

FOREIGN RIGHTS SPRING 2018



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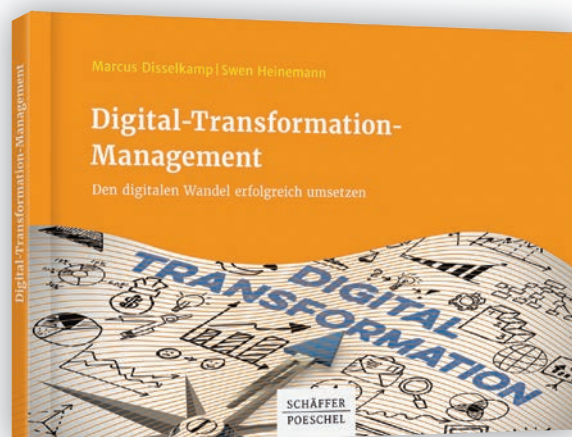
GENERAL BUSINESS ADMINISTRATION / MANAGEMENT

Mastering digital change

Virtual Reality, 3D printing, drones, voice services, Alexa, Siri, Cortana ... What are the global megatrends? What does digitisation and automatic data processing mean? What impact do they have on companies? What effects do they have on the people in a company? Which industries are really affected? How can an organization react to digital change? What skills does a digital transformation manager need in order to accompany enterprises through this period of change?

The authors shed light on the challenges of digital transformation and show how companies successfully master change.

Contains numerous practical examples and concrete solutions.



CONTENTS

- › Provides an overview of megatrends and digitization
- › Includes definitions and explanations
- › Offers challenges and solutions
- › With numerous practical examples

TARGET GROUP

Participants in advanced training courses in the domain of digital change, management consultants

Marcus Disselkamp/Swen Heinemann
Digital Transformation Management
Implementing digital change successfully
1st edition 2018 | 178 pp. | Paperback
€ 19.95 | ISBN: 978-3-7910-4151-3
Now available

AUTHORS

Dr. Marcus Disselkamp, a freelance consultant and trainer, Munich; **Swen Heinemann**, Product Manager of the Haufe Akademie, Freiburg

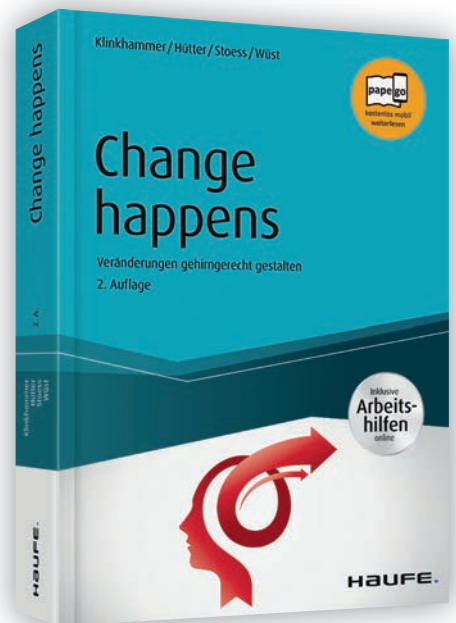


Change happens

This book introduces new models of change management and provides project examples from corporate practice. Its unique combination of neuroscience, psychology and organizational development gives managers new ways of thinking and acting.

ADVANTAGES

- This is an innovative concept for change management that combines neuroscience and systems theory approaches
- It has great practical relevance for change-related issues



TARGET GROUP

Managers in strategic positions, HR managers, key account managers, consultants



Margret Klinkhammer/Franz Hütter/
Dirk Stoess/Lothar Wüst

Change Happens

Designing changes to suit the brain

2nd edition 2018 | 482 pp. | Hardbound

€ 39.95 | ISBN: 978-3-648-11106-2

Now available

AUTHORS

Dr. M. Klinkhammer, F. Hütter, D. Stoess and L. Wüst are partners or consulting team members at CORMENS GmbH and Brain HR



Making every meeting productive

Everyone is familiar with this: endless, annoying meetings in large groups where there is a lot of talk – but no results. Sessions are often considered unproductive and a waste of time. How can this be changed without merely calling for more discipline? How can meetings be made lively and productive? How can management and participants contribute to this process? And how can you cajole your colleagues into having productive meetings?

