility and the courage to try out new ways. Among his clients are BMW, Lufthansa, Telekom and Zalando. The media called him “Germany's change management expert No. 1.”

www.grzeskowitz.com

Discover and Take Advantage of Your Strengths

This book is written for people who have difficulties defining and locating themselves and their strengths. It’s for those who wonder: What are my strengths? What value can I add with my strengths? Of what use am I to my team? And: How do I answer those terrible questions about my strengths and weaknesses in the job interview?!

The first part of the book helps you to locate measure and develop strengths in general. The second part sends you on a journey of discovery for your own strengths and those of your partner, colleagues or children.

To help you expand your repertoire of strengths, the book contains 50 pictorially represented strengths in each of five areas. This results in 50 x 50, so 2500 possible combinations. With the help of the “Strength Navigator” Test in the appendix, you can determine which five strengths of these 50 make up your individual strength profile. This gives you deeper insight into your strengths, including into the world of your “non-strengths” (those that others might call weaknesses).

Each strength is presented from the perspective of 3 different topics: job, team role and developing that strength.

Contents:

Uncover Your Strong Side!

Part 1: The World Of Strengths

- How To Seek Out Strengths In Yourself And Others
- When Is A Strength, A Strength?
- Strengths And Talents
- Strengths And Weaknesses
- Weaknesses That Are Not Weaknesses
- Strengths From a Psychological Perspective
- Why We Often Assess Our Strengths Wrongly
- How Strengths Are Connected With Self-Confidence
- The “Big Fish Little Pond” Effect, or Why Strengths Are Always Relative

Developing Your Strengths

- Developing Your Strengths – A Wonderful Journey of Discovery
- Using the Formula for Your Development
- Where Are You Now?: Measuring Your Strengths
- Using the “Strength Navigator”
- Find Your Main Strength
- Your Personal Mosaic of Strengths
- Strength Navigator for Coaching and Self-Coaching

Part 2: Your Journey of Strength Discovery

- Thinkers:** Analyst / Inventor / Developer / Helicopter / Futurist / Critic / Aesthete / Strategist / Unconventional Thinker / Truth Seeker
- Jobs for Thinkers
- Thinkers in Teams
- Personal and Professional Development of Thinkers
- Well-Known Thinkers

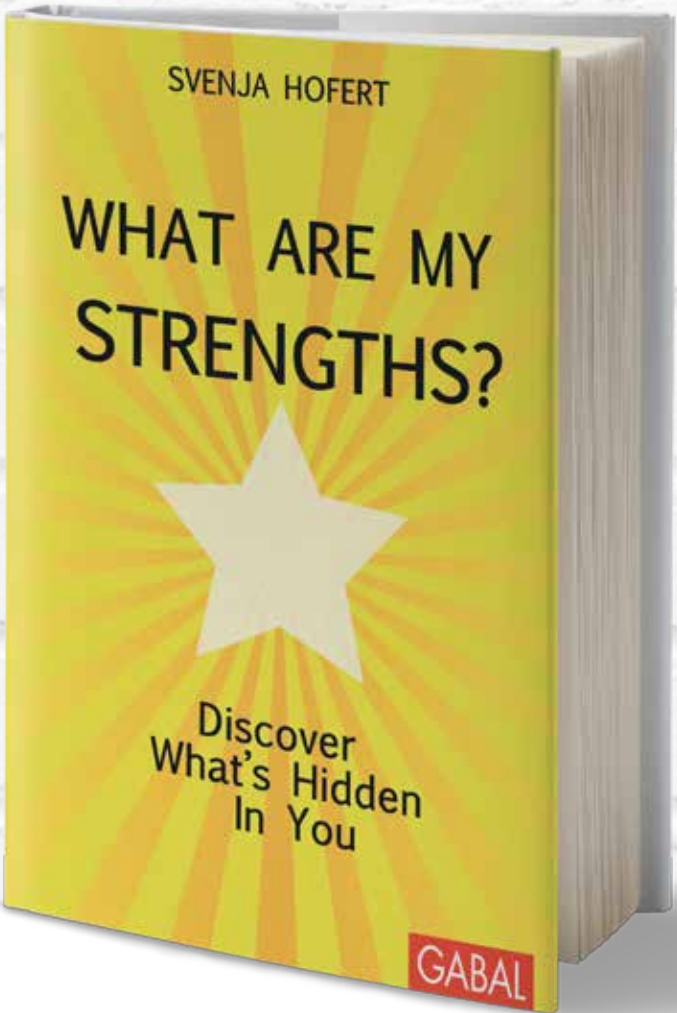
- Drivers of Action:** Enabler / Mover / Leader / Focuser / Provider / Shaper / Crafter / Idealist / Director / Structure-Giver
- Social Welfare Worker / Designer / Craftsman / Idealist / Director
- Jobs for Drivers of Action
- Drivers of Action in Teams
- Personal and Professional Development of Drivers of Action
- Well-Known Drivers of Action

- Communicators:** Coach / Storyteller / Teacher / Presenter / Speaker / Networker / Team Shaper / Salesperson / Mediator / Visionary
- Jobs for Communicators
- Communicators in Teams
- Personal and Professional Development of Communicators
- Well-Known Communicators

- Managers:** Everyday Manager / Coordinator / Planner / Examiner / Finder of Weaknesses / Specialist / Quality Expert / Administrator / Count Von Count
- Jobs for Managers
- Managers in Teams
- Personal and Professional Development of Managers
- Well-Known Managers

- Artists:** Architect / Artist / Hedonist / Designer / Composer / Observer of Human Nature / Actor / Writing Talent / Spiritualist / Stylist
- Jobs for Artists
- Artists in Teams
- Personal and Professional Development of Artists
- Well-Known Artists

Svenja Hofert
What Are My Strengths?
Discover What's Hidden In You
224 Pages
ISBN 978-3-86936-693-7
Pub Date: February 2016



Svenja Hofert is the author of more than 30 books. She has decades of experience dealing with the issue of potential amongst individuals and teams. She is also the owner of the Career Expert Academy and the director of Teamworks GTQ in Hamburg.

A “Real-World” Paint-By-Numbers Approach To Creating And Running A True Killer-Idea!

This book debunks a lot of the old (business) school and guru myths about creating a company and leading a fulfilling life. The book is written like a post-gym, locker room chat amongst good friends. Not fluff, very blunt, tactical, practical, proven yet humble. This book takes world-class performance metrics and laces them with everything from boosting the creative process, to gym efficiency, kitchen hacks, happiness, friendship, willpower and dating advice!

Creating a million dollar idea is much like building a house and provides the main structure for this book:

- **Vision:** Where others see a plot of land, you see gamechanging ideas.
- **Design:** Your creativity and imagination allows you to manifest your vision and design your dream.
- **Secure:** Architects, parameters and proven testing variables double-check the stability of your design, and your idea runs through the final check-ups. Will this thing weather a storm?
- **Construction:** Breaking ground and breathing life into your NEXT BIG THING through tactical, practical strategies on productivity, motivation, life hacking, health and daily routines.
- **Company:** You become whoever you spend the most time with! Who is allowed inside your home? 10 blockbuster ideas and the superperforming masterminds behind them are interviewed.
- **Life:** The house is finished, your NEXT BIG THING is up and running, you are surrounded by the right people and its up to you to lead a life of true leadership and honest integrity.

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Who Are Your 5?
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The Creative Brain and Your Biceps
Your Killer Team and Its Members

II. Matthew’s 10 Favourite Idea-Finding Tools
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5 Perspectives
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III. Matthew’s 10 Favourite Idea Appraisal Tools
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Your Creative Friend
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What Will It Cost You To Stop?

