

RIGHTS GUIDE

FALL 2024



Career & Success

Personal Development

Business & Management

GABAL

NEW BOOKS FALL 2024

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Thomas Mathar - The Path to Happiness and Prosperity in a 100-Year Life



Tips for a Good Savings Plan

- 1. Minimize Costs.** Choose low-cost savings plans and ETFs that mirror broad market indices. Ensure ongoing costs are low (not exceeding 0.3%).
- 2. Invest Regularly.** Maintain a long-term vision and consistency. Resist frequent portfolio checking to avoid impulsive decisions driven by market fluctuations.
- 3. Diversify.** Diversification is crucial in long-term financial planning. While stock market investments build wealth, consider tangible assets like real estate for additional financial stability, despite controversies in high-cost areas.



Good to Know!

What the 100-year life means for us: Increasingly longer lives require us to rethink the courses we chart for our lives. They mean a new focus on work, active retirement and personal development across the age boundaries by which our lives have traditionally been organised

With a foreword by Dr Daniel Crosby, behavioural scientist and New York Times bestselling author of "The Laws of Wealth".

With illustrations by Luisa Rachbauer and numerous practical examples

Backlist Highlight



Thomas Mathar
Financial Wellbeing
 10 money and mindset building blocks for a crisis-proof, hap...
 ISBN 978-3-96739-158-9

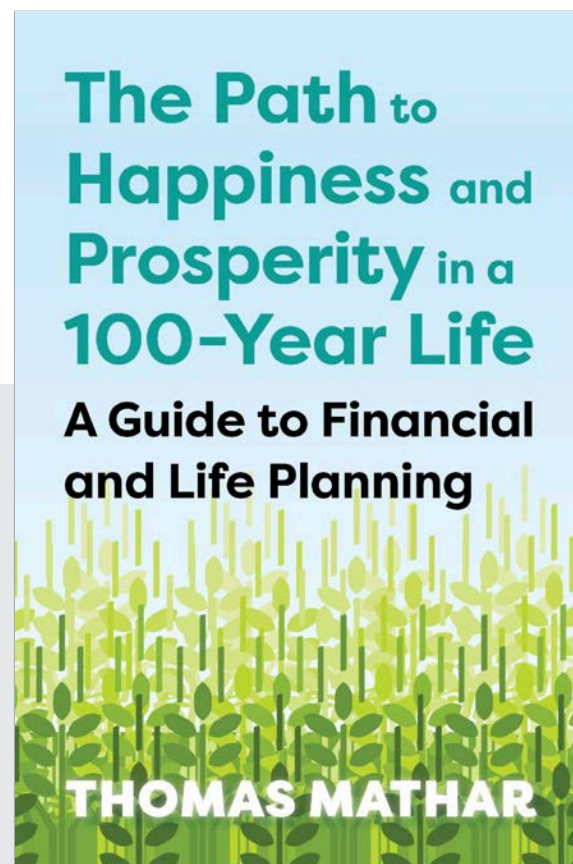
- More than just a financial manual: Thomas Mathar explores the challenges of the age of longevity from an anthropological and personal perspective
- New rules of thumb for your personal (financial) planning – explained in an accessible and actionable way
- How we're all getting older (and older): the rise and rise of average life expectancy

In the past, life typically followed a linear course: we learned, we worked, we retired. Today things are different. As well as being far more numerous, the stages of our lives are no longer predetermined. We start with an apprenticeship, perhaps, and go on to work several different jobs in succession. We change careers. In the meantime, we keep learning, we take time out (or are forced to take time out), we raise families and cope with challenging times. Retirement, which often comes later than it did, is increasingly experienced as a phased transition rather than a cut-and-dried end to working life.

This modern way of living presents us with financial and psychological challenges. With these in mind, this guide shows us how to make better decisions for a long and fulfilling life – not merely one that is financially secure for today and tomorrow, but one that is abundant with meaning and joy. At the core of the book is an approach that combines skilful financial planning with the right money mindset and high emotional intelligence.

Dr Thomas Mathar has led the Centre for Behavioural Research at Aegon UK since 2017. At Aegon, one of the UK's leading providers of investment and financial services, he conducts large-scale studies into the instincts, motivations, skills and environmental factors that result in or prevent people from making better long-term life and financial decisions.

Dr Mathar holds a PhD in European ethnology from Humboldt University in Berlin and went on to undertake additional study in behavioural economics at the London School of Economics. Known by UK colleagues and audiences simply as 'Dr Tom', the doctor of anthropology is increasingly well-known in German-speaking countries as a speaker, trainer and podcast guest.



Thomas Mathar

The Path to Happiness and Prosperity in a 100-Year Life

A Guide to Financial and Life Planning

192 P. | 22,5 x 14,8 cm | Softcover

ISBN 978-3-96739-210-4

Genre:

BUSINESS & ECONOMICS / Personal Finance

Nicole Thurn - 13 Super Skills to Change Your (Working) Life Forever

Courage to change



... or how you start a revolution with everyday heroism, when you have the power of an **amoeba** and the courage of a **mouse**

Reflection Questions: your Courage and you

When have you been courageous in your life so far? When has your courage changed something for the better?

How do you feel before you act courageously? And how do you feel afterwards?

What courageous thing have you done today / this week?

Good to Know!

Based on the latest scientific findings

Inspired by the insights of philosophy and anthropology

Narrative-reportage storylines, short interviews, interdisciplinary knowledge bites and inspiring success stories

Reflection section with simple exercises

With a foreword by Ali Mahlodji: impact entrepreneur, author and co-founder & CEO of futureOne, an international technology, media and personal development company

- Out with a passive existence that's determined by others; in with self-realisation without limits
- Finding the right mindset to master the challenges of tomorrow
- Get to know (or learn) the right skills and how to use them

How can I take back control of my health when I rely on apps to tell me when sleep and when to exercise? How do I stay focused in an age of constant distractions? How can I organise my working world the way I like it, even if I report to others?

