RIGHTS LIST
FALL 2017
Dr Sylvia C. Löhken is an author, speaker, and coach. As an expert for introvert communication, she helps her clients develop their very own conditions for both work and life in general. Sylvia looks back on a broad spectrum of experience in both research and research administration. As a former manager in a large international organisation, she is familiar with the contexts her clients work in – politics and administration, business and research, as well as management and consulting.

WHO DO YOU WANT TO BE?

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

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

Where is your journey going to go? The path to the answer is simultaneously both easy and difficult. We have more freedom to design our lives than ever before. Free rein to design your life? It is precisely the openness of our life plans – the wide range of inspirations for how we want to live our lives to be – that make decisions about our lives so difficult. Once you have read it, this book, that’s when things get exciting: then, you’ll be able to put into practice in your own life what you have recognised as being right. You’ll see it’s not necessarily about dropping everything and re-inventing yourself in a spectacular fashion; rather, it is much more interesting for you to unlock the potential in your own character and allow it to develop.

WHY IT WILL SELL

- Introverts make up 50 percent of any population.
- The quest for ourselves, to find our own place in life, is deeply rooted in us. We live in times that allow us to ask for personal development and fulfillment.
- This is the very first book on the market that is dedicated to a happy introvert life.

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

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

Quiet Person – Happy Life is the introverted sibling of Quiet Impact: It is directed to the inside. The questions behind the book are big ones:
- What is a good life for me as an introvert?
- And how do I get this life?
- How do I thrive instead of just coping and surviving somehow?

The answers include two things:
1. A glance at what makes introverts so special.
2. Very concrete, clear and encouraging instructions on how to use these advantages in daily life.

The path to personal maturity is perhaps the most exciting journey you can take. You have this one, wonderful life to live, with a unique blend of characteristics that only you possess in this particular combination. Allow them to bloom!
Inner stability requires a balanced life. A balance between our professional and private lives is necessary for the achievement of happiness and fulfillment and therefore as a basis for resilience and stability. Inner stability is the ability to keep your life in balance, manage stress, avoid burnout and strengthen your inner resistance.

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

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

**WHY IT WILL SELL**

- The book presents various practical and easy-to-use tools and tips, all of which are designed to help us achieve better inner stability
- A highly comprehensive guide covering all essential areas of our professional and private lives: job & career, family & friends, health, purpose & culture
- Practice-oriented, with numerous tests and exercises
- Marco von Münchhausen is an expert on living a successful and fulfilling life

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

**WHY IT WILL SELL**

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

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Willpower has the greatest impact on a successful life of all possible factors. Numerous studies have shown: Compared to other factors, willpower has more influence on professional and personal success than intelligence. People who use their willpower wisely, live happier and healthier.
Actually, things are going very well – at work, with the family, with friends. Actually, we have no reason to whine. That’s the truth. But viewed in quiet moments, a grey fog often seems to suffocate our lives. Nothing truly gives us joy any more. How can we regain happiness and a sense of levity in our everyday lives? How can we manage to see the blue of the sky in moments of profound despair? What can we learn from times of crisis?

Patricia Küll shows what is important: to recognise who you are and what you expect from life and to work on yourself with discipline.

For happiness does not fall from heaven – we ourselves can actively shape it.

WHY IT WILL SELL

- 17 rules for happiness that anyone can apply to their own everyday life – professionally and in private
- Stories to show how – even in spite of the worst strokes of fate – you can enjoy your everyday life
- Each chapter ends with an exercise
- Informal, engaging style of language
- Numerous concrete tips for everyday life

Patricia Küll teaches seminars and lectures on the topics of happiness, self-management and stress management. She is a member of the German Speaker Association (GSA) and has a lecturing post in the Department of Social Sciences at the University of Koblenz, where she has also been responsible for initiating research on topic of satisfaction. The results are incorporated into her work.
When conflicts occur between the sexes in everyday life, they’re often reduced to notions of the “typical woman” or “typical man”. But what’s really going on?

In his new book, Kishor Sridhar demonstrates – in a well-founded and to-the-point manner – that from a behavioural psychology point of view, the “typical man” and “typical woman” do not actually exist; it’s much more a question of feminine and masculine behaviours, which occur regardless of the biological gender of the person in question.

This book is about uncovering feminine and masculine psychology. Whether we are biologically male or female, there are feminine and masculine aspects in all of us – even though they may manifest themselves in different ways.

The book reveals how these patterns can be recognised and how clear, tried-and-tested methods can be applied to facilitate better cooperation: from teamwork and meetings to employee appraisals and sales work. These exciting ideas are ones we can and should be putting into practice today.