IV. Matthew’s 10 Tips For Successful Thinking That Produces Ideas and Gets Them Realised
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Willpower Muscle
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Go To Where Your Fear Is Greatest

V. Matthew’s Top 10 Killer Business Ideas And The Brains Behind Them
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David Vs. Goliath In The Sports Shop – Hendrik Klöters
LAZADA And Dominic Hoffmann
Jewellery Is The New Tupperware – Pippa & Jean and Torsten Will
Laughing Is Healthy – Deiters And Reinhold Geiss
Big Values Catch Big Fish – Fishing And King Hubertus Massong
Million-Pound Fruit Smoothies – True Fruits Smoothies and Nic Lecloux
Girl Power – Lencke Steiner in the Shark Tank
“The World Favours Those Who Are Funny”? – Luke Mockridge
Tradition, T-Shirts and Trigema – Wolfgang Grupp

VI. Matthew’s 10 Killer Systems For World-Class Leadership
T-O-D-A-Y A Leader!
Let’s Talk – The Right Way!
Eyes On The Road
Why Do Leaders Eat Last?
Leader X Followers = Exponential Growth

Matthew Mockridge
NEXT BIG THING
Creating BIG Ideas From
Scratch
240 Pages
ISBN 978-3-86936-692-0
Pub Date: February 2016



“A mere glance at the contents page of Matthew Mockridge’s debut book reveals that this is more than just an innovative advice book. The way in which the author combines findings from motivational psychology and creativity research with tried-and-tested survival tips and business strategies is highly fascinating and makes for an exciting read. Mockridge inspires the reader with numerous practical tips, picking up where “The Escape Manifesto” left off. While the authors of that book explain how to get off the treadmill of dreary jobs, Mockridge provides the tools to turn this idea into a reality.”
Hamburger Abendblatt

“Once you’ve read this book, you’ll start seeing opportunities, ideas and potential where others only see problems. An exciting book for entrepreneurs and start-ups – and not only for young entrepreneurs, but also for the 50-plus generation who don’t want to lose touch with the new face of business. When are you going to do your next big thing?”
projektoffice.blogspot.de

“My sole aim in writing this book was to help you achieve the greatest ROI (return on investment in terms of time and money) in the shortest possible time.”
Matthew Mockridge



Matthew Mockridge studied international business and management in Miami, FL, USA but returned to his home country Germany, to start what is now being called „the facebook of live entertainment“. Born into a family of actors, directors, musicians and comics, it is no surprise to see Matthew dabble in live entertainment from a very early age. At only 28, the young entrepreneur has created one of the biggest electronic dance music touring giants, Europe has ever seen. His NEONSPLASH – Paint-Party® concept, rolled across the continent in record time and hit over 60 cities in its first 24 months.

A Tribute to the “We Culture”!

Opinions about Generation Y differ widely. But what really makes them tick, the next generation, our future? In this book, Steffi Burkhart puts an end to stereotypical prejudices about Gen Y and offers a scientific and engaging plea to not write them off. According to her, Gen Y is taking on a trailblazing role in the transformation of the working world. They think more in “we” than in “I”, have more diverse resumes to show and learn quite early to cope with increasing complexity.

Nothing Stays the Same

The exponentially increasing pace of innovation has just begun to pick up speed and has accelerated the changes in society and the working world.

All the examples we see show how important it is for companies to engage with new ways of thinking about the younger generation, to deal with uncomfortable questions and to develop constructive solutions. Those who try to dismiss the youth of today as disrespectful or work-shy will come out losers tomorrow.

- Better understand Generation Y and our future
- Visually engaging book design with clearly laid-out text blocks, concrete to-do lists and exercises for reflection

Contents:

Preface

1. The Youth Of Today

- 1.1 Generation Y...
- 1.2 ... Is Shaping the Working World of Tomorrow
- 1.3 Conclusion: Nothing Stays the Way It Used to Be “We’re Educating Ourselves Stupid”.

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- 2.1 The Five-Generation Society
- 2.2 We Are Running Out Of Young People
- 2.3 The Generational Situation in the Working World
- 2.4 Demography Considered Differently
- 2.5 Conclusion: The Young Mindset Is the Name of the Game!

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- 3.2 The Transformation
- 3.3 The Curse Of Hierarchy
- 3.4 The Dilemma of Efficiency Innovations
- 3.5 Conclusion: More In Common Than Not The Miserable Culture of Entrepreneurship

4. Leadership In A Paradigm Shift

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- 4.3 Leadership Is In A Paradigm Shift
- 4.4 Managing Young Teams
- 4.5 Conclusion: Leadership Must Change – For Young and Old

5. Employees Of Tomorrow

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- 5.2 New Challenges For Employers,...
- 5.3 ...In the Workplace,...
- 5.4 ...And For Employees
- 5.5 Conclusion: Better Handling of Talent!

6. Attractiveness As An Employer

- 6.1 Most Problems Are Home-Grown
- 6.2 Internal Attractiveness
- 6.3 Marketing Your Attractiveness
- 6.4 Staying in the Race
- 6.5 Conclusion: The 360° View Is the Name of the Game

Epilogue: Let’s Get Weird Ideas

Steffi Burkhart
These Young Ones Are Crazy!
A Manual For Better Understanding The
Generation Y Talent In Your Organisation
272 Pages
ISBN 978-3-86936-691-3
Pub Date: February 2016



Gen Y thinks more in “we” than in “I” – interdependence in the digital world has been reflected by a fundamental shift in values

- The youth of today determine the working world of tomorrow
- It’s not about old vs. young, but about a modern mindset
- Gen Y better deals with complexity (Peter Kruse)
- Digital skills plus management qualities are what make a company successful in the modern world
- This is the first book that does not just explain what makes Gen Y tick, but also offers solutions for businesses to help them understand Gen Y and keep them in their jobs
- The youth of today determines the working world of tomorrow.



Dr. Steffi Burkhart was born in 1985 and identifies herself as a voice for Generation Y. She blogs, writes e-books and magazine articles, speaks on big stages, in panel discussions and on TV. She is head of content at the GEDANKENTanken Academy and has been a board member of the German Speakers Association.

Cheap, Cheaper, Cheapest!

Cheap production, cheap buying behaviour, cheap labour. Although companies are doing better than ever, cost reduction has become the maxim of entrepreneurial thinking. It's relied upon that the customer will not even notice. But do we really not notice? And do we contribute to the continuation and stoking up of this trend with our consumer and shopping behaviour?

Sellers are suffering from the "cheap-as-possible" strategy of buyers, employees are suffering from low wages, and the innovative power of enterprises suffers if saving money is the priority. Kurt-Georg Scheible's thesis is that if we continue with these low cost strategies, we will be maxed out. He describes the devastating effects of this thought and action for all of us, and how we can make things better.

In recent years, it has increasingly emerged that systems are maxed out in a variety of industries. Most commodities and even many services are continuously deteriorating in quality, even though prices are rising. Sometimes we are forced to spend additional money on services that were part of an all-in-one price in the past. For example, a seat reservation with an airline used to be included in the standard price. Today, for a number of airlines, a seat reservation has to be paid for or is only available when a higher category of ticket (a more expensive one) is purchased, along with other unnecessary services. Experts speak of price pooling.

Using examples from

- the food retail sector
- the automotive sector
- self-employment
- health and financial services
- and also incorporating motivational coaching

the author shows how far the boundaries have shifted and that both conscience and moral values are valued less and less. It is an attempt to paint a picture of the excessiveness that ultimately affects us all – in the economy, in society and in private – and to investigate its origins.

With this book, the author aims to cast new light on situations that we currently look at in another way or from another perspective.

The time has come to ask broad questions about how much has been "maxed out" in our daily lives.

