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Spring 2023



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Personal Development / Career & Success / Business & Management

NEW BOOKS SPRING 2023

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GABAL Publications Around The World



Stephen R. Covey was an internationally respected leadership authority, family expert, teacher, organizational consultant, business leader, and author who dedicated his life to teaching principle-centered living and leadership to build both families and organizations. He earned an MBA from Harvard University and a doctorate from Brigham Young University, where he was a professor of organizational behavior and business management.

Stephen was the author of several acclaimed books, including the international bestseller, "The 7 Habits of Highly Effective People", which was named the #1 Most Influential Business Book of the Twentieth Century and one of the top-ten most influential management books ever. It has sold more than 50 million copies in more than 40 languages throughout the world. Stephen was recognized as one of Time magazine's 25 Most Influential Americans and received numerous honorary doctorate degrees.

A Mission Statement for Your Life

Find your purpose. Choose your goals. Achieve your dreams.

Stephen R. Covey

USP:

- A workbook for anyone striving to live a meaningful life and keep sight of their big goals in the humdrum of the everyday.
- Step-by-step guidance to creating your own personal mission statement – packed with important food for thought, fresh ideas and practical exercises.
- Powerful motivation for exploring the meaning of life, setting clear goals and realising your ambitions.
- Designed as a 'guiding light' to keep readers on the path towards their most important goals and dreams.

Contents:

Discover your life's purpose

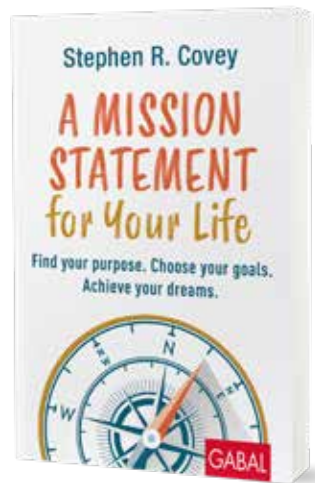
- | | |
|---|---|
| 1. Your mission statement: the most important thing you'll ever write | 9. Your best life |
| 2. Begin with the end in mind | 10. Use your imagination! |
| 3. Your life centers | 11. What makes a great mission statement? |
| 4. Principles make the difference | 12. What should your mission statement look like? |
| 5. Your roles and goals | 13. In 7 steps to your personal mission statement |
| 6. What do you want from life? | 14. Making your mission statement a reality: This is how it works |
| 7. The moment of truth | |
| 8. Rewrite the script of your life | |

Your compass for a fulfilled and meaningful life

A workbook for crafting your personal mission statement – with previously unpublished writing, case studies, food for thought, checklists and practical exercises from celebrated author Stephen R. Covey.

In Covey's *A Mission Statement for Your Life* you can expect:

- New, previously unpublished content
- Workbook exercises designed to help you to explore your personal mission statement and the meaning and purpose of your life
- Approaches that pick up directly where global bestseller *The 7 Habits of Highly Effective People* left off
- A deeper exploration of the second habit: 'Begin with the end in mind'
- Much-needed answers to the pressing questions that occupy all of us



160 pages, paperback
ISBN 978-3-96739-148-0

Am I in the right job? How's my private life – and what do I really want to achieve? More and more of us are finding ourselves preoccupied by such existential questions. When we think about them, we quickly realise that answers are not at all easy to come by. This workbook by Stephen R. Covey is designed to help you explore the meaning of life and develop your own personal mission statement.

The workbook is packed with examples, questions for reflection, food for thought, and practical tips for creating your personal mission statement. Step by step, it will help you to identify what drives you, what you (really, really) want and what makes you truly happy. By the end of it, your personal mission statement will be complete: a guiding light to keep you on the path to a meaningful, effective and successful life.



Stephen R. Covey was an internationally respected leadership authority, family expert, teacher, organizational consultant, business leader, and author who dedicated his life to teaching principle-centered living and leadership to build both families and organizations. He earned an MBA from Harvard University and a doctorate from Brigham Young University, where he was a professor of organizational behavior and business management.

Stephen was the author of several acclaimed books, including the international bestseller, "The 7 Habits of Highly Effective People", which was named the #1 Most Influential Business Book of the Twentieth Century and one of the top-ten most influential management books ever. It has sold more than 50 million copies in more than 40 languages throughout the world. Stephen was recognized as one of Time magazine's 25 Most Influential Americans and received numerous honorary doctorate degrees.

Translation
rights sold to
21 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

International editions of "The 7 Habits of Highly Effective Marriage"



Turbulent times demand strong, committed, personal relationships.

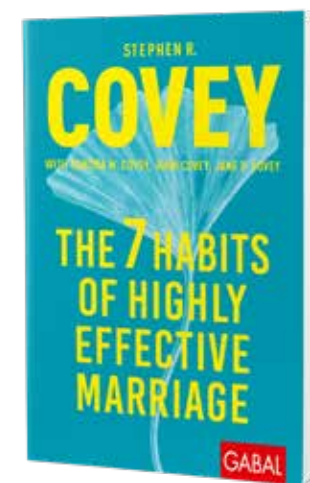
Dr. Stephen R. Covey has noted that strong relationships don't just happen; they require the combined energy, talent, desire, vision, and dedication of all their members.

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.

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



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

Dr Bernhard von Mutius is a social scientist, philosopher and a respected speaker and leadership coach. Recognised in 2018 as 'Future Thinker and Trainer of the Year', he advises renowned German and international companies on the future, leadership in the 21st century and digital transformation. He is a senior advisor and member of the teaching team at the HPI School of Design Thinking in Potsdam, co-founder of Denkbank, founding member of the New Club of Paris, member of the advisory board of the 'Club of Rome' schools, member of the 'Denkwerk Zukunft' foundation for cultural renewal, co-founder of the 'Unternehmen: Partner der Jugend' (UPJ) corporate social responsibility initiative and chairman of the 'Bergweg-Forum Denken der Zukunft', an interdisciplinary forum for social and civic exchange. Von Mutius is also the author of several publications on new, networked thinking and on transformation processes in business and society.