This impulse book, based on the results of current meeting research, provides answers. The approach is based on the successful improvement of meetings in organisations such as the European Central Bank and Google. It includes surprising insights and new methods such as nudges, navicons and Powerpoint hacks.

For more focus, more participation, more awareness of responsibility and more fun in meetings.



CONTENTS

- Guidance for a new meeting culture: four ways to improve meetings
- Democratization of meetings: tips for management and participants
- New innovative approaches: nudging, navicons, new visual solutions
- Numerous hints for implementation

TARGET GROUP

Managers, specialists and executives, volunteers

Martin J. Eppler/Sebastian Kernbach

Meet up!

Achieving better meetings through nudging

1st edition 2018 | 144 pp. | Paperback

€ 19.95 | ISBN: 978-3-7910-3974-9

Now available

AUTHORS

Prof. Dr. Martin J. Eppler, Professor for Media and Communication Management and Director of the MCM Institute, University of St. Gallen;

Dr. Sebastian Kernbach, Head of the Visual Collaboration Lab at the MCM Institute at the University of St. Gallen, Lecturer for Visual Thinking at various universities in Europe and Asia

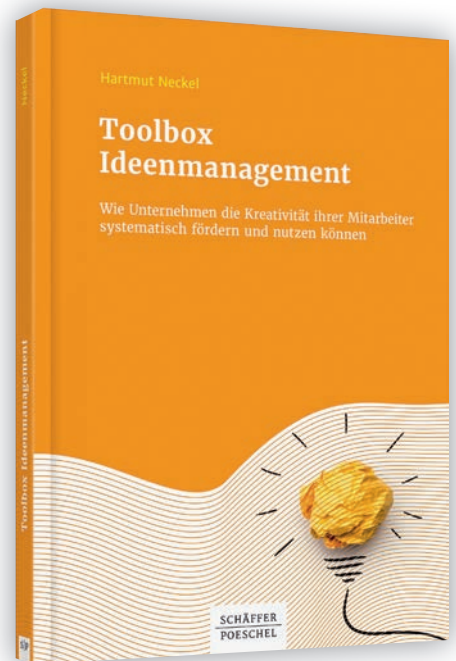


Ideas: stimulate, evaluate, implement

For companies, the experience and expertise of their employees are indispensable. It is therefore worthwhile to take up and use ideas and suggestions for improvement. But how can potential improvements be identified, evaluated and put into practice? What are the success factors for effective idea management? How is it organized and controlled? How can employees be motivated to actively seek and help shape opportunities for improvement?

This guide describes a simple four-phase model for the path from the creation of an idea to the final feedback.

A variety of practical tips, examples and tools are provided for each phase.



CONTENTS

- Idea management from the practice of medium-sized companies
- With many checklists and templates
- Success factors and current trends: cross-company cooperation, working environment 4.0, modern management systems and excellence models

TARGET GROUP

Managing directors, plant and production managers, human resources managers, executives, idea managers, quality management representatives, works councils

Hartmut Neckel

Toolbox for Idea Management

How companies can systematically promote and utilize the creativity of their employees

1st edition 2018 | 173 pp. | Hardbound

€ 39.95 | ISBN: 978-3-7910-4080-6

Now available

AUTHOR

Dr. Hartmut Neckel, an independent management consultant based in Bonn, is one of the most distinguished masterminds and experienced practitioners for idea management, innovation and continuous improvement processes