Testimonials
- “The days of clichés have come to an end. Kishor Sridhar shows us what makes us tick and how we can use our true strengths. Well-researched, exciting and practical!” Heike Henkel, Olympic high jump champion
- “Absolutely recommended! Kishor Sridhar not only gives clear practical tips for better cooperation, but for completely new ways of thinking and working!” Dr. Veit Etzold, Spiegel bestselling author

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

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

Gradually, they open his eyes as to what is really important in life.

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

BESTSELLER
Whether you want to realize an ingenious business idea, host a cool event, develop a new app or even become a surfing instructor – this book helps you to see opportunities, ideas and potential, where others only find problems and obstacles. The book provides countless ideas for getting your next big project underway.
Follow your inner voice – and make yourself heard

“Only one who listens to their inner voice and looks to their own horizon can be successful and happy. (...) And one who is courageous enough to go their own way and aggressively defend it.”

We communicate now more than ever before. And yet, we are strangely speechless: millions upon millions of tweets, posts and likes sit in stark contrast to a profound lack of direction, clarity and composure – not only at an individual level, but a societal one. Between prolonged chatter and hush, between loquaciousness and resigned silence, it is more important than ever to follow our inner voice and make it heard to the outside world. Our inner voice is our guide in life. It shows us our horizons, providing us the direction we need to live our lives in a self-determined way. This requires courage: courage to find our inner composure, and courage to fight for it.

It is only when we succeed in following the clarity of our inner voice that we can lead the happy, self-determined lives of integrity we so desire - and thus attain clarity and direction as a society.

Peter Holzer
studied business administration and business informatics in Auckland, New Zealand and Chicago, USA. After finishing his studies – and at just 24 years of age – he was responsible for the marketing of a private equity fund for SME financing. Today, he is sought out by executive boards and management teams as an implementation advisor for change projects. His customer base consists of a number of ambitious medium-sized companies and DAX corporations. In addition to his work as an advisor and lecturer, he also teaches at the Business School of the St. Gallen Management Institute (SGMI).
“The product of reflection is innovation. Bernhard von Mutius has described what it takes to achieve this.”

Wolf Lotter in “brand eins”

Mindset, not tools

A phantom is moving in Europe: disruption. Our world has become uncertain. It’s not only in the world of business that innovative start-ups are calling into question conventional business models (and thus the existence of established companies); in the social and societal realm, too, we are experiencing serious upheavals, the transition of our old world to a new one. This is about much more than simply the digitalisation of various areas of our lives: it’s about the foundations of our economic and social life itself.

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

- What’s needed is a creative revolution in all areas of our society – nothing more, nothing less
- Sharp analysis of the contemporary world in which we live
- Renders a highly complex topic amongst top experts and thinkers in clear, understandable language
- A highly topical and exciting work on the economic and social upheavals of our time
Let’s be honest: inside every leader lurks a tiny temptation to take the easy way out

In his new book, Lars Schäfer portrays the digital transformation of the sales industry in a positive light and illustrates the chances and opportunities it offers. Despite all of the technical progress, he argues, selling is still mainly about trust and human relationships - in the digital world more than ever. It comes down to the seller; it comes down to the individual.

“Lars Schäfer starts out where many trainers have already stopped, focusing on the customer’s emotional decisions rather than on ‘numbers, data, facts’ – highly recommended!”
Jens Schlüter, emandu Communications

“Lars Schäfer is regarded as a leading expert on emotional selling.”
Rhetorikmagazin

WHY IT WILL SELL
- A journey through history and a glimpse into the future of the sales industry
- A guide for emotional selling in digital times
- A plea for the individual as a success factor
- How has digitalisation changed the sales industry, and how will it change it in the future?
- A book for sales practice containing concrete examples and tips for direct implementation

Courageous leaders with clear ideas and messages have a decisive role to play in companies: their conduct determines the success or failure of change processes. They influence the motivation and performance of employees and the business’s commercial success. What a mammoth task!

In order to be successful in the complexity of our VUCA world (volatility, uncertainty, complexity, ambivalence), companies need people who can contribute actively with their opinions, think laterally out loud, question decisions and create synergies. Courageous leaders are the key to success, the engine for development, the prerequisite for change.

Using numerous examples from her many years of practice in the leadership development field, Nicole Pathé analyses why a culture of cowardice is so prevalent in business – and shows what’s needed to establish a culture of courage in its place.