The Art of Living in Uncertain Times

Bernhard von Mutius

Contents:

For starters, what was the plan again?

Part One: Have Courage!

Part Two: Find Meaning!

Path 1: Yes to life. In spite of everything

Path 2: Meaning. And obstinacy. Find your profession

Path 3: Lightness. Sprezzatura as a way of life

Part Three: Build Bridges! Transform energies!

Path 4: Transform energies. Sustainably circular

Path 5: Building bridges. Listening and cooperating.

Path 6: Design. Beautifully simple

Part Four: Get started!

Path 7: With kindness and small things



© Richard Pfeiler

Backlist Highlights:



Disruptive Thinking
Thinking that meets the challenges of the future
ISBN 978-3-86936-790-3



Disruptive Thinking Work and Playbook
Disruptive thinking as an effective tool for every day
ISBN 978-3-86936-932-7

When plans don't go as planned

You've heard of a light at the end of the tunnel, but what about a light in the tunnel? In a time of fatigue, instability and uncertainty, could this be what we really need? Bernhard von Mutius thinks so. *"The art of living encompasses all the skills we really need when we don't feel capable of doing anything at all,"* he says.

In this new book, von Mutius thinks beyond the standard concepts of self-development, tackling ideas such as sustainability, benevolent creativity and personal growth. Conventional thinking on time management views tasks through the lenses of 'importance' and 'urgency'; von Mutius argues that beyond merely getting things done, we should strive for 'doing things well'. He describes an art of living characterised by improvisation, by divergence from the norm; one that is creative yet pragmatic, courageous yet unassuming. From a material perspective, this art of living embraces the idea of doing with little and questions how it can best use what it has.



208 pages, hardcover
ISBN 978-3-96739-144-2

USP:

- 'Future thinker' von Mutius explores how we can find resilience in uncertain times
- A source of inspiration for those who are not merely seeking straightforward advice, but material for reflection that can lead to further growth
- The author is a leadership philosopher and coach for Audi AG, BMW AG, Comdirect Bank AG, Deutsche Bahn AG, Deutsche Lufthansa AG, among others

Viola Möbius is a criminologist, author and keynote speaker. She takes valuable insights from the world of professional detectives and profilers and translates them into guidance for our everyday lives, drawing on her own in-depth experience as a criminologist and entrepreneur. Her goal is to enable people to solve their own 'cases' better and more innovatively – both professionally and privately – and to achieve personal growth as a result.



© Viola Möbius

Detox your Life!

Choosing who you want around you – and who you don't

Viola Möbius

USP:

- Liberate yourself from unhealthy relationships and create the conditions that will help you thrive
- Learn effective strategies for dealing with gaslighting, toxicity and manipulation with confidence

Backlist Highlight:

30 Minutes to Detoxing
from Your Problems
ISBN 978-3-96739-124-4



Contents:

1. The personal environment

Role and influence of your environment
The effects on you and your life
Your motives for acting
The motives of your personal environment

2. A detox for your personal environment

The quality check and the Detox
Your environment – inspiration or straitjacket?
Best friends or best enemies?
The enemy in your own bed?
The terribly nice family
The dear neighbors, colleagues & employers
Why you don't want to say goodbye to people
When you should say goodbye to a person

3. Create an ideal environment for yourself

The four types of people
Get rid of the rhetorical airbags, get out of the victim role!
Know your why
Target the right people
(T)he right mindset
A diamond on the way to the ideal environment:
Self-love

4. The upgrade of your life

No award for doing nothing
Visualize the change
Your helpful supporters
Measures for a future extraordinary life

How are you influenced by your partner, family and friends?

This book will teach you how to recognise and liberate yourself from negative relationships. It will also teach you how to create the right conditions for a full and happy life: a way of living with greater motivation, flow, success, joy and satisfaction. In short: it will help you to upgrade your life.

"Before you diagnose yourself with depression or low self-esteem, first make sure you are not, in fact, just surrounded by assholes." This saying, often attributed to Freud, alludes to the way in which partners, friends and family can affect our lives in malign ways. Did you know that the quality of the people around us is a major determinant of our success, failure and even the robustness of our mental health?

Any of us would agree that it is preferable to surround ourselves with energy and encouragement than with negativity, resentment and those who try to drag us down. The problem is: how do we recognise whether someone is good for us or not? And how do we surround ourselves with the "right" people: those who will encourage, challenge and inspire us?

Criminologist Viola Möbius has many years of experience observing the hurdles and pitfalls of human behaviour and the ways in which we engage with one another. In this guide, she explains how to critically examine and choose the people we keep close to us. Möbius describes the red flags that should warn us to end a relationship and how to go about doing so with confidence.



160 pages, paperback
ISBN 978-3-96739-131-2

Valentina Dapunt is a doctor, blogger and minimalist influencer. She offers financial advice to young followers on her YouTube channel Minimal Frugal.

Daniela Landgraf is a celebrated keynote speaker and author. After spending many years as a financial advisor and sales manager, she now works as a lecturer, trainer, coach and IHK (German Chamber of Commerce) auditor in the financial sector.



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Generation Money

Start planning today for financial independence tomorrow

Valentina Dapunt,
Daniela Landgraf

USP:

- A complete guide to money by an 'old hand' of the finance world and an up-and-coming (f)influencer – accessible, fun and with numerous tests and challenges
- Clear, simple explanations of financial trends and traps
- Audit your standard of living; generate active and passive income; get started with investing (stocks, funds & more)

Contents:

Come on, let's become financially independent!

About the authors and generational conflicts

The money-time prison

What do you need money for?

Insurance

First saving tips

Money saving challenges

What makes you really happy?

Money and health

Beware of consumer traps!

Cash flow – how to tap into sources of money

Knowledge pays off – How does money work?

Practice early if you want to become a millionaire with real estate

Change of perspective – don't let anyone talk you into anything

Number games

Another option: Be your own boss

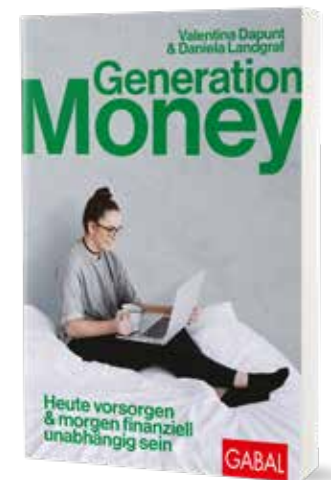
State subsidies – a good way to become a millionaire?