Author Nicole Thurn invites you to break free of frustrating habits and outdated structures and transcend the invisible boundaries you previously obeyed. Learn how to stop planning and start experimenting with what serendipity can teach us. How do we communicate with people who disagree with us? What do we do when AI is the new know-it-all colleague who wants to take our place? How do we find ourselves and the life that suits us without losing ourselves in the quest for endless self-improvement?

In this book, discover 13 'super skills' for an improved mindset, resilience, flow, agility, assertiveness, emotional intelligence, connection with others, integral communication and co-creation – and experience altogether more fulfilment and joy in all aspects of your (working) life.

Vienna-born **Nicole Thurn** spent almost a decade at a major Austrian daily newspaper, including seven years as a career and business journalist, before going freelance in 2017. She had founded NewWorkStories.com – a virtual magazine focusing on personal and organisational development in the new world of work. Today Thurn works as a freelance journalist and independent communications consultant dealing with a full spectrum of topics around new work. She has also written for the media company WEKA-Verlag and Red Bull's Innovator platform.



Nicole Thurn
13 Super Skills to Change Your (Working) Life Forever

...and find yourself without getting lost in the quest for endless self-improvement

200 P. | 22,5 x 14,8 cm | Softcover
 ISBN 978-3-96739-205-0

Genre:

Advice on careers and achieving success

Stephen R. Covey - Self-Leadership

“In a world of challenges, busyness, and daily constraints, effective self-leadership is key to living a self-directed and fulfilling life.”



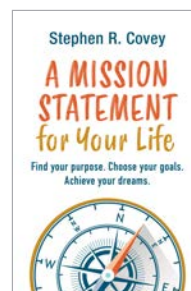
Good to Know!

From management pioneer and globally bestselling author Stephen R. Covey (over 50 million books sold worldwide!).

Features a self-leadership concept based on Stephen R. Covey's international bestseller *The 7 Habits of Highly Effective People*, one of the most important books ever written on professional success, personal development and happiness.

Presents original ideas from Stephen R. Covey's lectures, seminars and workshops in book form for the first time.

Backlist Highlights



Stephen R. Covey
Stephen R. Covey's A Mission Statement for Your Life!
 Find your purpose. Choose your goals. Achieve your dreams.
 ISBN 978-3-96739-148-0



Stephen R. Covey, Oliver Kannapin
The 4 Leadership Strategies of Effective Leaders
 Chart the course to success in unpredictable times
 ISBN 978-3-96739-142-8

- A holistic concept for effective self-leadership from world bestselling author Stephen R. Covey
- Interactive self-leadership training in book form, with tests, checklists, questionnaires, exercises and practical hacks
- An inspiring and practical companion for getting out of autopilot mode and taking charge of your professional success and personal happiness

Do you often find yourself running on autopilot, treading water in the sea of the day-to-day grind? Covey's habits for effective self-leadership can help you retake the wheel and chart a course for greater self-efficacy, ease and joy in life.

Whether at home, at work or anywhere in between, successful self-leadership lives and dies on consistent action. Good intentions alone are not enough. This is precisely why this concept of self-leadership from world bestselling author Stephen R. Covey is no 'ordinary' guide. Structured as a holistic self-study programme, it fosters readers' development with a range of practical elements such as tests, checklists, questionnaires, exercises and actionable tips. Together with Covey's insightful principles, these practical prompts motivate you to discover your strengths, realise your full potential, pursue your goals with passion – and finally lead the life you've always wanted.



© FranklinCovey

As a multi-million bestselling author of self-help and business classics, **Dr Stephen R. Covey** sought to enrich readers' lives with timeless principles of effectiveness for their personal and professional challenges. His ground-breaking work *The 7 Habits of Highly Effective People* offered a compelling, logical and clearly defined approach that changed the way people dealt with their problems. It is considered the most influential business book of the 20th century. In total, Covey has sold more than 40 million books in 50 languages.