Kurt-Georg Scheible
Maxed Out!
 How We're All Taking Advantage
 of Each Other
 240 Pages
 ISBN 978-3-86936-696-8
 Pub Date: April 2016



Kurt-Georg Scheible represents a bridge between two worlds. He is an active entrepreneur and a successful speaker, trainer, coach and consultant on the subject of negotiation. He is a lecturer at several universities and international business schools and a best-selling author. His clients include the German Bank, TÜV Nord, Autostadt, Mövenpick Hotels, RWE, Commerzbank, Capgemini, Mars, Nestlé, Beiersdorf, BOSS, Procter & Gamble and others. As an expert for trade and economics, Kurt-Georg Scheible is regularly invited to give his thoughts by business editors from press, radio and television.

Communicative Paths Into The Digital Future

Digital transformation is altering the business world at an incredibly fast rate – and that includes customer-oriented communication. The book “Touch. Point. Victory.” describes what this means for the points of contact between supplier and customer, commonly known as “touchpoints”.

Part one of the book shows the opportunities that multi-sensory communication offers beyond words, images and stories. In part two, touchpoints – the communicative points of contact between supplier and customer – are analysed and optimised. Part three discusses promising communicative paths into a digital future.

- How to emotionally optimise your communications in digital times.
- How to improve your touchpoints for customers of today and tomorrow.
- Which communicative strategies for success you should pursue in a digitalised future.

Touch:

Part one of the book gives insights into the ways and means of communication that move the customer and help motivate them to a “yes”. Insights from modern brain and behavioural research help the reader to improve their understanding.

Point:

In part two of the book, we discuss the points of contact between supplier and customer. This part is concerned mainly with touchpoint analysis, the customer journey and appropriate implementation concepts that can be developed with the help of employees.

Victory:

Part three of the book deals with content marketing, communities, crowd sourcing and other facets of sustainable communication. We also get to know a new professional role that is extremely helpful in implementing such strategies: the Customer Touchpoint Manager.

BACKLIST TITLES



Touchpoints

Being in close Contact with the Customer of Today. Management Strategies for our new Business World



The Touchpoint Company
Personnel Management in our new business world



Anne M. Schüller: Expert in loyalty marketing and customer-focused management. Anne M. Schüller holds a degree in Business Administration and is known to be one of the leading experts for loyalty marketing. For more than 20 years she worked as a manager within the sales and marketing departments of various global players. Today she is a successful consultant, keynote speaker, business trainer and lecturer.

Anne M. Schüller
Touch. Point. Victory.
Communication in Times of
Digital Transformation
384 Pages
ISBN 978-3-86936-694-4
Pub Date: March 2016



“Anne M. Schüller is one of the major management masterminds.”

Wolfgang Hanfstein, managementbuch.de

“Hardly any other trainer currently has as much to say as Ms Schüller.”

Marcel Klotz, Director Partnership Solution Center, IBM Germany

10 Principles of Outstanding Leadership

What distinguishes successful people from their peers? What are the values that outstanding executives practise in their day-to-day lives, and how can they be summarised as a list of simple principles for outstanding leadership? This book contains enlightening, fundamental principles for turning good people into outstanding, clean leaders: leaders who develop authority within themselves and through their own merit so that other people voluntarily follow them and have trust in their leadership skills.

The following chapters introduce ten simple, fundamental and essential principles of leadership. Each chapter starts with a brief summary - a quick overview for executives, always from the perspective of the same three questions:

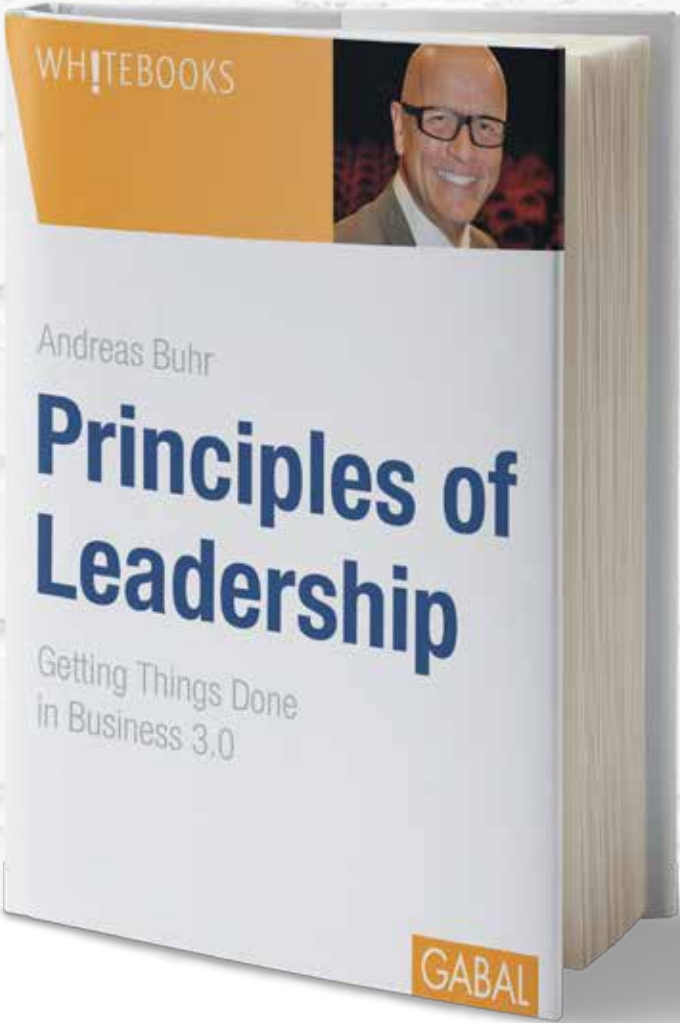
- 1) What do you need this principle for? “What” asks what can be changed in the future. “Why” asks why something has not worked out yet.
- 2) What makes this principle essential, which intellectual progress does it bring and what leadership skills does it involve?
- 3) How can these skills be strengthened? Each leadership principle is accompanied by a few exercises, reflections and examples to enable you to work on yourself in specific ways.

Contents:

- Preface
- Introduction
- 1 The First Principle of Leadership:**
Focus On What Really Matters
- 2 The Second Principle of Leadership:**
Serve as a Reliable Role Model
- 3 The Third Principle of Leadership:**
Pursue the Right Goals
- 4 The Fourth Principle of Leadership:**
Train Your Decision-Making Gene
- 5 The Fifth Principle of Leadership:**
Place People at the Centre of Your Actions

- 6 The Sixth Principle of Leadership:**
Doing the Right Thing – and Doing it Right
- 7 The Seventh Principle of Leadership:**
Guide Employees to Better Results and Performance – With Values
- 8 The Eighth Principle of Leadership:**
Develop Your Wow Factor!
- 9 The Ninth Principle of Leadership:**
Increase Sales and Profits Using Reason and Sense
- 10 The Tenth Principle of Leadership:**
Use the Wisdom of the Group
- 11 Drive: Getting Things Done in Business 3.0**

Andreas Buhr
Principles of Leadership
Getting Things Done in Business 3.0
160 pages
ISBN: 978-3-86936-702-6
Pub date: April 2016



Reviews:

“Andreas Buhr is considered one of the great sales popes in Germany.”
changeX

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

“Andreas Buhr describes how sales professionals in the B2B but also in the retail business need to adjust themselves to the sovereign clients in order to continue to have success.”
Harvard Business Manager



BACKLIST
Selling Will Never Be The Same Again
How to Wow Customer 3.0

Andreas Buhr, the expert of leadership in sales (sales intelligence) is CEO of the Buhr & Team Akademie für Führung und Vertrieb AG since 2005. Andreas Buhr is lecturer of leadership and sales at the European School of Business in Reutlingen (ESB), at Steinbeis University in Berlin and at the ZfU International Business School in Switzerland. Andreas Buhr is member of Club55, European Experts in marketing and sales, of the Q-Pool 100 e.V. and the national president of the German Speakers Association.