A fun, fresh approach to financial freedom

Which of us doesn't desire to live a financially secure and stress-free life? How would life be if you could do whatever you wanted without worrying about the cost? What if you no longer had to work to earn money, but working became a choice based on enjoyment and fulfilment?

Financial independence doesn't have to be a distant dream – because you don't need millions to achieve it. Whoever you are, your tangible first steps towards financial freedom can begin today. The book encourages you to begin with simple savings challenges that help you understand what you really need to live a good life. It prompts you to question how much of your consumption is necessary and how you can manage this consumption in a way that is kind to both your bank account and the environment. Are you consuming to fill a void where genuine satisfaction and fulfilment are missing? A variety of thought-provoking tests and exercises help you scrutinise your mindset and be honest about what you find.

The book then provides advice on how to achieve the things you really want – your first car, a language study trip abroad, a degree course, or anything else. In addition, you'll learn everything there is to know about different sources of income. How does the stock market work? How can passive income be generated through investments that are compatible with your interests and principles? If you're thinking of founding a start-up, you'll also find some great ideas about smart ways to secure funding.



208 pages, paperback
ISBN 978-3-96739-129-9

Frank Grell is an entrepreneur and insurance manager as well as a speaker, seminar leader, coach and innovative thinker on the themes of saving and wealth. At the Hall of Fame Awards 2019 held by Germany's Federal Ministry of Consumer Protection, Grell was named a Ministry Ambassador for the retirement planning field.



© Dominik Plau

The Never-Ending Vacation

How you can enjoy a prosperous retirement

Frank Grell

Contents:

Your longest vacation

House tent or five-star hotel?

Going on a trip ... and your kids are staying home?

The future of your vacation fund

Net instead of gross – retirement income instead of pensions

A look through the telescope to a faraway vacation destination

What a woman needs in old age: What your vacation fund should look like today

What do I actually have in my travel fund? A brief history of money

Money for your big vacation fund

The five most common mistakes in investing money ... and how to avoid them

Mistake number 1: Not talking about money and not asking questions

Mistake number 2: Not having patience – greed for high returns

Mistake number 3: Investing on credit

Mistake number 4: Starting to accumulate wealth with your own home

Mistake number 5: Investing despite lack of knowledge

The magic triangle of investing

Find your strategy!

A systematic approach to retirement planning

Mental rules for your true wealth

Your dream vacation starts in your head

Reward is positive energy

Reward yourself with your perfect vacation!

The first-aid kit for your longest vacation

Stumbling block 1: A very long serious illness

Stumbling block 2: Nothing works in your job anymore – disability and occupational disability

Stumbling block 3: And suddenly everything is different – consequences of an accident

Stumbling block 4: When you can no longer manage on your own – need for care

Stumbling block 5: Death

Living where others only vacation: Your check-in as a retiree

Final thoughts: when, with what, how and why do you start planning your longest vacation?

Don't plan for retirement: plan for the vacation of a lifetime

Do you lose interest at the merest mention of “retirement planning”? Well, consider this: what if it wasn't about putting money aside for mere survival in old age, but for a richly-deserved “vacation” once your working life is over?

Think back to the last time you planned a vacation and the administrative hurdles you had to overcome. Renewing your passport, applying for a visa, finding the right destination, checking the availability of hotels and flights... The list goes on. Why put yourself through such stress? The answer is obvious: a vacation beckons, and the most joyous weeks of the year lie in sight.

Similarly, think of retirement planning not as a chore for which you must squirrel away your hard-earned cash, but as a way of rewarding yourself for life's achievements. Within this approach, the investment strategy is of secondary importance; your mindset is what really matters.

When it comes to how you spend your time in retirement, there is no need to adhere to convention. You are free to go wherever your desires take you – provided, of course, that you have the financial means. This book seeks to inspire you to reframe your thinking on money management and make your future self and happiness a priority item. By doing so, you'll build a cosy nest egg that can allow you to live the retirement of your dreams.

USP:

- **The mindset you need to achieve financial security for old age**
- **Plan your personal financial strategy with confidence and avoid financial difficulties after stopping work**



208 pages, paperback
ISBN 978-3-96739-128-2

Claim your financial power!



An accessible look at personal wealth and making the voice in your head work for you

Stefan Frädrich's new book is a comprehensive financial crash course that conveys the ABCs of personal wealth in Frädrich's characteristically succinct and accessible style. He teaches earning money, keeping money, investing money, increasing money and enjoying money – all in line with the reader's personal philosophy and resources and without exposing them to a possible crash. The text is accompanied by characterful illustrations from Timo Wuerz.

Stefan Frädrich
Günter Gets Rich
ISBN 978-3-96739-116-9



Women: claim your financial power!

This comprehensive financial guide shows how women can act to claim their financial independence. The expert authors foster a positive, open attitude towards the subject of money, answer key questions on investing with confidence and address many of the life situations women typically face. This is a book that every woman should read – and then buy for her best friend!

Karolina Decker, Rica Klitzke, Leitha Matz
Women's Wealth
Plan ahead. Invest successfully. Be financially independent
ISBN 978-3-96739-113-8



Your step-by-step guide to achieving financial freedom

If anyone knows how money works, it's Philipp J. Müller. A self-made millionaire with a passion for finance stretching back to his youth, he's made it his mission to share his self-taught knowledge through his books and financial academy. He encourages his students to break away from the constraints of conventional employment and establish a self-made financial base for the fulfilment of their personal and professional needs.

Philipp J. Müller
ON THE MONEY
Increase your income, do your bit and achieve personal freedom
ISBN 978-3-86936-997-6



From Manager Magazin bestselling authors and independent financial advisors Stefanie und Markus Kühn

In this book, experienced independent financial advisors Stefanie and Markus Kühn help us get better acquainted with our financial selves and devise a personal financial management concept. Most importantly, they encourage us to take our financial planning into our own hands – because it's not as difficult as it often seems. This manual provides essential basic know-how and methods to suit each reader's life and personality. The authors also offer tried-and-tested tips from their coaching practice to help readers spring into action with ease.