WHY IT WILL SELL
- How to gain and maintain the trust of your employees through clarity and courage
- How to establish a genuine culture of courage in your organisation
- With numerous examples from the expert author’s many years of experience in the leadership development field
The “command and obey” maxim has run their course in the modern corporate world. But how is one to get people moving? How is one to exert influence without applying pressure? A fundamentally new kind of communication is needed: enabling, not controlling; empathic, not pressuring; considered, not ad hoc.

Through studying commonly encountered leadership situations, you’ll learn six practical tools for communicating with your employees and colleagues in a manner that persuades, enables and demonstrates appreciation of worth, enabling you to obtain positive results from even difficult conversation scenarios.

**WHY IT WILL SELL**
- A plea for a clear and fair style of leadership
- Six contemporary management communication tools based on specific practical examples and commonly encountered management scenarios
- The book focuses on a manager’s attitude towards their employees
- The topic of “new leadership” is considered from a communication perspective
- Scientifically proven tools based on findings from brain research and psychology

Dr. Bernhard Cevey is a management consultant, trainer and CEO of CEVEYGROUP, an international consulting firm with locations in Europe, Asia and North America.
Those who ask questions, win

This book is all about questions. It deals with questions that are relevant to sales talks and other day-to-day sales scenarios. In it, you’ll learn why questions are so important and how you can use them meaningfully. You’ll reflect on how you ask questions and how you could improve your technique. You’ll also learn about the patterns present in question strategy and how you can apply them to different situations.

- 400 tried-and-tested questions for each phase of a sales talk
- Developing a question strategy, creating a checklist, expanding your repertoire
- Successful closing through improved understanding of customer needs

The handbook for design thinking practice

This reference work provides a concise overview of all relevant techniques and methods and is underpinned by specific case studies. All contents are derived directly from practical experience in the field, with a focus on business consulting!

This book is for those who already know the basics and are able to partially apply them. The experiences and insights that underpin it come from more than ten years of daily management consulting, workshops and training sessions.

Design thinking expert Ingrid Gerstbach compiles 77 tried-and-tested tools for everyday work using the design thinking process. Clearly laid out and structured, it explains the key activities in each process step and describes in detail how and when the process can be applied in projects.

There is only one rule – and that rule is: Set your OWN goals!

This book aims to motivate you to set concrete goals for your life. Too often, we seek to meet the expectations of others rather than looking for answers in ourselves. We jump from option to option, hamster wheel to hamster wheel, rather than pause and answer the following vital questions: Where are we going? And what do we really want?

This book will guide you to YOUR goals by means of texts, questions and exercises. It will help you to recognise your current wishes and needs and translate them into concrete goals – for even your clearest goal will remain a dream for as long as you do not put it into practice!

A collection of ideas and instructions for creative flipcharts

It’s possible for anyone to create skilful, creative flipcharts! In addition to a concise introduction to the different building blocks of visualisation, Brigitte Seibold offers an inspiring collection of flipcharts for a wide range of situations: from the welcome address, agenda, objectives and personal introductions to topic archives, feedback and process visualisation. This rich collection of ideas contains suggestions for all the relevant phases of training sessions or workshops.

- Concise practical instructions and exercises serve as an introduction to the techniques
- A treasure chest of ideas and templates for trainers and facilitators

Franziska Brandt-Biesler
Selling and Persuading with Questions
The Best Questions for Successful Sales Talks
152 pages
978-3-86936-804-7

Ingrid Gerstbach
77 Tools for Design Thinkers
Insider Tips from Design Thinking Practice
340 pages
978-3-86936-805-4

Anke Fehring
Those Who Have Goals Will Arrive at Their Destination
A Self-coaching Book for Anyone Seeking to Take Their Journey Into Their Own Hands
184 pages
978-3-86936-806-1

Brigitte Seibold
Designing Flipcharts
Creative Ideas for Training Sessions
184 pages
978-3-86936-807-8

The GABAL Whitebooks present practical knowledge for professional and personal success. Implementation-oriented, pragmatic, reader-friendly.
Sound expertise summed up in a practice-oriented and easy-to-understand format

Our 30 Minute books help busy people develop their personal and professional lives by closing gaps in their knowledge in a short period of time. Each book contains five chapters that deal with various aspects of a particular topic and present you with concise, well-founded information that you can absorb in a short time.

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.

In this guide, you’ll learn how empathy works, how to create optimal conditions for your own empathic behaviour, how to make a positive impact on the most difficult of situations and how to maximise the quality of your dealings with others. Charm those around you with empathy!

Sabine Hülser
30 Minutes to Empathy
96 pages
978-3-86936-814-6

In this guide, you’ll learn how to develop inner strengths. You’ll also learn about the mental training techniques that help you achieve your goals, get the best out of your time and deal with the fear of failure, enabling you to face life with greater strength.