Stephen R. Covey

Self-Leadership

7 habits for a fulfilled, self-determined life

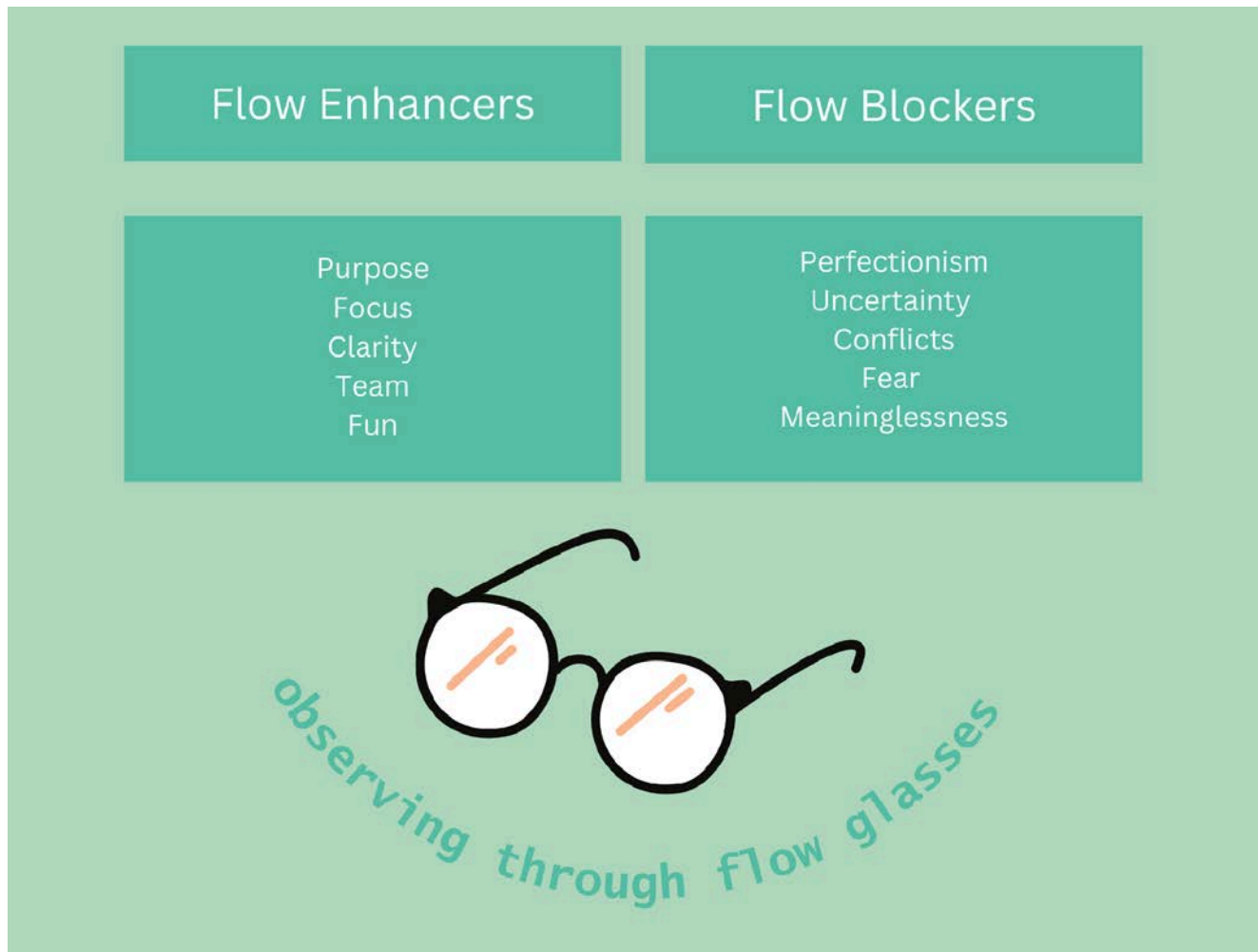
176 P. | 22,5 x 14,8 cm | Softcover

ISBN 978-3-96739-206-7

Genre:

SELF-HELP / Personal Growth / Success

Burst/Schnetzler - Collaboration in Flow



Good to Know!

Discover the power of flow — a state where we are fully immersed in activity, feeling both focused and relaxed

Working in flow turns barriers into bridges and obstacles into ladders, enabling teams to overcome challenges creatively and efficiently

Elevating teamwork by asking a simple yet powerful question: How do we bring flow into it? This mindset fosters a more connected and productive work environment

- Collaborate efficiently with ease
- The ultimate toolbox for achieving Flow at work
- Finding Flow - How can we make purpose work every day

“Teams that work together efficiently and with ease can change the world.”

Unfortunately, we know that the implementation of this ostensibly simple idea is as challenging as its promise is appealing. Lone wolves, the paralysis of perfectionism, stalled projects and jostling hierarchies all too often make sure of this.

But what if a single question could radically simplify your collaborative efforts?

Whether you're an intern or a team leader, authors Laurent Burst and Nadja Schnetzler invite you to experiment with the question “How do we find flow?”. Applicable across all areas of collaboration, this simple prompt instantly creates a clear focus and helps to set things in motion.

The book presents 10 user-friendly practical tools to help you answer the question effectively and optimise your own workflow as well as that of your team, project or organisation. Tested in practice by over 3,000 people to date, the 10 tools are already being used with success in companies of all sizes.

Laurent Burst and **Nadja Schnetzler** have been exploring the themes of collaboration, purpose and innovation for 30 years. They themselves first collaborated via Switzerland's BrainStore, the first organisation to systematically address the disciplines of idea generation and innovation and to develop ideas for companies on the Fortune 500 list using a custom-developed process. Between 2015 and 2018, Burst and Schnetzler co-founded the magazine 'Republik', whose independent, 100% reader-funded journalism stands as proof that a different business model in media is possible.



Nadja Schnetzler, Laurent Burst

Collaboration in Flow

10 tried-and-tested Tools to bring Flow to your Teams, Projects and Organisation

192 P. | 22,5 x 14,9 cm | Softcover

ISBN 978-3-96739-201-2

Genre:

BUSINESS & ECONOMICS / Decision-Making & Problem Solving

Jutta Portner - Virtual Negotiation



25 researched and prepared tips



Interviews



Deep dive suggestions



Self-Assessment checkpoints



Links to quick and compact resources



Reading material suggestions

Good to Know

Virtual negotiation has established itself as a crucial component of our everyday business practices. Invest in this competence and adopt a positive attitude

Researchers have found that people in video conferences pay increased attention to micro-expressions and eye movements to interpret non-verbal cues

How virtual negotiators deal with stressors professionally without falling victim to "Zoom fatigue" - exhaustion often associated with prolonged video conferencing

With graphics and interviews

Backlist Highlight



Jutta Portner
Better Negotiating
 Your Training Book for Business and Private Life
 ISBN 978-1-5320-1367-6