Stefanie Kühn, Markus Kühn
The First Steps to Financial Freedom
How the right mindset can help you achieve your personal financial breakthrough
ISBN 978-3-96739-061-2



Green Finance

Now more than ever before, it is important to examine our financial choices with environmental friendliness in mind. This guidebook seeks to provide readers with a set of clear grounding principles, enabling them to recognize greenwashing and other common sins more easily and to chart their personal course to a more sustainable financial portfolio.

Jennifer Bockerhoff
30 Minutes to Sustainable Investing
ISBN 978-3-96739-123-7



Build capital long term

In this new book, investment expert Nils Steinkopff and journalist Mona Schnell seek to show how to calculate an investment budget and use it in such a way that you profit from long-term growth and avoid classic mistakes and traps.

Nils Steinkopff, Mona Schnell
30 Minutes to Investing with Confidence
ISBN 978-3-96739-122-0

Awaken the power that is inside you

The German Samurai – from vision to world champion

Jörg Gantert

Learn to understand and control the power of thoughts

Jörg Gantert decided as a child to become a world karate champion. At the age of 28, he achieved his goal. Today he is one of the leading experts on the topics of motivation, mental strength and stress resistance. The "German Samurai" learned his success techniques during his long stays in Japan, China and the USA, among other places, and passes them on in an inspiring way as a keynote speaker and book author. He dedicates himself to karateka from children to high-performance athletes in his own martial arts school in Münster.

In this book, he takes you through his life in an entertaining way: You will learn how and why he set out on the path to his world championship title, what obstacles he had to overcome along the way – from the Tokyo subway to a broken bone – and how he overcame them. Along the way, you will also learn how to find your inner strength and how to awaken this power.



224 pages, hardcover
ISBN 978-3-7664-9937-0

A guide that helps you shine from within

How much do you really trust yourself and your own abilities? With a healthy self-esteem, it is relatively easy to attract success and money into one's life. But often it's the other way around, with monetary values, status, titles, etc. replacing self-worth. How confident do you appear?

In theory you know exactly that you are good enough and that you are well prepared for upcoming tasks, negotiations or exams. And yet there's a little voice in your head that's afraid you're not good enough, that you'll be rejected, or that you won't get things done.

Something is making you doubt your worth (your self-worth)... maybe even so much that you don't even tackle upcoming tasks and challenges, but stay in your known, comfortable environment. Would you like to change that? With the suggestions, tasks and exercises in this book, you can gradually manage to build a healthy self-esteem from within and thus lead a more satisfied, successful and happy life.

Contents:

Be aware of your desires and needs
Self-worth is worth money! But what is self-worth?
Self-confidence
Trust in yourself
Self-esteem
Basic types of self-esteem
How can a healthy self-esteem come from within?

Self-worth is worth money!

But what do YOU think you are worth?

Daniela Landgraf



144 pages, paperback
ISBN 978-3-7664-9956-1

What causes a lack of self-esteem?
Accepting and Letting Go
The Money-Time Prison
Your bank balance as a mirror of your self-esteem?
A healthy self-esteem fills the income side
What are you worth to yourself?
The self-esteem lexicon from A to Z, with exercises

Corinna Langwara is a lawyer, specialist in family law, mediator and coach. More than 20 years of professional experience in counseling and accompanying divorce proceedings, numerous additional qualifications, as well as having gone through a separation herself, characterize her competence when it comes to handling family law mandates and finding goal-oriented solutions.

With empathy and innovative ideas she helps her clients through the difficult time of separation until divorce. The author's expertise is characterized by her ability to include the emotional side of separation in her family law work. With "SeparAid" she has combined a concept of coaching, briefings and legal expertise – an efficient help during separation and divorce.

The Promise of separation

When the good times are over

Corinna Langwara

Be the boss in your own head

How to uncover the access to your potential

Martina Grünewald-Ernst

Three pillars for your contribution to an amicable solution

Separation and divorce rank high on the human stress scale. People get into a bitter war of the roses and fight over years and court instances for property, money and children. But many family court proceedings are emotionally initiated. People fight the battle of their anger and disappointments, which cannot be won in court. This begs the question:

Why do those affected do this to themselves? Why do they invest money, time and vital energy in lawyers, experts, courts, etc. and deprive themselves of the energy and resources they actually need much more urgently for a new start? Lawyer and coach Corinna Langwara includes the emotional side of the separation process in her legal work. She not only accompanies her clients with professional competence, but as a coach also guides them through the entire process from separation to divorce in an emotionally stabilizing manner. The end of a couple relationship does not have to lead to a "total loss" for the entire family.

With her unusual way of conducting the process, the author achieves in the vast majority of cases a speedy, cost-saving, predominantly self-reliant, out-of-court and amicable solution. Completely after the principle: If I change a part in the system, the system changes. With this book, the author wants to inspire, motivate and pass on her many years of experience and expertise. Either you put an end to the war of the roses or the war of the roses could put an "end" to you - emotionally and financially. Sometimes the triumph lies in not going into battle bitter or acrimonious.



220 pages, paperback
ISBN 978-3-7664-9961-5

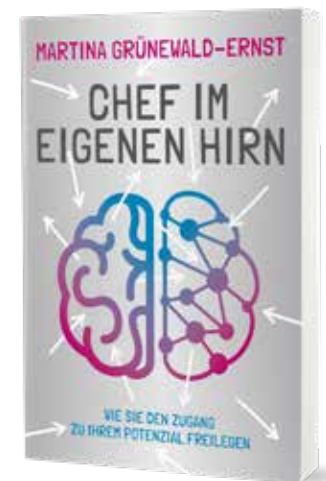
"For 25 years, my passion has been helping people get ahead."

Are you also one of those people who regularly ask themselves how many creative possibilities a life is based on? How much of your own will shapes your decisions and thinking?