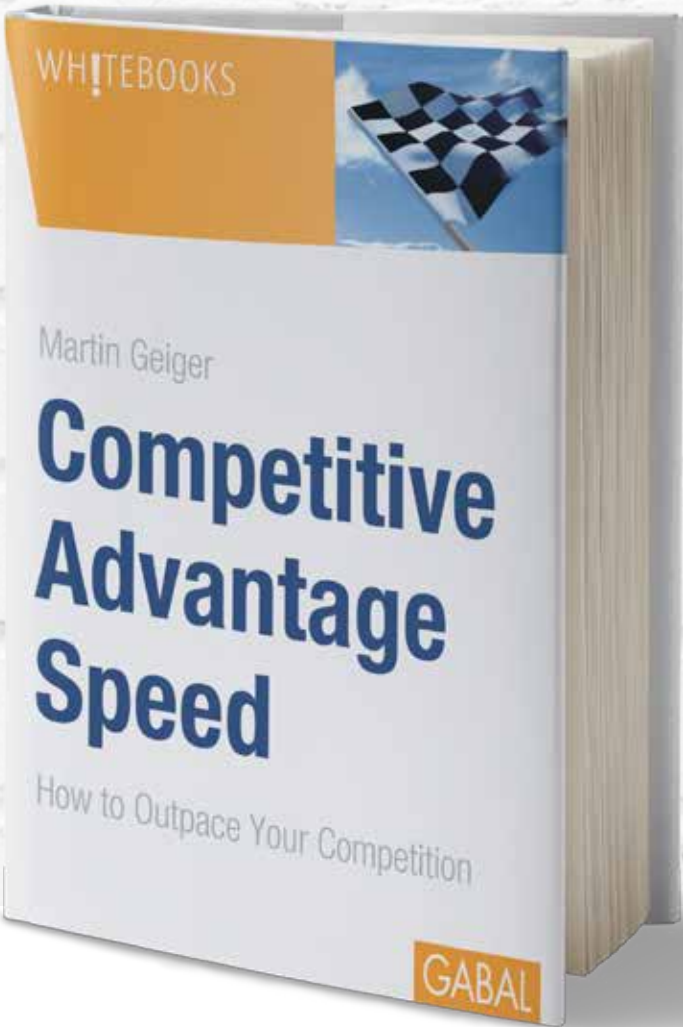
From Know-How to Do Now

The markets have changed rapidly. Today, speed is what determines success – and for SMEs in particular, speed represents a new opportunity to succeed. In this book, Martin Geiger teaches you how to make speed your trademark. Based on best practice examples and practical tips, he shows what characterises winners in the age of speed.

How to use speed to your advantage
How to enthuse your customers with high speed
How to get better results in less time

- At a personal level, a speed-focused work methodology can effectively lead to better quality of life
- At a corporate level, speed is the critical competitive advantage in the race for new customers.
- This book is dedicated to both areas. Combining both approaches makes it possible to increase both performance and quality of life at the same time.
- The how-to guide for successful acceleration in business
- It provides innovative entrepreneurs, freelancers, managers and executives a new way to not only understand the trend for speed, but to use it to their own advantage.
- Speed – used properly – has the power to increase quality of life, both your own and that of your customers.

Martin Geiger
Competitive Advantage Speed
How to Outpace Your Competition
180 Pages
ISBN 978-3-86936-703-3
Pub Date: March 2016



Contents:

Foreword by Michael Rummenigge

SETUP – Background & Development

The Essntial Conditions For Success In Changing Conditions

1. Fast Forward

How To Get The Most Out Of This Book In The Shortest Possible Time

2. Welcome To The Age Of Speed

How Speed Characterises Us, And Why You Need To Win The Race

3. Reverse Gear

Obsolete Myths, From Burnout Bullshit to the Work-Life Fairytale

4. In The Wrong Direction At 200 Miles Per Hour

On A Collision Course - Restrictions And Dangers Of Speed

COCKPIT - Personal Work Methodology

The Most Important Management Tools For Guaranteeing Your Success

5. Caution - Speed Limit!

What Prevents You From Picking Up Pace

6. As Soon As Possible

Turning Speed Into Your Trademark

7. Breaking The Sound Barrier

How To Work Differently In Order To Achieve Better Results In Half The Time

POLE POSITION - Modern Business Management

The Quickest Way To The Top

8. Slow Businesses Fail Faster

Why The Second Fastest Locksmith Loses

9. Those Who Decelerate, Lose ...

Speed As A Success Factor

10. The Magic Of Speed

Acting At The Speed Of Light

11. On The Fast Track To Success

How To Reach Competitive Advantage At Maximum Speed

12. A Wire-to-Wire Victory On Autopilot

How Infallible Systems Can Make You Faster And Better

PIT LANE - Toolbox & Notes

The Toolbox For Speed-Tuning

13. Speed Booster

Which Tools Can Help You Really Pick Up Pace

14. Quick Start

Getting Started

Martin Geiger is an international speaker, author and coach. He consults for businesses throughout Europe on the subject of increasing the efficiency and quality of life.



How To Reach The Ideal Negotiation Outcome

More money can be made in purchasing than anywhere else. If you no longer wish to capitulate when faced with savvy sellers, then this author provides the quick systematic and practical help you need. The book puts you in a position to steer any negotiation to a profitable conclusion and to maintain a respectful interaction with your negotiating partner. You will discover a systematic plan of campaign with concrete recommendations and solutions for difficult negotiating situations.

The book contains a concrete plan of campaign for purchasing negotiations.
Respectful approach that does not defraud negotiators.
How to prepare in a short time and bring your negotiation style to the next level.

- Whether you're a beginner or an experienced purchaser: With the help of the methods in this book, you will get better conditions out of every price negotiation!
- The book provides clear models of action and language for your negotiations
- The book offers for the best solutions, strategies, tactics, and formulations for all common negotiation scenarios

Contents:

Foreword by Tim Taxis
Introduction: How To Use This Book
The Perfect Negotiation
Getting Started: Developing A Systematic Structure

Chapter 1: Your Plan of Campaign – How To Systematically And Methodically Reach The Ideal Negotiation Outcome

Success With A System – The Benefits Of A Good Negotiating Plan
Your Plan of Campaign Is Your Formula For Success
The Plan of Campaign In Overview

Chapter 2: Optimize Your Factors Of Influence: Recognise and Avoid Stumbling Blocks

Identify And Change The Factors Influencing The Results of Your Negotiations
Change The Balance Of Power
Make Sure That You Can Negotiate Consistently
Formulate Justifications For Your Demands

Chapter 3: Start The Negotiation With The Wind

In Your Tail: Use The Starting Ramp To Gain Proper Momentum

Why Your First Move Is So Important
How To Formulate The Best Possible Conversation Starter
Practical Example: Building a Starting Ramp

Chapter 4: Recognising Your Opponent's Acceptance Threshold According To The Situation

The Fight For The Acceptance Limit
On The Hunt For The Best Price

Chapter 5: Win The Lead And See Your Plan Become Reality

Management Of Negotiations
Win The Lead Easily With The Right Questioning Technique
"Information Asymmetry": Give Nothing Away And Gain An Information Advantage
Never Say "No Problem!"
Ask About The Whys

Chapter 6: The First Price Is Never The Final Price:

Urs Altmannsberger
Profitable Purchasing
How to Negotiate the Best Deals
as a Purchasing Manager
180 Pages
ISBN 978-3-86936-706-4
Pub Date: March 2016

How To Win Concessions Without Giving Anything In Return

1 Percent (At The Very Least) Is Always Achievable!
How To Deal With Evasive Manoeuvres
Constructively And Productively

Chapter 7: "Under What Terms Could You Improve The Current Offer Further?"