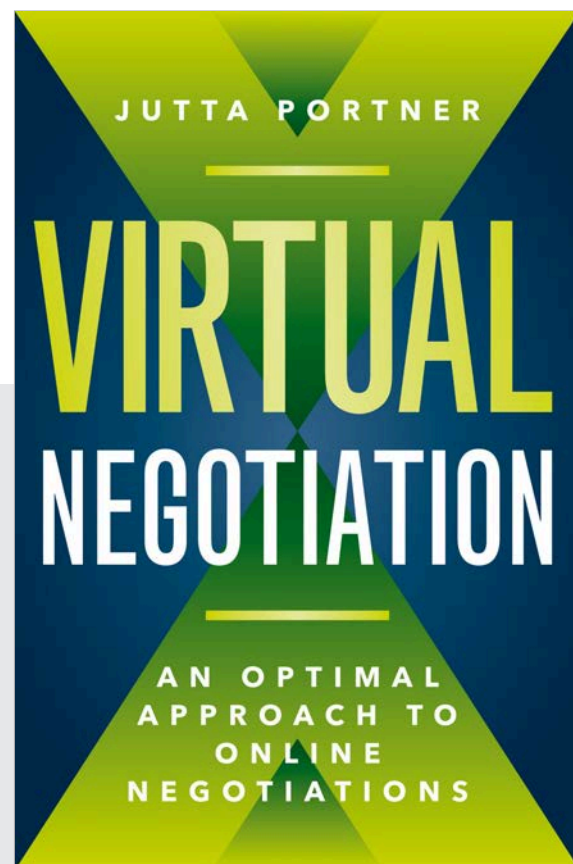
- Practical guidance with best-practice examples for confident, successful virtual negotiation
- Learn to read digital body language and close deals more effectively, even through a screen
- Boost your online charisma and influence with proven techniques for virtual negotiations

Negotiating online brings its own set of challenges. For new and experienced negotiators alike, the new brand of negotiation brings an array of unwelcome uncertainties. Most organisations still lack expertise.

Did you know, though, that major corporations are already concluding billion-dollar deals via MS Teams and similar tools? Remote negotiations aren't going anywhere – not least because of the savings they facilitate on travel time and expenses. In this new book, you'll learn to adapt your techniques to remote negotiating and deal with emails, phone calls and technical disruptions that interrupt the flow of the call. You'll gain confidence in handling adverse developments and master this core skill with aplomb.

Authored by negotiation expert Jutta Portner, the book is aimed at all those for whom negotiating is no longer merely an in-person exercise. Follow her advice and become a virtual negotiation pro!

Jutta Portner is the founder and CEO of C-TO-BE. THE COACHING COMPANY, specializing in negotiation leadership and consultation. As a business coach and management trainer, she works with international companies such as Daimler, Volkswagen, Siemens, Telefonica, Airbus, among others, conducting negotiation training for executives worldwide.



Jutta Portner

Virtual Negotiation

Make a success of remote negotiations

22,5 x 14,8 cm | 208 P. | Softcover

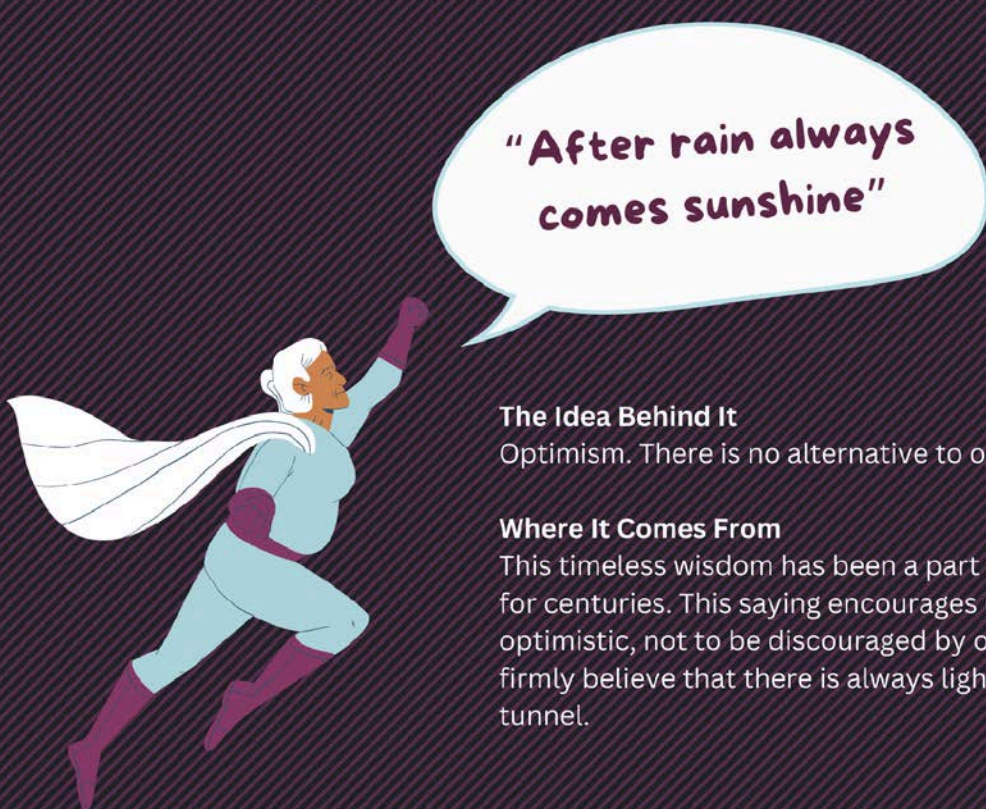
ISBN 978-3-96739-220-3

Genre:

Business negotiation

Baumgartner/Mandel - Want to Be a Great CEO? Just Ask Grandma

Learning from grandma means learning from the best!



"After rain always comes sunshine"

The Idea Behind It

Optimism. There is no alternative to optimism. Period.

Where It Comes From

This timeless wisdom has been a part of human culture for centuries. This saying encourages us to remain optimistic, not to be discouraged by obstacles, and to firmly believe that there is always light at the end of the tunnel.

Good to Know!

Granny as a leader

How do employees thrive, stay with the company, and grow? How can employee recruitment and retention work? Positive Leadership is the answer!

A plea for virtues that are often overlooked: love, patience, wisdom, as well as diligence, duty, and the willingness to set aside your ego.

Revives old sayings, proverbs, and stories we grew up with, in connection with modern management and leadership concepts.