Martina Grünewald-Ernst has achieved remarkable developments in science, with her own companies and renowned corporations, medium-sized companies and private individuals, which confirm one thing above all: Igniting the potential of the boss in one's own head is a key to self-confidence and success.

As a business psychologist, speaker and author, trainer and coach for leadership, sales and potential development, she has been successfully imparting knowledge and skills based on psychology and neuroscience for years. The focus of her work is always on the how, the practical implementation with people in the center. Through her past as a photographer she learned to look closely. As a dancer she learned discipline. In science she is driven by curiosity, humility and love for people.

As a business psychologist, speaker and author, trainer and coach for leadership, sales and potential development, **Martina Grünewald-Ernst** has been successfully conveying psychological and neuroscientific knowledge and skills. The focus of her work is always on the how, the practical implementation with people at the center.



144 pages, paperback
ISBN 978-3-7664-9962-2

ENGLISH
EDITION

When Success turns to a Standstill

A 'repair manual' for your career

Christian Greiser

Christian Greiser is an executive coach and business consultant. He guides thought leaders, designers, decision-makers and entrepreneurs on their personal development journeys, helping them figure out their true values, talents and strengths. An engineering graduate by education, he held the role of partner at the Boston Consulting Group (BCG) and oversaw one of the largest practice groups worldwide prior to founding his own consultancy. <https://www.greiseradvisory.com/>



© Christian Amouzou

"Christian's advice, coaching and thoughts have transformed my understanding of my role as a CEO and made me reflect on my personality in a new and powerful way."

CEO Consumer Goods Company, New York

USP:

- The first systematic guide to finding your way out of a career lull – even when it seems that there's no way back
- Easily establish new ways of working and confidently embrace a fresh start
- An indispensable guide for high performers – whether in start-ups, DAX companies or anything in between

How to reset and come back stronger

Have you ever had the feeling that you're treading water professionally; that you're coming up against limits in terms of what you can achieve? If so, says Christian Greiser, it might be high time to take some time out. Careers progress through distinct phases: we climb the career ladder, we change direction or set up a business and, eventually, we retire. As different as these phases are, so too are the rules of success that govern them. If we are to keep succeeding, we must mentally 'shift gears' and realign ourselves accordingly along the way. We must take an honest and sometimes challenging look at our own character: understanding the inner driving forces behind our previous successes, questioning our patterns of behaviour and discarding the behaviours that no longer serve us. In this way, we can accomplish the transition to the next phase of our life and career and come back stronger than before.

Passionate 'career technician' Christian Greiser is here to help us do just that. In this humorously written new book, he draws on insights from his many years of experience as an executive coach and incorporates research findings, case studies and exercises to show how we can reset our mental attitude and achieve success and fulfilment in the next phase.



220 pages, paperback
ISBN 978-3-96739-114-5

Hermann Scherer Hermann Scherer has delivered more than 3,000 lectures to around one million people in more than 3,000 companies and over 30 countries. He is author of 36 books (translated into 18 languages to date) and 1,000 press reports. He has guided companies to turnovers of 50 million euros, undertaken research and teaching at 18 European universities and founded more than 30 successful companies, many of which went on to achieve market leader status.

Hermann Scherer is a bestselling author and "one of Germany's most prestigious coaches" (Wirtschaftswoche). He has undertaken research and teaching at a number of European universities, founded multiple successful companies and continues to provide highly sought-after consultancy services. Most importantly, he is forever striving towards new personal and professional goals.



© Hermann Scherer

Visibility – If you don't stand out, you lose out!

Because you are worth being seen!

Hermann Scherer

WHY THIS BOOK?

Reason 1

Visibility is the new currency of our time. You can be the best basketball player in the world, with a 100 percent scoring rate, but what use is it to you if no one ever gets to see your talent and your gift? You sing better than the best opera singers in the world, but no one except the shower head ever gets to hear your divine voice?

This book makes you visible.

Reason 2

You wonder why others who offer the same service as you are more likely to be hired? You wonder if it is because of your work or even because of yourself?

I can reassure you: it is neither one nor the other. It is because of your presence because you are not visible. And if you are not visible, you do not exist in the minds of your potential customers. This book makes you visible.

Reason 3

In principle, it is about you finally being fairly rewarded for your work, for your personality, for your impact. Because you too are worth being seen. And the question should not be why this has not happened so far, but what you can do to change this. So that your light is no longer hidden under a bushel.

Reason 4

What did you start out for? What drives you? Many of us have a mission, a desire to present our knowledge and history to the world. And that is a good thing. Because every face, including your face, has its own story. A story that is worth telling, but also worth listening to. In order for your story, your mission not to get lost and fizzle out unheard, you must become visible!

ARE YOU READY TO BE SEEN?

So many people have already been outperformed by others, even though they could often have done a better job themselves at the service that the others offered and for which the others were also duly rewarded. But what good is skill if no one sees you with your competence? This book is for ALL who want to achieve more.

Contents:

Visibility and me	The right order
Currency of our time	Do you like mowing the lawn?
Why you of all people?	The one thing
My scars	Performance is ...
Get off the list!	problems, patience and an extra mile
Your dreams and talents	Make up your mind!
Jealousy and me	Your way into visibility
Brands are bought	Poor conditions
100 days of fear	What are you competing for?
The red carpet of your life	The secret of the 4th stack
Commitment! but the right way	Action



176 pages, paperback
ISBN 978-3-00-071549-5

Oona Horx Strathern speaks and writes regularly on living in the future as well as produces the annual HOME REPORT on the future of design, home, architecture, and building. As a trend consultant she has worked for international firms such as Unilever, Beiersdorf, and the Deutsche Bank. She has spoken at congresses across Europe, from Finland and Portugal to Switzerland and Slovenia, booked by everyone from the IAA, ISPO, Female Future Festival, BMW, Villeroy & Boch, as well as top design, building and architectural fairs.

Oona is the proud owner of an Irish passport, has lived and worked throughout Europe, hitched through Africa, and has taken up surfing and boxing the wrong side of 50. She worked for many years as a TV and print journalist for the Observer in the UK and currently lives in an experimental self-designed Future Evolution House in Vienna with her husband Matthias Horx, occasionally with their two grown up children, Tristan and Julian, and a mad dog called Bubbles.