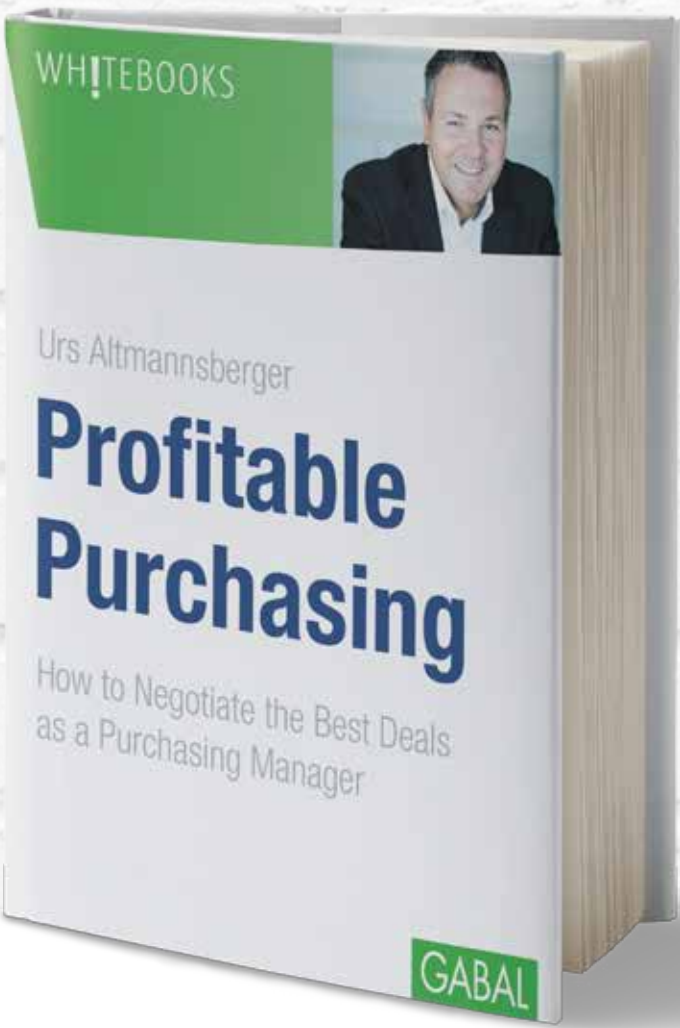
Take All The Possible Savings You Can
A Basic Requirement: Understanding Your Opponent's Basis For Decision-Making

Best Case Prices: How To Respond To Proposals That Seem Worth Considering
Take Advantage Of Negotiable Elements To Generate Savings

Chapter 8: Using The Battering Ram To Determine The True Situational Acceptance Threshold

Rubber Wall: Is There One, True, Non-Movable Wall?
Breaking Down Walls: Micro-Value And More Practical Methods
How To Conduct The End Of A Negotiation Profitably

Urs Altmannsberger worked as Head of Purchasing in medium-sized and large enterprises for many years. Since 2001, he has assisted companies in all sectors as a negotiation coach and interim purchasing manager.



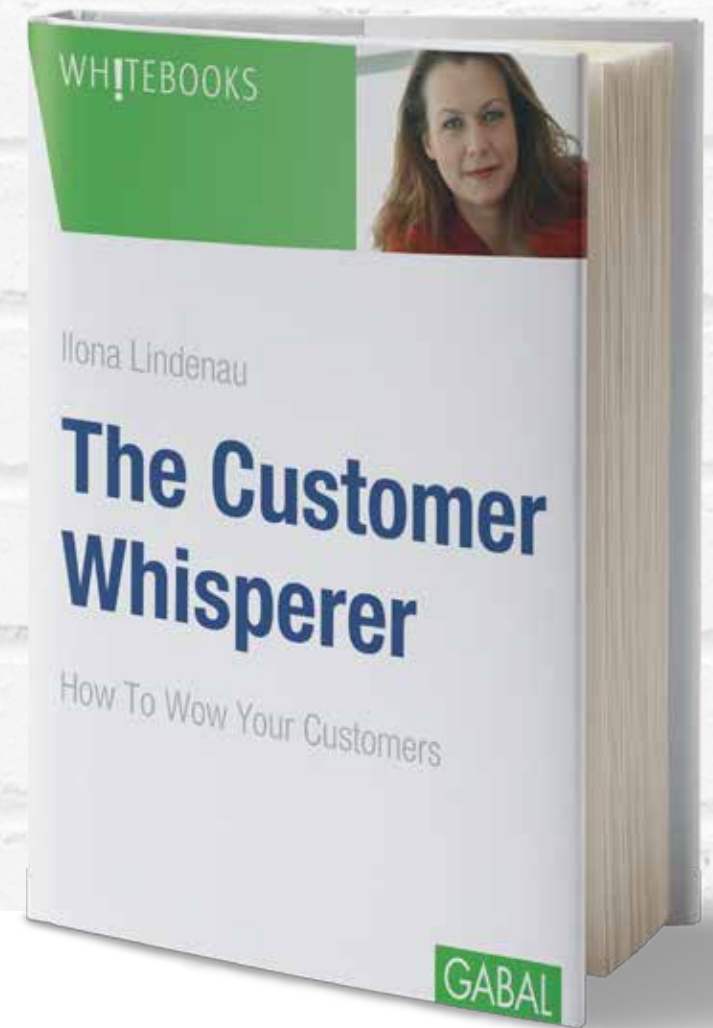
Happy Customer, Happy Boss, Happy You!

The more we are required to communicate with customers, the more careless and non-personal our style of communicating becomes. How do you unlock the doors to your customers' hearts? With a smile? With genuine interest and skilful listening? With respect and presence?

In her book, experienced advisor Ilona Lindenau accompanies the reader through all stages of customer contact and shows you how you can delight your customers with the right manner of address - in the most charming "customer whisperer" style.

"The Customer Whisperer" is a guide for sales people. We are all sales people in our respective fields and roles, whether we're executives, consultants, marketing employees, service personnel, lawyers, doctors, call centre employees or anything else. This book will show you a way that lies between the conventional two sales routes of hard selling and soft selling. It is the ideal solution – because it is based on satisfaction, kindness and giving attention. Being a customer whisperer means dialogue rather than monologue. It is based on sincere courtship and on giving the person across from us the attention that we ourselves would appreciate.

Ilona Lindenau
The Customer Whisperer
 How To Wow Your Customers
 180 Pages
 ISBN 978-3-86936-704-0
 Pub Date: March 2016



Contents:

1 The Desire For Ease: This Is How Simple It Can Be To Understand Each Other

- 1.1 Inspiring Communication Is The Key!
- 1.2 Openness + Friendliness + Attention
- 1.3 The Head Proposes, The Heart Disposes
- 1.4 Hard Selling Or Soft Selling? I Choose F.L.I.R.T.Selling!
- 1.5 Acquisitions: What Flirtation And Business Have In Common
- 1.6 How To Spice Up Your (Business) Day-To-Day With Enjoyment and Ease
- 1.7 How To Put Yourself In "Customer Whispering Mood"

2 The Burden of Rules and Guidelines, Or: Why Communication Has Become So Exhausting

- 2.1 Digital = Floods of Emails and Twitter Noise
- 2.2 Textbooks Instead Of Charm: How Rules Become Straitjackets
- 2.3 The Five Communication Killers - And How To Do It Better
- 2.4 Perfectly Staged: Selling Without Passion
- 2.5 The Three Es: Ego, Entertainer, Expert

3 How To Become A Customer Whisperer: From The First Smile To True Love

- 3.1 What Is A Customer Whisperer?