- █ The case for common sense: Why the skill inherent in all of us is the one we really need to thrive in turbulent times
- █ Lead with more positivity and more humanity – and enjoy more success
- █ Inspired by the authors' shared philosophy: 'Be professional, stay human'

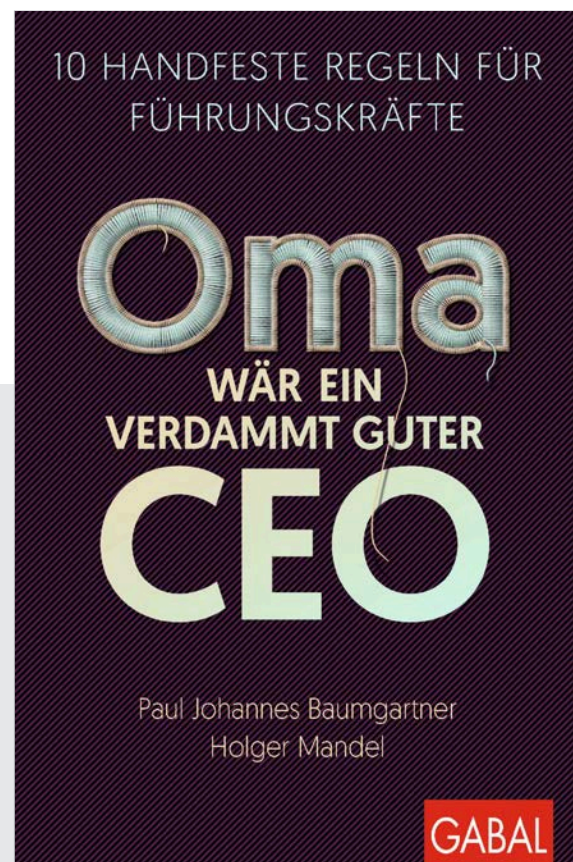
Managers are subject to a constant barrage of well-meaning advice on how to motivate their teams and retain employees. The problem is that this advice rarely, if ever, brings us closer to our goals.

To learn from the best, we must turn to our grandmothers - the people who always knew exactly what to do. Through wisdom such as 'Do unto others as you would have them do unto you' and 'After rain comes sunshine', they taught us the importance of timeless values like respect for others and a can-do attitude.

Starting from this unique premise, *Want to Be a Great CEO? Just Ask Grandma* serves as a business guide with difference. Without finger-wagging or preaching, the authors revive 10 time-honoured sayings, proverbs and virtues and weave them skilfully into the contemporary management and leadership context.

Paul Johannes Baumgartner is a pre-eminent figure in the field of positive leadership, an author of several books and a speaker known for fresh, rousing talks and seminars that connect with their audience. In 2002 he established PJB Kommunikation, a consultancy specialising in employee motivation and customer loyalty. As a speaker, consultant and trainer, Baumgartner's client base includes respected names such as Audi, Miele, Microsoft, REWE and BMW.

Holger Mandel looks back on a successful 30-year career in leading international companies, including a stint as board member at then-DAX-listed MAN Truck & Bus and tenures at household names like Caterpillar, Volvo and Volkswagen. He is recognised for his holistic approach to leadership combined with extensive expertise in the areas of sales, aftersales, purchasing and financial services.



Paul Johannes Baumgartner, Holger Mandel
Want to Be a Great CEO? Just Ask Grandma
 10 time-honoured rules for leaders
 168 P. | 22,5 x 14,8 cm | Softcover
 ISBN 978-3-96739-200-5

Genre:
 BUSINESS & ECONOMICS / Leadership

Fabian Hänle - Secrets of China's Success



Good to Know!

Illustrates the real-life impact of China's rise on the global economy through a variety of autobiographical recollections from the author plus insightful interviews with top international entrepreneurs.

From an author trusted by clients including ERGO Insurance, SIEMENS, Santander, ebay and many more.

- New English-language edition focusing on the practical implications of China's rise for the Western economy
- Think outside the box: Help your business learn from the best practices of the global market leader

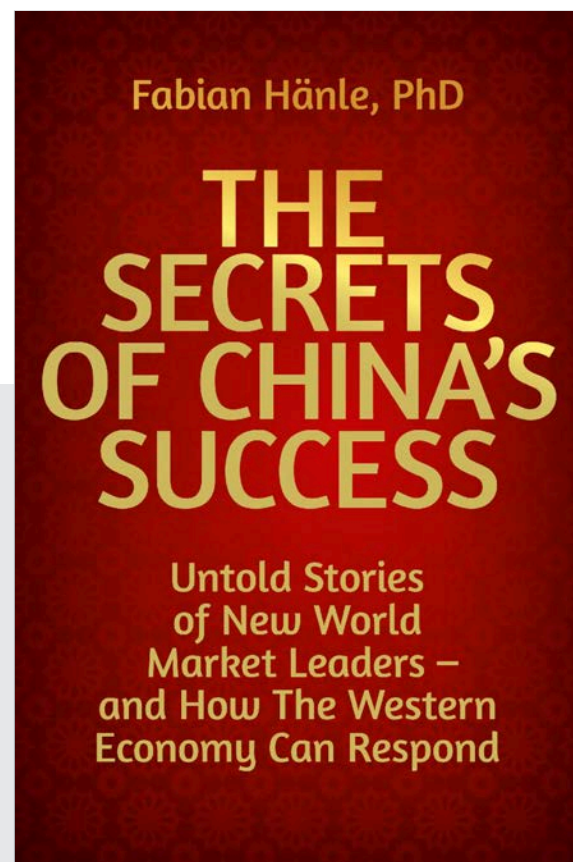
Did you know that in China, taxis fly, robo-cars navigate through cities with millions of inhabitants, engineers are building trains as fast as aeroplanes and the government wants to establish the first colonies on the moon and Mars as soon as the 2030s?