Markus Herrig
30 Minutes to Mental Training
96 pages
978-3-86936-815-3

In this guide, you’ll learn how to analyse your situation alongside your team with the help of selected methods, formulate an engaging vision and develop a promising strategy. Ask the right questions and derive clear strategic goals to chart the right course for your business success and review this course regularly!

Stefan Pastuszka
30 Minutes to Creating a Strategy
96 pages
978-3-86936-809-2

In this guide, you’ll learn how to recognise, familiarise yourself with and meaningfully use high sensitivity as a resource. What’s more, employees and employers will receive tips on how to find a suitable job and how to design and maintain their work environment in an achievement and strengths-oriented fashion. Reclaim what makes you special!

Elke Wagenpfeil
30 Minutes to Career Reorientation
96 pages
978-3-86936-812-2

In this guide, you’ll learn how to present yourself effectively and authentically using your clothing, create accents by means of appropriate colour selection and thoughtful use of accessories and present yourself professionally in the virtual realm. Be aware of the signals you’re sending and seize the chance to make a good first impression!

Petra Waldminghaus
30 Minutes to Your Appearance as a Factor for Success
96 pages
978-3-86936-811-5

In this guide, you’ll learn how to determine your current professional situation, explore your skills, interests and values, define a new target course and plan your first steps towards a new professional future.

Sabine Hülser
30 Minutes to High Sensitivity in Your Professional Life
96 pages
978-3-86936-810-8

In this guide, you’ll learn how to determine your current professional situation, explore your skills, interests and values, define a new target course and plan your first steps towards a new professional future.
May I introduce:

Madame Missou

Madame Missou understands me! She gives me advice for my everyday life, on matters like chaos management and multitasking – yet she also spurs me to think about the overriding issues that concern me:

- How can I become more self-confident?
- What path will lead me to find more inner balance?
- What can I learn from my dreams?

And the best thing is that Madame Missou meets me at eye level. Her life experience means that she’s not easily rattled, and I benefit from her pragmatic view of things. Basically, we’d all love to be a bit like her – both feet planted firmly on the ground, actively shaping her own future, enthusiastic, honest with herself and with others … and always ready for a laugh!

Life is far too short to sit around moping!

A coffee stain on a fresh blouse, a car that won’t start, a stubbed toe – un jour catastrophique! But life is far too short to sit around moping! I will show you 15 small tricks to bring back your radiant smile! And you will be soon spending more of your everyday life in good moods!

Madame Missou is in a good mood
104 pages
978 3 86936 784 2

Say goodbye to chaos!

Is chaos beautiful? Or is a cluttered house the sign of a cluttered mind? In any case, what is certain is that new thoughts need space to unfurl – and that a beautiful home is the best haven in the world. With a few little tricks, you can once again become the mistress over your own realm – and I’ll show you just how to accomplish this!

Madame Missou tidies up
120 pages
978 3 86936 785 9

Radiate from within!

There are some people who are simply radiant – they seem totally contented and cast a spell over everyone. Are they lucky? No – they’re probably just self-confident. And self-confidence is something that a woman can learn. In this book, I’ll fill you in on my best tips and tricks for leading a self-determined life.

Madame Missou is self-confident
112 pages
978 3 86936 786 6

It’s perfectly okay to look out for yourself every once in a while

Raising children, running a household, working, hobbies, and more – everyday life can quickly degenerate into stress for a woman! She ends up rushing from point A to point B without paying attention to her conversations, without really savoring her dinners, and without the proper focus on the things she has to get done – and then simply flops into bed at the end of the day, completely exhausted. I know this all too well, and I also know just the remedy – living mindfully is the order of the day!

Madame Missou is mindful
112 pages
978 3 86936 787 3

Live healthy, live longer!

Superfoods, low carbs, and gluten-, lactose-, and meat-free diets – oh, who can be bothered to keep up with it all? What is missing in your life – is it highintensity exercise, feng shui, or just simply sleep? I’m on a mission: To live a happier and healthier life, starting immediately. And I invite you to join along – and benefit from my experience.

Madame Missou lives a healthy life
128 pages
978 3 86936 788 0

How to be confident in any situation!

Perhaps your downright silly question was revealed as such, and you wish the ground would just open and swallow you whole? Or maybe someone spoke to you in an impertinent manner, and you were simply left speechless in anger? Enough with that! I’m quite familiar with situations like these – and I also know just how you can really leave your mark. In this book, I’ll reveal to you all of my best tricks for having a quicker wit.

Madame Missou has a quick wit
120 pages
978 3 86936 789 7
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