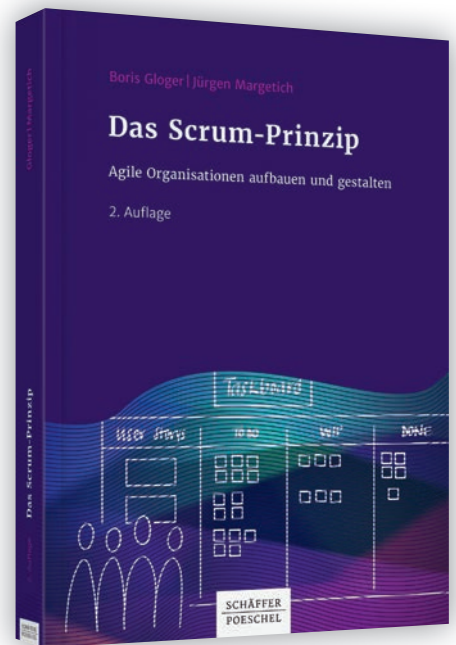
Faster, more flexible and solution-oriented

The principles of Scrum give a company perhaps the most important ability to operate successfully in today's world: agility.

Self-organized teams achieve above-average results with the help of fewer but clearer rules and methods such as a consistent solution orientation, clear responsibilities, involvement of the user, flexible plan adjustment and flat hierarchies.

The authors work with Scrum as a principle of organizational development and provide with this book a basic practical guide for managers and change managers.

This practical guide shows how to integrate Scrum in organizations step by step - with clear graphics and sketches for your own workshops.



CONTENTS

- How to create conditions for the transformation to an agile organization
- Understanding Scrum: roles, responsibilities, principles
- Change techniques: working on resistance, tips and tools for starting agile transitions
- New: agility – from hype to necessity; Scrum as a management principle – guidance for self-reflection; rethinking strategy; corporate culture as a result of communication

TARGET GROUP

Organizational developers, personnel developers, change managers, organizational consultants, product developers, project managers, executives, managers, consultants

Boris Gloger/Jürgen Margetich

The Scrum Principle

Creating and adapting agile organisations

2nd updated and expanded edition 2018 | 352 pp. |

Hardbound | € 39.95 | ISBN: 978-3-7910-3947-3

Now available

AUTHORS

Boris Gloger, founder and owner of the globally operating consulting firm bor!sgloger consulting GmbH, Baden-Baden; **Jürgen Margetich**, a systemic business coach and trainer for Scrum Product Owner, and an executive consultant at bor!sgloger consulting GmbH, Vienna/Stuttgart



Preparing media appearances in a practical manner

Anyone can speak. However, if you want to communicate successfully via the media, you need more. You should be aware of important points like: What are my core messages? What do I have to do to ensure that my content is understood and taken up by journalists? How do I master interviews with ease and what do journalists expect from me as a conversation partner?

This volume is a workbook. It conveys a great deal of background knowledge and provides concrete tips on how to make your personal media appearance successful. In addition, the book encourages the reader with many exercises and checklists to make himself or herself fit for a public appearance in a targeted and individual way.

Whoever has read and worked through this book will communicate better, and not only in the media.



CONTENTS

- The first workbook on media and communication training
- Many facts and background information on the topic of communication
- With exercises and checklists to optimise your own communication
- An aid for work, a guidebook and a reference work
- Authors are available for events

TARGET GROUP

Top management and executives of companies and organisations, press spokespersons and press officers, politicians, product managers

Kathrin Adamski/Katrin Prüfig/Stefan Klager

Workbook of Media Training

How to prepare your public appearance

1st edition 2018 | 250 pp. | Paperback

Approx. € 39.95 | ISBN: 978-3-7910-4155-1

Available starting April

AUTHORS

Kathrin Adamski, Ulm and **Dr. Katrin Prüfig**, ARD spokesperson, Hamburg, **Stefan Klager**, Cologne, have worked as journalist for decades – for print media as well as radio and television stations. They are now passing on their knowledge as communication and media trainers to executives and board members of the German and international economy



How to solve difficult management situations

The author describes how executives use influencing techniques responsibly and how to solve difficult management situations in a competent manner.