In this economic powerhouse nation, what sounds like a fantastical science fiction film is already becoming reality.

In *Secrets of China's Success*, Hänle explains how China has come to outpace the Western world in the adoption of key emerging technologies. He explores the specific strategies businesses need to survive and thrive long-term on the global market and what you might not yet know about this country of 1.4 billion people.

Now in an English-language edition, this practically-oriented guide takes you on a journey through the China of today and offers a fresh look behind the scenes of its remarkable rise.

Dr Fabian Hänle spent more than a decade as CEO for China of a German 'hidden champion' enterprise, spearheading the subsidiary's growth in the country and elevating it to prominence as a market forerunner. Thanks to this experience plus extensive stints living and working in the USA, Canada, and France, he boasts a wealth of international expertise in strategy, sales, and executive leadership. Dr. Hänle's time on the ground in China coupled with his local research experience and proficiency in Mandarin affords him unparalleled insights into the mentality, culture, and ethos of the country's life and business. Today, as an international guest professor and co-founder of Dr. Hänle & Partners Consulting, he collaborates with decision-makers across DAX corporations, well-known SMEs and global market leaders.



Fabian Hänle

Secrets of China's Success

The Untold Story of New World Market Leaders – and How the Western Economy Can Respond

240 P. | 22,5 x 14,8 cm | Softcover

ISBN 978-3-96739-202-9

Genre:

Business competition

- Learn not only to make decisions but to make the right ones at the right time
- Stop putting things off until tomorrow
- Discover decision-making as a key life skill that is not actively taught at school and university

Anybody *can* decide, but not everybody wants to. That's understandable, because deciding really isn't easy. Too often, we labour under the impression that nobody will be satisfied whatever the outcome. We struggle with the feeling that the only options available to us are bad ones.

This hybrid guide is designed for those seeking to escape this decision-making paralysis. In it, Johanna Dahm lays out 7 practical approaches to overcoming decision-making hurdles, identifying your decision-making motives and calmly making smart decisions.

Too many of us accept a way of living that sees us struggle under the weight of problems postponed. While it may be 'normal', it doesn't mean we can't do better. Banish impulsive responses and half-hearted whims and start making decisions that still feel great the day after (and all the days after that).

Dr Johanna Dahm studied cultural studies, communication sciences and business philosophy in Heidelberg, Florence and Cologne and received her doctorate in 2002 before going on to found Dahm International Consulting in 2015. Since then, the expert management consultant has focussed on decision-making processes for business development in start-ups as well as for merger processes in corporations and SMEs. To date, Dr Dahm's work has been recognised with the Global Leader Award 2015, the International Female Professional Award 2020, the Golden Business Award 2022/23 and the Top Expert Award 2020-2024.



Johanna Dahm

The 7 Approaches to Making Good Decisions

The practical guide to clear-headed decisions in a complex world

176 P. | 21 x 14,8 cm | Softcover

ISBN 978-3-96739-211-1

Genre:

BODY, MIND & SPIRIT / Inspiration & Personal Growth

Hubertus Kuhnt - How to Design Productive Meetings

Provocative Brainstorming

Provocative questions can spark idea generation:

- How can we make project X fail?
- What's needed to put our company in existential danger?

For each negative point, a positive one must be mentioned.



Empty Chair

Use an empty chair prominently at your meeting table to represent the most important person in the room - the customer. As a moderator, you can then continually redirect discussions by asking, "What would the customer think?".

Scent Management



Smell is linked to emotions, motivation, and joy through the limbic system. Scents can help "sell" decisions, ideas, creativity, and positive mood in meetings.

- Concentration and energy: use lemon or orange scents.
- Clarity and harmony: use rose scent.

Good to Know!

Meetings are an opportunity to communicate, explain and internalize the company's vision, mission and values

Meetings help employees understand why they do their work, what they aim to achieve, and how they can accomplish it.

Meetings are an opportunity to generate, discuss, and evaluate new ideas, solutions, and products. They enable employees to share, expand, and enrich their knowledge, experiences, and perspectives.

With a bonus chapter on AI in meetings

- “This meeting could have been an email”: How to make this and similar complaints a thing of the past
- Unproductive meetings cost companies time, resources and money
- Achieving good meetings is not rocket science, nor is it a field of study. It is a skill that anyone can learn

Whether face-to-face, virtual or hybrid, meetings are an integral part of everyday business life. They function as a vehicle for exchanging information, coordinating tasks and projects, and much more. Despite this, the impact of meetings on a company’s success is often underestimated. Poorly organised and conducted meetings not only waste the attendees’ time but cost businesses serious money.

By contrast, well-structured and planned meetings – those that are conducted efficiently with the right participants and a clear agenda – enrich everyone’s work and increase company productivity and employee motivation. With these goals in mind, this book equips readers with the comprehensive know-how and tools they need to build a positive meeting culture.

Formerly a sales professional and company officer for SMEs and major corporations, **Hubertus Kuhnt** has been an independent entrepreneur, consultant and author since 2018. He is recognised across the German-speaking world for his expertise in the art of effective meetings. Whether in sales, back office, administration or any other department, Kuhnt believes that meetings live or die on the people. It is upon this premise that his coaching and consulting is based.



Hubertus Kuhnt

How to Design Productive Meetings

Getting the most out of your time and resources

168 P. | 21 x 14,8 cm | Softcover

ISBN 978-3-96739-188-6

Genre:

Business communication and presentation

- Onboarding done smartly: From recruiting to ongoing integration
- Increase your attractiveness as an employer
- Come to stay: Give new employees the best possible start

Too often, onboarding processes shun a holistic approach in favour of a focus on the technical and practical necessities. After a few weeks or even less, employees are assumed to be adequately equipped and as such are left to their own devices. Undeniably, current approaches to onboarding leave much to be desired. This is where Elke Müller comes in. For her, onboarding begins before a job is advertised and goes far beyond the customary time-limited induction phase. It aims to integrate new employees into the social fabric of the company and instil in them a robust sense of belonging. This holistic approach, Müller argues, is far better suited to retaining employees in the company in the long term and reducing staff turnover.