- 3.2 The First Date: The Beginning of a Tragedy or a Great Love Story?
- 3.3 Cupid's Arrow: Love Can Be So Beautiful
- 3.4 Self-Confidence as a Flirt Factor
- 3.5 The Five Things That Help Me On The Way To A Great Love Story
- 3.6 Emotional Stability And Self-Assuredness – It's The Inner Values That Count
- 3.7 First-Aid-Kit For Balance And Poise
- 3.8 The Seven Basics Of Customer Whispering
- 3.9 Cold Calling – Taking the First Step And Learning To Cope With Disappointment
- 3.10 Palpitations: When Emotions Come Into Play
- 3.11 Curiosity + Charisma = Communication With Feeling
- 3.12 Turning The Love Affair Into A Relationship: Give Enjoyment With Small Things
- 3.13 Going the Distance: Becoming a Pro at Customer Care – 5 Golden Rules

4 Happy Ending: Happy Customer, Happy Boss, Happy You!

Here are a few important reasons to adopt the customer whisperer approach:

- Your job satisfaction will increase.
- You'll handle your everyday professional life with more ease.
- Your customers will feel understood by you and will trust you.
- You'll communicate more efficiently and sustainably and will be rewarded with loyal and satisfied customers.
- You'll save a lot of time.

Ilona Lindenau is an entrepreneur, trainer, coach and speaker with 25 years' experience advising international companies on customer- and solution-oriented communication. Her focus: clarity and efficiency, presentation and motivation. She is head of the Life & Business Coaching Academy Frankfurt and the online training company OnlifeClasses.academy.

Backlist

Highlights

Learn to Negotiate Better

Don't allow those who are trained in negotiation skills to walk away with the better deal. Don't be short-changed by dominant negotiators. Start negotiating professionally and recognize when you're being manipulated. Jutta Portner is an international negotiation expert whose approach is based on the Harvard Concept. In this work, she introduces the latest and most cutting-edge negotiation techniques with numerous examples and exercises. The book's practical perspective sets it apart from conventional negotiation handbooks.

Negotiation is our daily business. We do it day after day. Do you generally think in advance about how you're going to negotiate? No? Don't worry – that's how most people are. Normally, everyday negotiations proceed in an unreflective and intuitive way.

After reading this book...

- you will know the basics, principles and specifics of cooperative negotiation as compared to competitive negotiation;
- you will have reflected and improved on your personal negotiation behaviour, and
- you will be equipped to handle difficult negotiating partners and unfair strategies in a professional way.

Contents:

Introduction

1. Learn to Negotiate Better

What is Negotiating Really About?
When Does a Conversation Become a Negotiation?
How Do We Measure the Success of a Negotiation?
The Biggest Mistakes You Can Make During a Negotiation

2. Well-Equipped to Start – Proper Preparation Is Half the Battle

Lack of Preparation – The Most Common Errors
How to Estimate Your Power Realistically
Planning Tool 1 – 8

3. Understanding Negotiating as a Process

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The Negotiation Process
The Helicopter Perspective

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How to Reach a Conclusion
How to Formulate Your Ideas in a Clear and Accurate Way

How to Appeal Skilfully
Why You Should Take Breaks
How to Make Concessions Like a Professional
How to Identify the Right Time to Wrap Things Up
Special Case: Building Coalitions

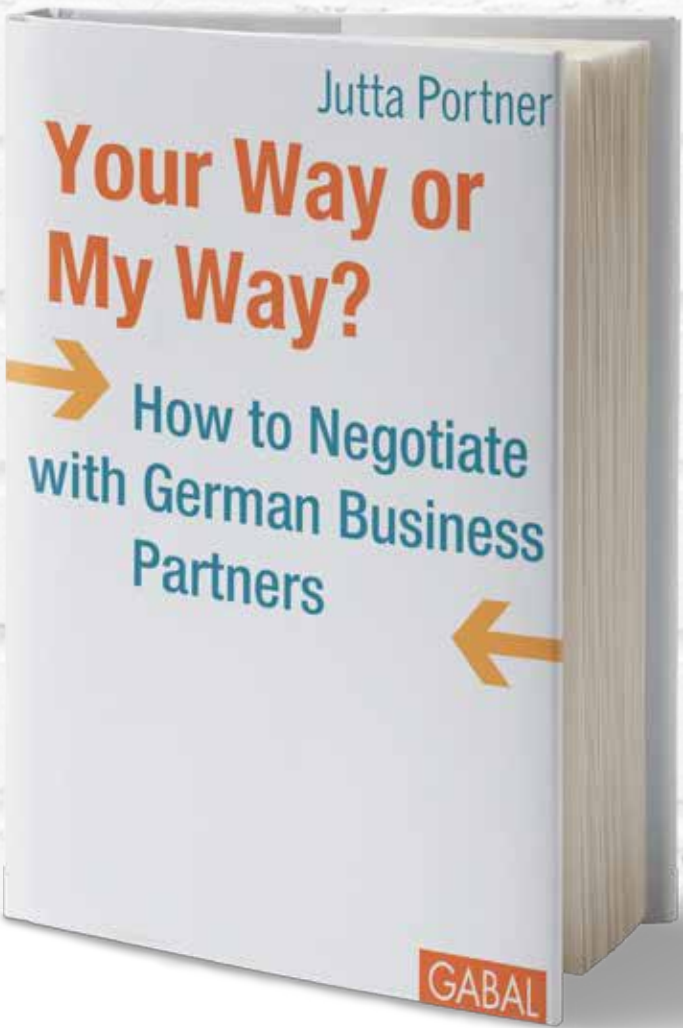
5. The Power of Language

Positive Phrasing – Using the Power of Language
The Eight Rules for Clever Arguments
The Structure of an Argument
He Who Asks, Leads
Quick-Wittedness in Negotiations
Dialectics of Peace and Conflict

6. Body Language and Intuition

Natural Tools: Facial Expressions, Gestures, Posture
The Ten Most Important Pieces of Body Language Vocabulary
It's How You Say It: Using Your Voice to Best Effect
How Your Gut Can Guide You: Intuition in Negotiating
Three Classic Negotiation Scenarios
The Most Important Worksheets

Jutta Portner
Your Way or My Way?
How to Negotiate with German
Business Partners
220 pages
ISBN 978-3-86936-054-6



References:

Volkswagen AG, DAIMLER AG, Procter& Gamble GmbH, Kraftfoods GmbH, AIRBUS AG, Eurocopter AG, VOITH GmbH, Wacker Chemie AG, BASF AG, Clariant AG, SIEMENS AG, GIZ and German Ministry for Economics, and many more.
For more: www.c-to-be.de



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

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

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 them and fall.

The book tells the story of the entrepreneur Thomas Willmann, 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.

Since the book was written, 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.