ADVANTAGES

- On the basis of many practical examples, the book shows why manipulation and leadership are not contradictory
- The psychological tools for leadership situations explained in an understandable way



Suzanne Grieger-Langer
The Power of Positive Manipulation
Techniques of convincing for executives
2nd edition 2018 | Approx. 280 pp. | Paperback
Approx. € 19.95 | ISBN: 978-3-648-11095-9
Available starting June



CONTENTS

- Convincing and manipulating techniques
- Composition: Poser vs. Performer, Generation Y

TARGET GROUP

Managers

AUTHOR

Suzanne Grieger-Langer is a graduate educator, psychologist, best-selling author and successful entrepreneur worldwide



A key control lever for corporate success

The book presents the concrete development of a strategy for corporate functions and functional areas in a comprehensible way. Objectives, procedures and challenges for the different phases of the process are examined. Furthermore, it shows how to examine and adapt existing instruments and how to handle special issues.

Case studies show how to implement this in practice. Includes interviews with company representatives from areas such as development, quality assurance, IT and HR.



CONTENTS

- With a tool set for the development of your own functional strategies and best-practice examples
- Provides guidelines for executives, strategy developers and consultants

TARGET GROUP

Entrepreneurs, managing directors, managers and executives in functional areas, organisational developers, management consultants, students and lecturers

Walter Dietl
Strategy Development for Entrepreneurial Functions
 Strategically managing operating domains and functions

1st edition 2018 | 235 pp. | Hardbound
 € 39.95 | ISBN: 978-3-7910-3542-0
 Now available

AUTHOR

Walter Dietl, a systemically trained consultant and partner of management consultancy osb International, Vienna



When companies join forces ...

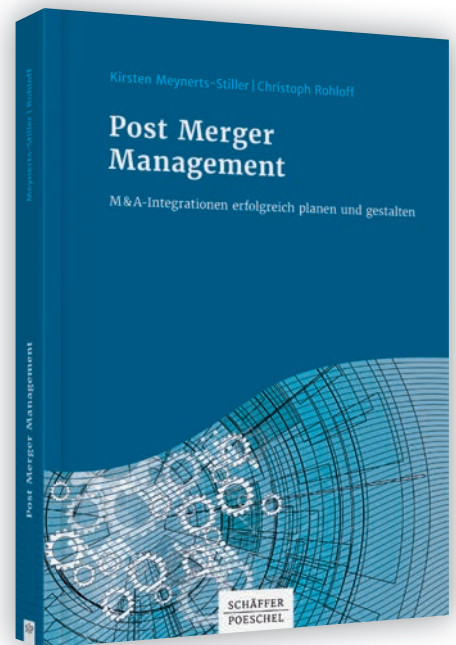
This book provides a comprehensive overview of the essential planning and implementation stages of the integration process. It includes numerous examples, best-practice approaches, tools and checklists.

When companies join forces, this is done with the aim of generating value. However, many M&A projects already fail in the integration phase. This may be due to inadequate communication, management errors, cultural barriers or the loss of service providers.

The authors focus on the integration process, provide a comprehensive overview of the key planning and implementation steps, and explain the success factors for exploiting merger potential. In addition, they identify pitfalls and risks throughout the entire process and offer concrete solutions.

Numerous examples, best-practice approaches, tools and checklists illustrate the integration concept and support its implementation in practice.

With a foreword by Prof. Dr. Günter Müller-Stewens, University of St. Gallen.



TARGET GROUP

Business integration managers, project managers, project participants, decision-makers responsible for mergers

Kirsten Meynerts Stiller/Christoph Rohloff

Post Merger Management

Successfully planning and designing M&A integration

1st edition 2015 | 272 pp. | Hardbound

€ 69.95 | ISBN: 978-3-7910-3399-0

AUTHORS

Kirsten Meynerts-Stiller is the founder and a managing partner of the frankfurter gruppe corporate development consultancy. She is also an adjunct lecturer at the EBS University of Economics and Law;

Dr. Christoph Rohloff, MBA, is a managing partner of the frankfurter gruppe corporate development consultancy as well as a systems and conflict researcher



MARKETING

The guide to expert branding

In order to be truly successful today, entrepreneurs and self-employed individuals need neither a marketing budget in the millions nor a global corporation behind them. What they need is a face, a personality and expertise.