Using a variety of exercises, tips and tried-and-tested solutions, Müller paints a picture of successful onboarding in the modern corporate environment and shows how to find the right onboarding strategy for the long-term success of your team. A variety of video tutorials, in-depth learning content and a learning diary help you sustain momentum and put her lessons into practice.

Elke Müller is managing director of compass international, a consultancy firm specialising in international human resources development. As a trainer and consultant of almost 30 years' experience, she focuses particularly on the impact of diversity on the workplace. Müller's approach is shaped by her training in systemic consulting and organisational development as well as by her ongoing engagement with evolving methods of learning and teaching. She advises companies and organisations on matters such as the onboarding of international specialists, diversity, and internationalisation in the HR sector.



Elke Müller

Professional Onboarding

Recruit and integrate new employees for lasting success

192 P. | 21 x 14,8 cm | Softcover

ISBN 978-3-96739-212-8

Genre:

BUSINESS & ECONOMICS / Human Resources & Personnel Management

Knowledge. On Point.

30 MINUTE SERIES

- Competent. Practice-oriented.
Straight to the point.
- Relevant topics for success in the workplace,
Calmness in everyday life, and a better life
- Authors with practical experience,
who are experts in their field



Each 30 Minutes Book
96 Pages | 11,5 x 17 cm
Softcover



Over 5 Million copies
sold worldwide
Translated in 18 Languages

Finally Clarity on Web3

- Discover the Future of the Internet in 30 Minutes
- Web3 revolutionizes the internet - understand opportunities and challenges now
- Explore how blockchain and other emerging technologies like the Metaverse and AI are reshaping our world

Blockchain technology has evolved into one of the most significant drivers of innovation, which will profoundly change not only society but also the internet. This groundbreaking technology forms the foundation for a new version of the World Wide Web: Web3. It creates both trust and transparency. Concepts such as decentralization and a token-based economy will impact all business processes and sustainably transform the entire financial and economic system.

Given the increasing integration of digital technologies into all aspects of our lives, it is crucial to understand the developments of blockchain, Web3, and other forward-looking technologies such as the Metaverse, artificial intelligence, and digital ownership. The book provides a compact, 30-minute summary, delivering a solid understanding of these innovations to identify opportunities early, address potential challenges, and advance the development and implementation of strategies for both companies and individuals.

Annette Doms is a renowned expert in technology topics, a visionary, and a successful entrepreneur. As a PhD art historian, she works at the intersection of fine art (tradition) and digital art (contemporary) and visualizes complex topics through the medium of art. She advises businesses on the implementation and strategy development of Web3 applications and collaborates with top executives in sprints to explore the possibilities of new technologies in their business fields.



Annette Doms
The 30-Minute Guide to AI, Metaverse and Blockchain
11,5 x 17 cm | 96 P. | Softcover
ISBN 978-3-96739-221-0

Genre:
Business innovation

Navigate life with greater serenity

■ Mental load: The burden of planning that goes unseen



Maria Bergler
The 30-Minute Guide to Managing Mental Load
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-213-5

Genre:
 SELF-HELP / Self-Management / Stress Management

Mental load affects us all, regardless of our gender, home life, age or circumstances. What we might not realise is that we have the power to control the strain on our mental resources. With this goal in mind, this 30-minute guide offers tools and strategies to help us handle life with ease and increase our sense of balance and fulfilment.

Dr. Maria Bergler holds a doctorate in education and spends her working life supporting managers and entrepreneurs to strengthen their leadership skills, advance their careers and develop their professional character and identity. After years working across a wide variety of disciplines in established companies and start-ups, primarily in management consulting, human resources and executive development, she established her own executive coaching and consulting business. She was recognised as a LinkedIn Top Voice 2024 in jobhunting and careers by the LinkedIn DACH editorial team and as an HR Top Voice 2023 by Personio.

Turn your strengths into actions and see what you could achieve!

■ Recognise 'inner work' skills and turn them into strengths that make a difference



Sandra Dundler, Alexandra Hagemann
The 30-Minute Guide to a More Empowered Self
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-218-0

Genre:
 BODY, MIND & SPIRIT / Inspiration & Personal Growth

This guide teaches you how to challenge yourself in a healthy way and harness your strengths by consciously working on translating them into actions. The authors shed light on the intricacies of the human reward system and share straightforward steps for implementing insights from science. Discover how to become the best and most successful version of yourself without compromising your emotional health or overtaxing your nervous system.

Sandra Dundler helps teams and managers forge paths to successful collaboration. she found her niche in facilitation and training and focused increasingly on these disciplines before establishing her own coaching and training business. Together with Alexandra Hagemann, Dundler won the European Training Award 2023 for the 'Ready to Manage' training programme. **Alexandra Hagemann** is a trainer and coach specialising in adult education, neuropsychology and media education. Hagemann combines her educational and scientific expertise with a strong capacity for empathy, inspiring both employees and managers to actively translate their strengths into actions.

Learn effectively under your own steam

A guide to self-efficacy in independent learning



Veronika Weiss
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Genre:
 BUSINESS & ECONOMICS / Careers / General

Corporate culture in transition

Organisational culture as a strategic tool: an expert low-down



Rainer Krumm, Sonja Wittig
The 30-Minute Guide to Value-Based Organisational Culture
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-216-6

Genre:
 BUSINESS & ECONOMICS / Workplace Culture

Continuing education is expensive and not always fruitful. With this book, you will learn how to acquire fundamental knowledge on your own – free of charge and efficiently. Divided into preparation, seminar day, and follow-up, the book provides you with a guide for effective self-learning. Good time management and the rewarding feeling of self-efficacy are central to effective execution, and you will also learn how to make use of your learnings in the long term.