- The book is aimed at entrepreneurs, since they face fundamentally different challenges than managers
- Stefan Merath is Germany’s most well-known and successful entrepreneur coach

Contents:

- 1. Collapse
- 2. Skilled Employee or Entrepreneur? (Saturday, March 4)
 - 2.1 A Decisive Shortage
 - 2.2 Entrepreneurial Activities
 - 2.3 Strengths, Values and Dreams
 - 2.4 Decisions and Commitment
- 3. First Steps (Sunday, March 5)
 - 3.1 Reallocate and Relinquish Control of Specialised Tasks
 - 3.2 The Entrepreneurial System
 - 3.3 Social Inclusion
 - 3.4 Manager and Entrepreneurs
 - 3.5 Work Schedules

- 4. Values, Strategy, Vision (Friday, March 17)
 - 4.1 Values
 - 4.2 Pillars of the Entrepreneurial Strategy
 - 4.3 Target Groups
 - 4.4 Shortage of the target group
 - 4.5 Corporate Vision

- 5. Personality Development (Saturday, April 1)
 - 5.1 Personal Development Planning
 - 5.2 Dogmas
 - 5.3 Dealing with emotions

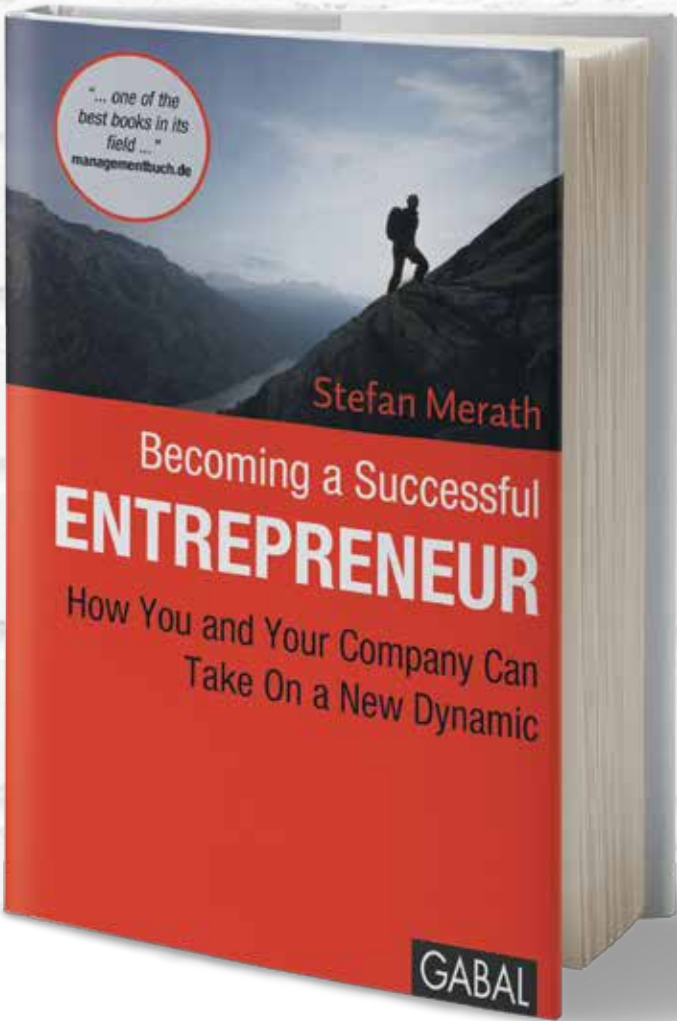
- 6. Breakthrough (Wednesday, June 7)

- 7. Home Stretch (Saturday, June 10)

- 8. Harvest (Thursday, August 10)

Why I Wrote This Book

Stefan Merath
Becoming a Successful Entrepreneur
How You and Your Company Can Take
On a New Dynamic
460 pages
ISBN 978-3-89749-793-1



Reviews:

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

“Are you the first one at the office in the morning and the last one to leave? This book shows you how to exit the rat race and become the kind of entrepreneur who builds their company on a systematic basis.”

Dr. Jörg Knoblauch, Tempus GmbH

“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

“Do you know the feeling when you pick up a book, start reading and discover that the author is speaking from the heart? Although the target audience of this book is the entrepreneur founders of SMEs, this book is much more than just a successful summary of ideas, techniques and methods. What’s more, the ideas, techniques and methods it contains can be usefully deployed by all entrepreneurs, whether they’re on the search for success or already enjoying it.”

Gründernetzwerk

Selling as a Sure-Fire Success

Many business people, sales people and sales representatives have gotten used to leaving their offices in the evening with various tasks unfinished. More importantly, they end the day without a valuable, measurable and presentable sales outcome.

How do you manage your sales process? How do you organize your process of working with customers? How do you guarantee that you can devote maximum time to your core selling activities? How do you make sure that your sales process is running smoothly, almost “by itself”? Unfortunately, as a rule, sales people aren’t good at organizing. Quite the contrary, true sales talent and professional administration capabilities often seem to be mutually exclusive. It is necessary and helpful, therefore, to create automatisms to take care of the bulk of those tasks that simply have to be done. Great organizing skills are indispensable for anyone who wants to succeed in today’s world of selling. A systematic approach to selling is all about standard practices and automatisms. It’s these practices and automatisms that have to be filled with life when working with customers in today’s world.

In our modern world, automatisms provide a reliable basis for successful sustainable sales. So it is time for you to fully realize that selling can be smooth and easy. Sales can be automated!

Contents:

Prologue: My premiere with Starbucks

1. Life at the selling front – thoughts and reports

Heading home
Office work isn’t easy either!

2. The non-systematic approach to working with customers

Green frogs in a red bucket
Salesperson gone means customers gone
Help! I am stagnating
The end of the conditional

3. A systematic approach to working with customers

Part A – The preconditions
Part B – Lead generation and customer acquisition

Part C – Servicing and developing
Part D – Customer loyalty and recommendation

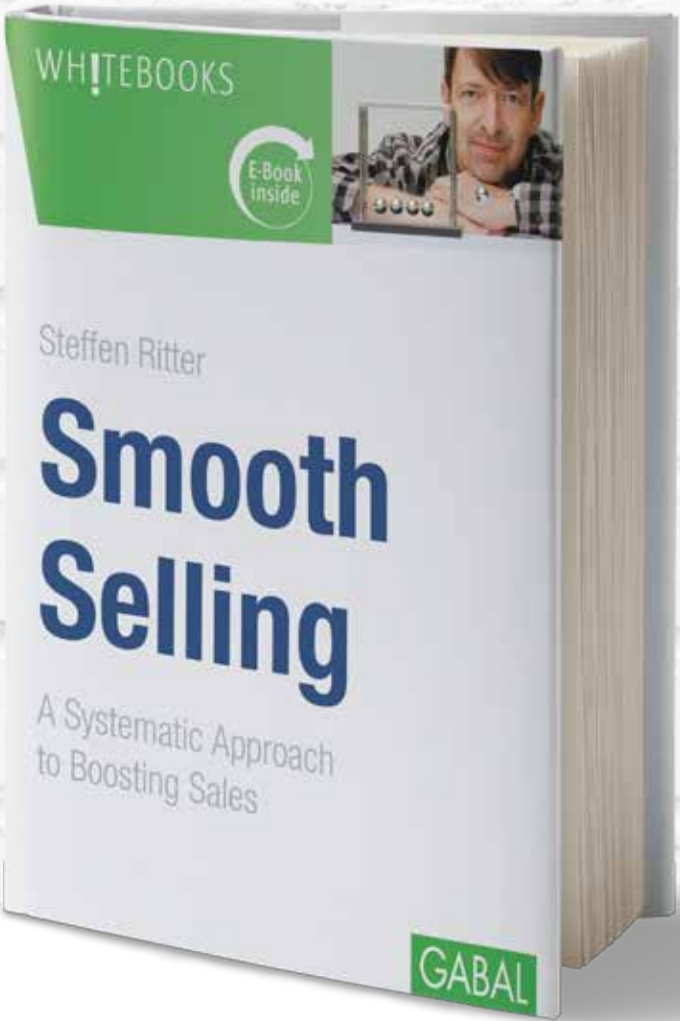
4. How to create new habits

How standard practices make your work and life easier
It’s the “what” rather than the “how”:
standardizing the right things
How to deliberately engage your people

Epilogue: What downhill skiing and selling have in common

Appendices
About the Author

Steffen Ritter
Smooth Selling
A Systematic Approach to
Boosting Sales
160 pages
ISBN 978-3-86936-559-6



Reviews:

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

Martin Limbeck

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

Management Journal

“Selling as a sure-fire success by Steffen Ritter is much more than just a book about sales.”

Wissen+Karriere



Steffen Ritter is a sales expert and one of the most famous speakers in the topics of entrepreneurship and retail in the German-speaking world. For more than 20 years he has owned the Institut Ritter, which leads entrepreneurs, managers, and salespeople to sustainably and measurably higher results and more turnovers.