This book shows how to become the unmistakable leader of an industry and how to clearly distinguish yourself from the competition. The author leads the reader through a multi-stage, practice-proven process: from positioning to the customer and requirement groups, the market (USP), a product or service and on to marketing. In this way, expertise and personality are combined to create unmistakable market dominance and corresponding growth potential.

ADVANTAGES

- › Clear instructions on how to proceed in each chapter with checklists and mind maps
- › With augmented reality features such as podcasts, interactive videos, and smart reading
- › Focus on digital expert marketing

Martina Fuchs

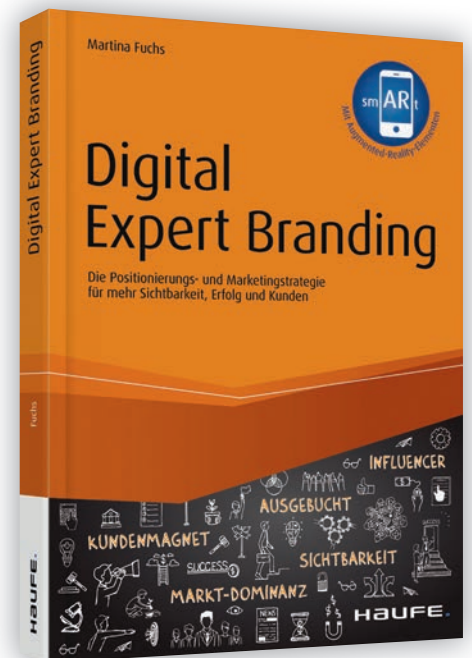
Digital Expert Branding

Positioning and marketing strategy for more visibility, success and customers

1st edition 2018 | Approx. 200 pp. | Hardbound

Approx. € 29.95 | ISBN: 978-3-648-10915-1

Available starting June



CONTENTS

- › What is Expert Branding? What can be achieved with it?
- › The three levels of expert positioning: authority, authenticity and congruence in thought and action
- › Building blocks of successful positioning
- › Customer and requirement groups: customer centricity, customer analysis, customer journey
- › Brand experience, signature offers and expert marketing, roadmap

TARGET GROUP

SMEs, medium-sized companies, self-employed individuals, advertisers

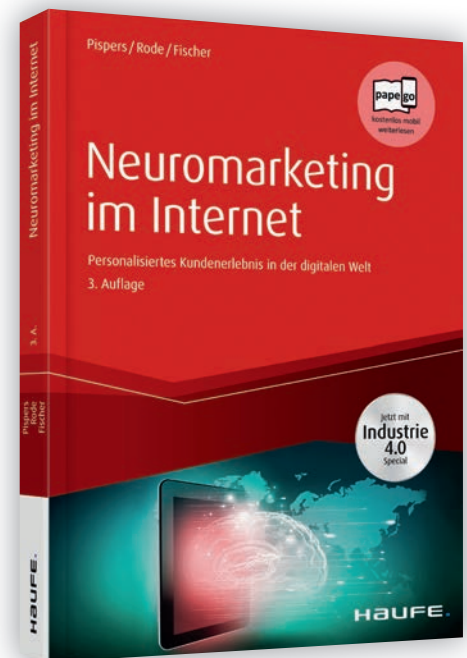
AUTHOR

Martina Fuchs is a digital marketing expert from Munich and the developer of the digital expert branding marketing strategy with a focus on medium-sized companies, service providers and individual entrepreneurs

A neuromarketing bestseller in an updated new edition

New technologies create new potential, but they also make marketing tasks increasingly complex.