USP:

- The perspective from a (female) Trend and Zukunftsforscher, with an insight into trend logic and understanding why the kindness economy is here to stay
- Best practice examples, and a view on the potential for the kindness economy of the future

Contents:

Preface: by Matthias Horx

Introduction

Chapter One: Degrees of Kindness

Chapter Two: Kindness Kills

Chapter Three: The Kindness Principle

Chapter Four: Kindness Works

Chapter Five: Who Cares about Kindness

Chapter Six: The Caring City

Chapter Seven: The Connected Community

Chapter Eight: A Kindness Index

Chapter Nine: The Future of Kindness



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The Future of Kindness

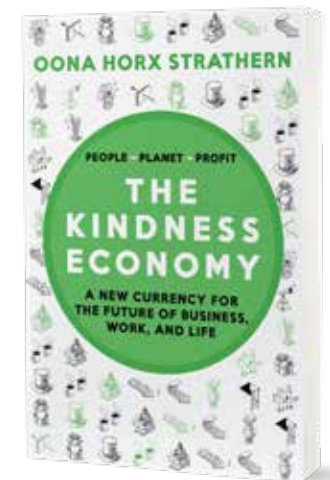
The Kindness economy is a powerful new force for change in business that will benefit not just society but the planet. The decade old profit first driven business strategy of not “giving a fuck” about people or the planet is no longer tenable for the multitude of challenges we face both environmentally, and socially. Today we need to switch around our priorities – first people, then the planet, then profit. In that order. From just chasing value (profit), to adding values (kindness), this book looks at the successful examples and strategies to build better society, better cities, and a better future for us all. In terms of trend logic, it is the countertrend we have been waiting for.

We can best understand the reason why we need a new kindness economy if we look at the unkind economy. Kindness is not a word you ever heard in association with Digitalization, with Uber, Amazon, or many other classic value chain businesses that are now struggling to keep their workers and increase their profit. Today in the face of the economic, societal, and environmental challenges, kindness is the key for long term change and a better future. From just chasing value, to adding values, the culture of kindness not only has to be strategically nurtured, but understood and most importantly, promoted as profitable.

The Kindness Economy

A new currency for the future of business, work and life

Oona Horx Strathern



176 pages, hardcover
ISBN 978-3-96739-150-3

Collin Croome is an internet pioneer and a renowned expert in digital marketing and future trends like the metaverse. As an agency owner, he has advised and actively supported over 100 companies and big-name brands – including Apple, Audi and more – in the development and implementation of their digital strategies over the last 30 years.

Christian Gleich draws on more than 25 years of digital expertise and is a respected consultant and international speaker on topics related to blockchain, web3, tokenisation and the Metaverse. His work focuses on the targeted development and monetisation of digital use cases and business models. Gleich is an ambassador for the European Blockchain Association (EBA) and co-founder of an NFT ecosystem for live experiences. He previously held leadership roles in big-name media companies and agencies such as AOL, Verizon and Hyve. He has directed innovative projects for Samsung, Nike and NASA and holds the Guinness® World Record for the biggest product launch of all time, which was streamed from the ISS.

Contents:

A new Internet is emerging

1. what is the metaverse?
2. from the internet to the metaverse
3. reasons for the use of the Metaverse
4. building blocks of the Metaverse
5. the economy in the metaverse
6. metaverse use cases
7. corporate strategy in metaverse
8. practice: your start in the metaverse
9. challenges of the metaverse
10. The Future of the Metaverse

Backlist Highlight:



30 Minutes to Understanding the Metaverse
ISBN 978-3-96739-127-5



© Collin Croome



© Dan Taylor

The Next Big Thing: Business and Economy in the Metaverse

The metaverse can be thought of as the 'next generation' of the internet: one in which the real and virtual worlds will increasingly converge. Its impact is expected to be as radical as that of the internet, smartphones and social media before it – and all within the time scale of the coming few years.

The metaverse will enable us to be 'present' in our online interactions with others to a totally unprecedented extent. In this way, it will enable businesses to bring their brand, products and services to life for (potential) customers and employees and to communicate their message in a truly individualised way.

This practical guide provides a comprehensive introduction to the metaverse: its origins, the technologies that underpin it and the main providers and platforms. At the same time, the authors take a critical perspective on the subject to provide a balanced overview of the opportunities and risks.

Case studies from a variety of sectors show how reputable companies are already using metaverse technologies profitably and positioning themselves as innovative organisations.

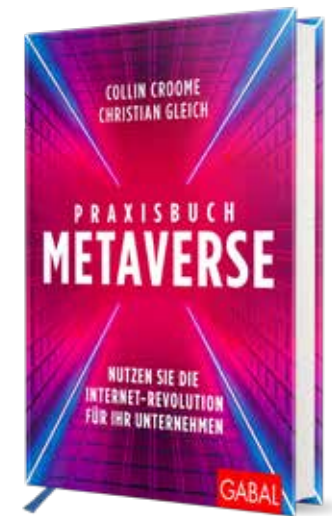
USP:

- Why entrepreneurs and decision-makers shouldn't delay in preparing for the metaverse and Web 3.0
- Virtual worlds, digital goods, avatars and crypto: the metaverse explained in simple terms and with tangible examples

Metaverse

What could the internet revolution do for your business?

Collin Croome, Christian Gleich



256 pages, hardcover
ISBN 978-3-96739-141-1

Achim Barth is a highly respected expert in all things related to the protection of personal data. Using a targeted, knowledge-based and always up-to-date approach, the multiple-certified data protection officer supports private individuals and companies in all aspects of data protection.

Stop There, Data Thief!

Who wants your data, what they want to do with it and how you can protect yourself

Achim Barth

Improve your digital literacy for a safer and more self-determined online life

For every minute that we use the internet, we leave countless digital traces behind us. We search for an address on Google Maps, we write a message on WhatsApp, a friend tags us in a photo, someone invites us to an online event, we retweet a post or read (even without liking!) an article... By now, most of us are all too aware that we leave a vast trail of data in our wake. Yet it is virtually impossible to navigate everyday life without the use of smartphones and apps. We quickly become resigned to the trade-off. It is cumbersome and time-consuming to think about every check we place in a box, especially when "Google knows everything about us anyway".