Born and raised in Vienna, **Veronika Weiss** studied German and musicology before spending more than a decade as a publishing house editor in Hamburg. Her decision in 2021 to embark on a freelance career was driven by a desire for greater creative freedom and the opportunity to work on a broader range of content, including learning-related themes. She practises a work style characterised by high initiative and effective self-management and has been writing on these topics as well as on new work, work culture and new learning.

From their product offering to their customer base, many organisations face the challenge of repositioning and realigning themselves in an increasingly global and digitalised world. What they often lack, however, is a robust understanding of their own corporate culture and its effects on the way they work. This book is a practical guide to understanding value-based organisational culture and developing it with purpose to achieve tangible goals.

Rainer Krumm is a managing director of the 9 Levels Institute for Value Systems and axiocon GmbH as well as a management trainer, consultant, coach and author. The tool is based on the developmental psychology of Prof. Clare W. Graves.

Sonja Wittig is a managing director of the 9 Levels Institute for Value Systems and co-owner of the Institute for Personality, Cologne. As a trainer, team facilitator, coach and consultant, she draws on many years' national and international experience supporting the change projects of individuals, teams and organisations through value-based interventions.

Success through smart pricing

Why higher prices don't necessarily translate to higher turnover



Rolf Bielinski, Martin Limbeck (Hg.)
The 30-Minute Guide to Smart Price Management
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Genre:
 BUSINESS & ECONOMICS / Sales & Selling / Management

Success through leadership that values the individual

Healthy employees, successful business



Alexandra Scheifgen
The 30-Minute Guide to Healthy Leadership
 11,5 x 17 cm | 96 P. | Softcover
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Genre:
 BUSINESS & ECONOMICS / Leadership

Our current challenging economic climate is having a direct impact on sales. Against this tricky background, a lack of holistic price management has meant that many small and medium-sized enterprises have already ceased to be profitable at all. Bielinski breaks down the fundamental principles of pricing and price management and explains how businesses can identify and implement the right sales profit chain for their market. He underscores the importance of sales expertise and smart price management for a successful sales-driven business.

Rolf Bielinski is a born salesman. After studying economics, he honed his skills and passion for selling as a sales trainee at IBM Global Services in the USA before progressing to a sales directorship in mechanical engineering in his native Germany. He has been sharing his expertise via the Group's consulting and training services for more than 17 years. He had early involvement in the development of blended learning concepts and their successful application in a range of corporate environments.

In our fast-paced and often stressful working world, healthy leadership is predicated on self-management, employee management and corporate management that are value-based and carried out in an atmosphere of trust. Working from this premise, Scheifgen sheds light on key elements of healthy leadership: interaction, mutual appreciation, value creation, wellbeing and leading based on values. She underscores the importance of health management - including the prevention of burn-out - within the context of a healthy leadership culture.

Over more than 25 years working directly with customers, **Alexandra Scheifgen** got to know their challenges and needs better than most. As a long-serving leader in her own business as well as across various retail and media companies, she also learned how to unlock her teams' potential for success-oriented, sustainable cooperation. Today, as a certified coach and leadership trainer, she supports both experienced and prospective managers in wide-ranging aspects of their personal development.

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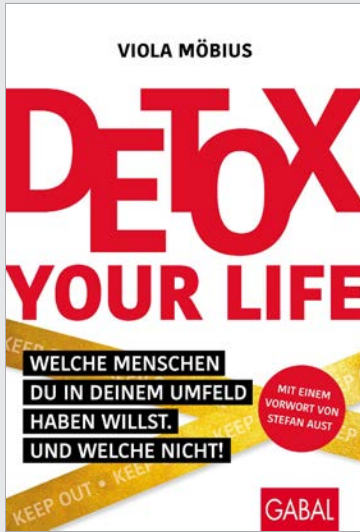


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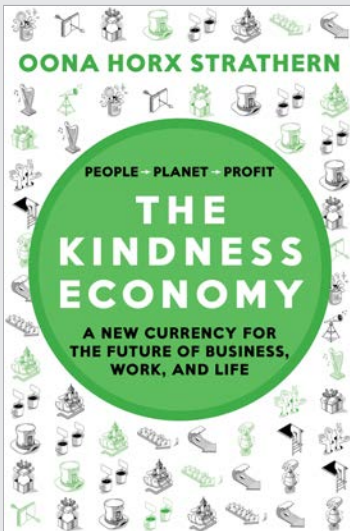


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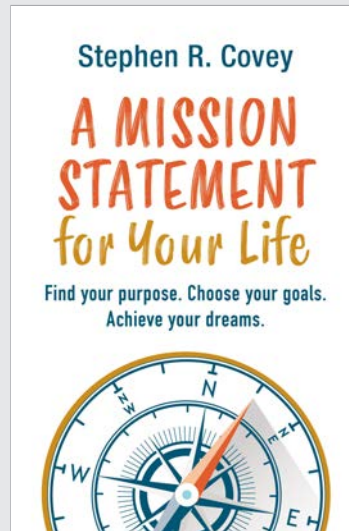


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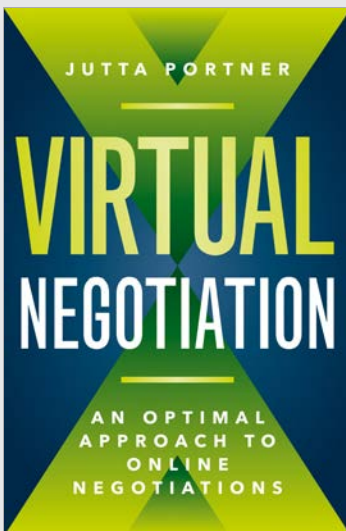
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