

manager magazin
bestselling
author

Hermann Scherer is a bestselling author and "one of Germany's most prestigious coaches" (*Wirtschaftswoche*). He has delivered more than 3,000 lectures to around half a million people in more than 30 countries. He is author of 36 books (translated into 18 languages to date) and 1,000 press reports. 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.

Find Your Frame

How the right frame can
shine a light on your talents

Hermann Scherer

"Millions of people read his books and attend his seminars." **Radio Berlin Brandenburg**

"Guiding sentiments set in stone – that's what Herrmann Scherer is known for, and they're in no small part why he's such a popular speaker." **Handelsblatt**

"A top trainer and a highlight of the year" **RTL**

"The marketing guru" **Südkurier**

"Hermann Scherer is among the most successful speakers of the year." **Econo Business Journal**

"TOP TEN Books of the Year, Number 1: Jenseits vom Mittelmaß [Beyond Mediocrity] by Hermann Scherer" **Hamburger Abendblatt**

"We all network – the question is how strategically we go about it." **Visionär**

"One of the most distinguished coaches and business consultants in Germany. As erudite as he is charismatic – and equipped with a sense for people's everyday concerns." **Handelsblatt**

"The two-time 'International Speaker of the Year' and business expert is one of Europe's most pre-eminent advisers, and ranks among the best in his field." **Süddeutsche Zeitung**

Good to know!

As seen in the business publications *brandeins*, *Wirtschaftswoche* and many more

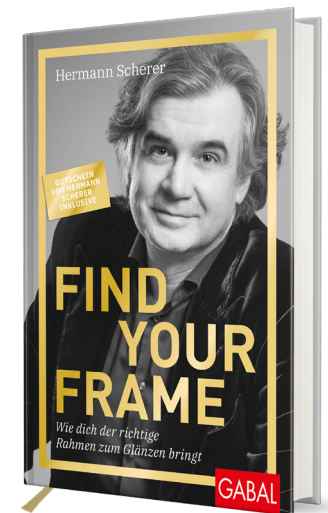
A new work from the SPIEGEL and manager magazin bestselling author

Make over your personal brand with the help of an expert in professional positioning

Many of us believe that if we want to succeed, we need to adapt ourselves. Leading positioning expert Herman Scherer argues that the opposite is the case. "Those who bend too much to what others expect of them will never realise their full potential," he says. "We can all shine as individuals if only we take time to find the right frame."

The key to doing this is to listen to your inner voice. What drives you? What do you really want to achieve? What's preventing you from doing so? Perhaps you haven't (yet) found the right frame. Does your work allow you to embody your values? Are you on the right path to achieve your goals?

Packed with inspiring stories of real people who found their own frames, this book shows you the right questions to ask. Scherer provides his best hacks and proven 'how-to' strategies to allow you to dive straight into action. It is only by finding the right setting, he argues, that your unique skills and qualities will be appreciated for what they are worth.



180 pages, hardcover
ISBN 978-3-96739-112-1

USP:

- Hermann Scherer's mission: to build people up and shine a light on what makes them special
- Finally, a failproof way to achieve greater attention and visibility for you and your business
- Know-how from 30 years of business experience – distilled neatly into one comprehensive guide