This book will encourage you to take a more critical approach to your own online behaviour. You'll learn what data collectors and data thieves are really doing with your data and what dangers are lurking today and in the future.



224 pages, paperback
ISBN 978-3-96739-130-5

USP:

- For consumers who care about their digital privacy
- Getting wise to cybercrime: how criminals steal access to our private data, and how we can stop them
- Written by a renowned expert with decades of practical experience

After completing his commercial vocational training, **Christian Schuchardt** studied business psychology part-time while working and qualified with a degree in business organisation. In 2020 he took up the role of project officer for business succession at the Chamber of Industry and Commerce in Potsdam, where he advises companies on the major challenge of generational change.

Effective Succession Planning for SMEs

Preserve knowledge, promote change, shape the future

Christian Schuchardt

Knowledge as a competitive advantage in corporate succession

When the management of a company changes overnight, chaos tends to result. Suddenly, valuable knowledge is MIA and workflows are no longer functional. Even when a change of ownership is planned long in advance, gaping gaps in knowledge are prone to emerge and to cause all manner of unforeseeable problems. The business owner and their staff must buckle in for a bumpy ride until this knowledge drain has been made good and new workflows have had chance to become embedded.

The departure of a business owner inevitably carries a risk of loss of know-how, work processes, essential contacts and knowledge assets. The regrouping process consumes valuable time that could be used to greater effect elsewhere.

All this can be avoided. This handbook offers practical assistance to senior business owners and successors to ensure that their business's irreplaceable know-how does not become collateral damage but is instead preserved and passed on. Its advice is indispensable for anyone seeking a smart and strategic way to prepare for and manage the succession process.

USP:

- Includes an introduction describing the basic types and phases of business succession and the corresponding areas of action for SMEs
- Introduces a 5-phase model of knowledge transfer that shows how succession processes can be designed and managed in an effective and sustainable way



192 pages, hardcover
ISBN 978-3-96739-140-4

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How to inspire your audience

Raffaele Sciortino

Rhetoric Is Everything

Persuade. Inspire.
Get ahead.

Lorenz Brockmann

Create and deliver professional webinars

Webinars are a fantastic medium for sharing complex information with others and building enthusiasm for you and your organisation. This book is designed to help you make the most of them. Raffaele Sciortino presents his own structural template based on the latest findings from the world of neurodidactics and, taking a workshop-style approach, guides you through the six key steps you need to follow. You'll learn how to conceptualise and visually design a webinar that's tailored to your target group and to prepare for a successful presentation. You'll also learn about the vital requirements for delivering an authentic and memorable "show".

Each step is accompanied by a range of digital bonus content such as checklists, virtual pinboards and videos, all designed to help you begin creating and delivering your own professional webinars in no time at all.



176 pages, paperback
ISBN 978-3-96739-138-1

Raffaele Sciortino holds a degree in adult education and education management and has many years of professional experience in the education sector. His company Webinaria GmbH is dedicated to the design and development of online seminars, online courses and e-learning.

USP:

- **A comprehensive handbook based on up-to-the-minute research and teaching methods**
- **Create visually appealing content: platforms, tools and visual design**
- **Multisensory learning: extensive digital bonus content to supplement the book**

The new definitive guide to rhetoric – for better outcomes in work and life

Rhetoric opens doors and facilitates professional success in virtually any field of work. Whether you're participating in contract talks, negotiations or any other type of discussion scenario, your goal is to connect with your counterparts, convince them of your ideas, inspire them with your plans and make the spark fly. This book is designed to help you achieve just that.

The book frames rhetoric not as a nebulous kind of magic but rather as the art of strategic communication. You'll learn not simply how to deliver messages to your counterpart or audience, but to convey them in a way that is conducive to success. You'll practise presenting persuasively, summarising key points, addressing counter-arguments in a targeted fashion, delivering a perfect address and bringing even difficult discussions to a satisfactory conclusion.



176 pages, paperback
ISBN 978-3-96739-139-8

Lorenz Brockmann studied general rhetoric and philosophy in Tübingen and has been working as a rhetoric coach, university lecturer, speaker and political & election campaign consultant for over ten years. He has been managing director of the Rhetorik-Akademie Tübingen since 2017.

USP:

- **Communicate persuasively in any scenario**
- **With practical tips and techniques to help you start speaking better today**

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Employees are a company's most important asset – one that must be protected against the increasing health burdens of today's working world. Such health burdens lead to illness and periods of absence, causing huge amounts of corporate and economic damage. Employee health is essential if companies are to be productive and competitive. This is where occupational health management (OHM) – the creation of systematic, sustainable and health-promoting structures and processes within companies – comes in. Good occupational health management empowers employees to take responsibility for their own health and safety and to adopt health-conscious habits and behaviours.

Hannes Schröder
30 Minutes to Effective Occupational Health Management
ISBN 978-3-96739-134-3



'Toxic' is a buzzword of the modern era, with frequent talk of toxic masculinity, toxic relationships and more. The concept is also gaining increasing traction in the professional world. A number of studies have researched the effects of toxic people in teams and, without exception, have concluded that people quit when forced to work with toxic colleagues. This is a problem, because the departure of good employees hurts companies and brings about costs.

This book explores the different forms in which toxicity in the workplace can manifest – from jealous colleagues to narcissists – and the different toxic personality types, from the saboteur to the choleric. The author lays out clear, useful strategies for dealing with toxic colleagues as well as suggested approaches for managers to adopt.

Zulfukar Tosun
30 Minutes to Handling Toxic Colleagues
ISBN 978-3-96739-133-6

Competent. Hands-on. To the point.



Content is useful in increasing brand awareness and customer loyalty as well as in winning new customers. All of this means that today, effective content marketing is a vital factor in the success of companies. But one thing is certain: while good content can be your most important brand ambassador, bad content does just the opposite.