How Aviation, Management, and Business Are Related

Aviation has always been a source of fascination, but the industry is not without occasional shocks and surprises. Flight crews are expected to communicate perfectly at all times, to manage complex situations, and to make the right decisions at the right times. In the corporate world, it is no different. And this is where professional pilot and communication expert Peter Brandl draws remarkable parallels between these two worlds.

Crash Communication takes his audience on an exciting journey between airplane cockpits and the business world. It combines spectacular incidents from aviation and business with everyday communication scenarios. How is it that, in spite of the highest safety precautions, catastrophic air accidents still occur from time to time? Similarly, how is it possible that a lender would give \$320 million to an insolvent US bank?

Crash Communication shows that the factor of “human error” follows a fatal logic. Peter Brandl offers original and relevant answers to fundamental questions of leadership and communication. His fascinating approach shows managers and executives in the “corporate cockpit” what to do when the warning lights come on.

Contents:

- Preface

What Crew Resource Management Means

Introduction: Of Crashes and their Causes
- Chapter 1: Forgetting to Extend the Flaps**

Main Source of Mistakes: Stress and Its Consequences

The Pitfalls of Human Perception

Professional Stress Management in Business

Stress – And What You Can Do
- Chapter 2: Who Is Crazy Enough to Criticize a Captain?**

Authoritarian Leadership as a Cause of Insolvency

Power Distance and Company Success

Cooperative Leadership in Practice

Bad Cooperation – And What You Can Do
- Chapter 3: Landing in Bad Weather**

In Love with the Goal and Blind to Danger

The Human Irrational Way of Dealing with Risks

Professional Handling of Goals and Risks in a Company

Target Fixation – And What You Can Do

- Chapter 4: Airplanes Going Down and Nobody Cares**

The Imbalance between Administration Time and Time Spent Adding Value

Situational Awareness: Staying Ahead of the Aircraft

Professional Business Management

Operative Rush – And What You can Do
- Chapter 5: „But I Thought You Were Flying!“**

Working in a Bad Atmosphere

Prescription and Personal Responsibility

Assigning Work Professionally

Uncertain Boundaries – And What You Can Do
- Chapter 6: Blame Culture**

What Is a No-Blame Culture?

Dealing with Mistakes, Strings of Errors

Dealing with Mistakes at Work Professionally

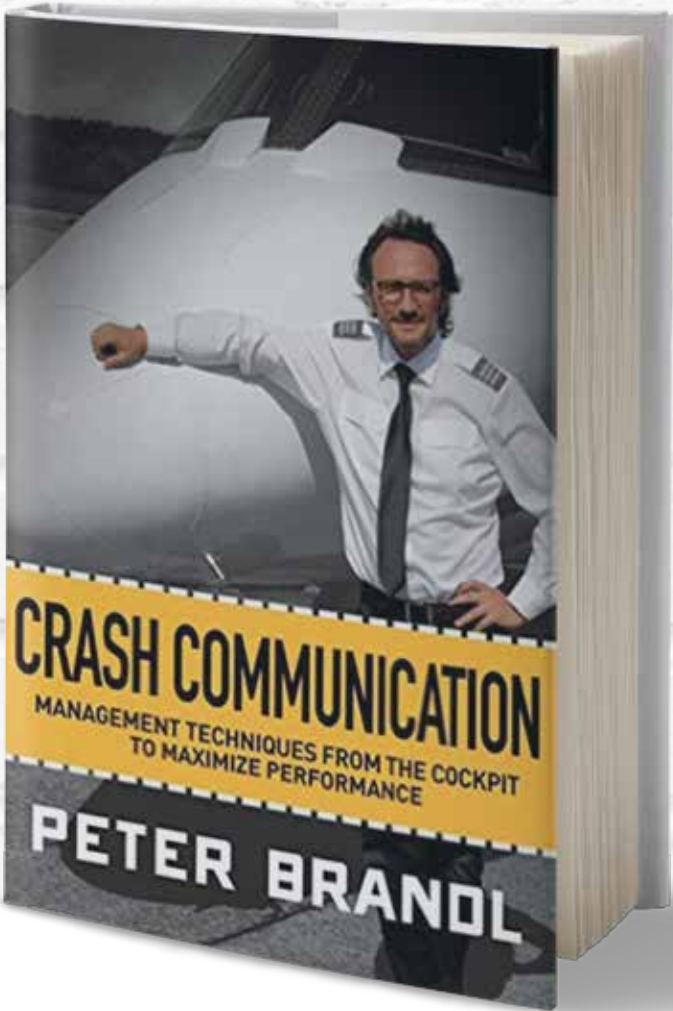
Hiding Mistakes – And What You Can Do
- Chapter 7: Crash Communication**

The Crash Begins with the Said (and Unsaid) Daily Communication Sins

Professional Bunsiness Communication

Destructive Communication – And What You Can Do

Peter Brandl
Crash Communication
Management Techniques from the
Cockpit to Maximize Performance
304 pages
ISBN 978-3-86936-055-3



Testimonials:

- “This book is a must for all those who bear responsibility in companies.”*

Borries von Mueller, Global Head HR, Fresenius Medical Care
- “His hands-on experience as an entrepreneur, commercial pilot, and communications expert make this book so exciting.”*

Michael Baumann, Managing Director, MTU South Africa



Peter Brandl, born in Germany, is an internationally sought-after communication expert, as well as a professional pilot and flight instructor. He takes his expertise from more than 20 years with a consulting and training business for executives, teams, salespeople, and flight crews. Besides his consulting business, he built up several companies and worked as a sales manager and CEO. Peter has hosted speaking engagements in 14 countries on 3 continents and authored multiple books, which all became bestsellers in different countries. Learn more about Peter at www.peterbrandl.com

BACKLIST

Hudson River
The Art of Making Tough Decisions



More than 4 Mio copies sold in 15 languages: Our 30-Minute-Series

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



30 Minute Mindfulness

- Stay balanced and healthy – at work and in your private life
- Develop and maintain your personal reserves of mental strength and energy
- Exercises to help you stay efficient on a long-term basis

Particularly in times of high stress, we are often careless regarding our own needs and limits. In this in-depth and practical guide, author Dörthe Huth shows you how to take better care of yourself through using the principles of mindfulness.

30 Minute to Getting Things Done

Whenever we take on a task, we tend to either get stuck at the beginning or run out of air along the way. As a result, tasks become permanent items on our to-do lists and goals are constantly on our tail. In this practical guide, Marieluise Noack introduces the different styles of getting things done and helps you discover which one matches you. She discusses the obstacles you regularly face and explains how you can stop procrastinating and finally get things done.

30 Minute Sales Pitch

In this book, sales expert Tobias Ain gives plenty of practical tips and specific examples for a successful sales pitch. It's all about selling the right feeling – because each sales pitch is different. In 30 minutes, you can learn how to prepare optimally for a sales pitch, learn about the impact of your words and help the customer feel good in order to bring it to a successful conclusion.

30 Minute Sabbatical

Which of us is not familiar with the desire to break out of our daily routine and do something completely different? But why do we often lack the courage to follow our hearts and focus, for once, entirely on ourselves? In this practical guide, Joachim von Loeben explains why the time for taking a sabbatical has never been better. In 30 minutes, you'll learn how to plan and organize your time out, what opportunities and risks you should be aware of and how to carefully prepare for your return to the working world.

30 Minute to Becoming a Good Team Leader

To get teams to collaborate effectively, you need to consider three things: the personality of the team leader, the composition of the team and how the two can interact successfully. In this book, Svenja Hofert and Thorsten Visbal use a number of overviews and tests to show you how to be a confident leader and guide your team to success.

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