The aim of this book is to help you get more out of your content marketing. This, in turn, requires a carefully tailored content strategy that considers how best your individual company can connect with its target groups. The heyday of traditional advertising is over, and the indirect targeting of customers via traditional media – once the norm – has long since ceased to be the most effective route.

Martin Schwarz, Christoph Moss
30 Minutes to a Great Content Strategy
 ISBN 978-3-96739-135-0



Companies and their employees must move with the times in order to stay successful. If they are to leverage the positive potential of change, they must adapt their skills to the challenges of digitalisation, home working and more. Established norms must give way to new strategies, which must in turn be embedded in the company long-term. Innovative concepts and creative ideas should be based on a common corporate culture and philosophy that define the company's values and principles. Willingness to change and flexibility will be vital soft skills of the future.

Jürgen Nowoczin
30 Minutes to Successful Knowledge Transfer
 ISBN 978-3-96739-132-9



Increased home working, virtual learning and global participants sharing virtual meetings: all of these have become integral parts of our everyday lives. Accordingly, we are constantly required to develop and implement new hybrid event formats that meet these varying needs. At its heart, the challenge of virtual events lies in merging two worlds that are wholly antithetical in nature. Many methods that work well in a physical setting have only limited utility in the virtual space (and vice versa). What, then, makes a hybrid event great? The answer is the skilful combination of technology with the right knowledge-sharing and mediation methods.

Katja Bett, Dinah Vetter, Larissa Cornely
30 Minutes to Great Hybrid Events
 ISBN 978-3-96739-137-4



Many business models will cease to be profitable in the coming years. Regional providers are being displaced by global ones, while customer needs are becoming more demanding and complex. Regional ecosystems address both these problems, with novel, collaborative business models that represent the next evolutionary stage of the economy. These forward-looking ecosystems give regions the chance to position themselves favourably in the competition for citizens, customers, businesses and local value creation and to take control of their destiny with new services and offerings. Regional companies play a central role in this process on the ground. At the same time, their own future viability depends on how they position themselves within the emerging digitalised regional ecosystem.

Carl Naughton, Corinna Pommerening
30 Minutes to a Digital Regional Economy
 ISBN 978-3-96739-136-7

The rocky road to earning your doctorate

A blueprint for self-guidance and personal responsibility

Atilla Vuran, Gunnar Seide

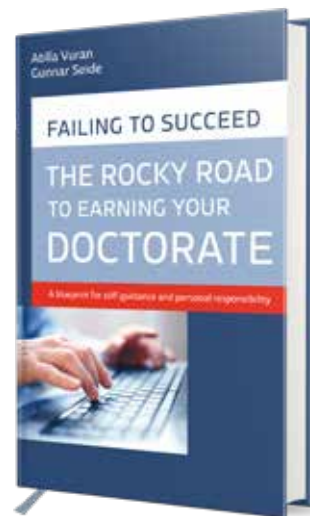
Communicating means failing

How to build communication bridges with emotional receptiveness and authorization

Atilla Vuran, Nina Harbers

It All Depends on the What For and the How

WHAT do you want to earn your doctorate FOR, and HOW? Sooner or later, many doctoral candidates have doubts as to whether the journey they have embarked on really makes sense for them, and/or want to get more out of their investment of time and energy. The solution often lies in self-guidance and personal responsibility which is where this book comes in. It offers various ideas and suggestions for how to strengthen your competency in self-leadership. What do you want to earn your doctorate for, and how? That is the central question of this book, which is aimed at doctoral candidates, teachers, university training centres, and whoever is interested in self-leadership. Lead yourself on a high level, taking full responsibility for yourself during your doctoral journey, and, going forward, as a leader in your field of expertise.



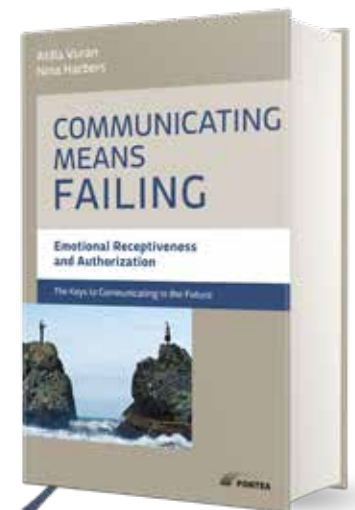
229 pages, hardcover
ISBN 9783766499509

Atilla Vuran is founder and head of Leadership Inhouse Akademie. In recent years he has supervised doctoral candidates at various university institutions. In this book, he aims to help doctoral candidates master one of the key challenges during their doctoral journey: being their own leader.

Prof. Dr.-Ing. habil. Dipl.-Wirt. Ing. **Gunnar Seide** is professor for polymer engineering at Maastricht University in the Netherlands. In previous years he worked for RWTH Aachen University where he received his PhD. Later he habilitated at RWTH and established a research group with more than 30 PhD candidates that he supervised. In this book, he aims to help doctoral candidates on their way to earning their doctoral degree.

Conscious perception and principles of emotional receptiveness.

In this digital age, successful communication has become more important than ever. But why do we fail so often in our conversations? Why do so many misunderstandings arise? Our experience shows: The focus in conversations is too often solely on the content. The exchange can only be successful if we and our counterparts are also emotionally receptive and we give each other the authorization to communicate. Learn how to lay the foundation for successful communication in order to better understand other people, convince them effectively, inspire them to act and lead them. After having read this book, its contents will accompany you constantly whether in private or in business discussions, listening to or giving presentations or while writing emails independent of the context and across generations.



420 pages, hardcover
ISBN 9783766499639

Atilla Vuran is founder and head of Leadership Inhouse Akademie. In recent years he has supervised doctoral candidates at various university institutions. In this book, he aims to help doctoral candidates master one of the key challenges during their doctoral journey: being their own leader.

As an engineer, **Nina Harbers** was repeatedly confronted with the fact that well-founded specialist knowledge is not sufficient to effectively convince and guide people: Receptiveness and authorization are the key factors. She is an experienced executive trainer for companies, institutes and universities and leads train-the-trainer courses at PONTEA AG.

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