In this volume you can find out what presentation forms in the network are important to reach your customers emotionally and to create a lasting customer experience in the digital world.



CONTENTS

- The Internet of Things and the customer experience
- New: Facial muscle sensors, voice recording, machine learning, personalization, social media, IOT / Industry 4.0, gamification, tinding, targeting, no interface

TARGET GROUP

Marketing managers and executives, managing directors



Ralf Pispers/Joanna Rode/Benjamin Fischer

Neuromarketing in the Internet

Personalized customer experience in the digital world

3rd edition 2018 | Approx. 280 pp. | Hardbound

Approx. € 29.95 | ISBN: 978-3-648-10899-4

Available starting April

AUTHORS

Ralf Pispers is the Managing Director of .dotkomm in Cologne and a lecturer at the Fresenius University of Applied Sciences; **Joanna Rode** is a project manager at forum gelb GmbH, Bonn; **Benjamin Fischer** is a concept developer at .dotkomm

50 creative impulses and ideas for inspiring marketing solutions

Being creative on the spot is a challenge that marketing professionals face all the time. Customers, colleagues and superiors always want individualised solutions – and preferably right away. Traditional checklists or specialised literature often do not provide much help.

The authors of this book offer 50 ideas that can help creative minds find an innovative and tailor-made path to an optimal solution. They offer numerous suggestions to help you master your daily challenges better and more easily. This unique collection helps to create new perspectives and to stimulate creative thinking. This is how marketing professionals come up with new ideas and ways of thinking.

ADVANTAGES

- › High creative value
- › A unique collection from the day-to-day marketing experience of two professionals
- › Clear sample cases for direct use
- › Short, easy-to-read chapters that dispense with conventional textbook content

Christian Gold/Christian Remiger

Redesign in the Head

Creative impulses and ideas for marketing and communication

1st edition 2018 | 215 pp. | Paperback

€ 19.95 | ISBN: 978-3-648-10925-0 | Now available



CONTENTS

- › The non-customer
- › Pictures in the head – these are the (only) ones you sell with!
- › The benchmark error
- › If you think "how" instead of "but" – suddenly things start to work
- › Unique: selling rotten eggs
- › Speak your mother tongue!
- › Agency offers are not comparable!
- › The opera singer effect: the supreme discipline

TARGET GROUP

Marketing managers and executives, creative employees and communicators in agencies and companies

AUTHORS

Communication expert **Christian Gold** teaches at the Steinbeis School of International Business and Entrepreneurship (SIBE) in Berlin. He is a freelance consultant and keynote speaker;

Christian Remiger is a designer and director. With his Munich studio **büro bewegt**, he has specialised in moving-image communication and works with companies in Germany and abroad

Building corporate identity in the digital world

This book provides a solid foundation for building and strengthening a corporate identity. In addition, it provides detailed guidelines on the systematic establishment of corporate identity in the digital world.

One focus is on customer participation resulting from new forms of digital interaction. The potential, but also the dangers that can result from them, are described in detail.

Conventional theory of corporate identity is supplemented with neuroscientific findings. In addition, the author provides a website with guidelines, examples, FAQs and a topic-related blog.

ADVANTAGES

- Building and strengthening the brand identity
- A holistic approach in a digital environment – a practical guide to implementation
- Readers will have access to an additional website with a blog.
- Based on findings from neuroscience – includes examples and interviews

Lothar Keite

Corporate Identity in the Digital Age

Guide to a strong corporate identity

1st edition 2018 | Approx. 320 pp. | Hardbound

Approx. € 44.95 | ISBN: 978-3-648-10922-9

Available starting July



CONTENTS

- Significance of corporate identity today and tomorrow. Corporate design and corporate communications
- Behaviour and reputation management – How does an identity develop?
- What social techniques are used? How does a corporate identity become strong?
- The need for experience and exchange
- The brand as cooperation between the company and the customer

TARGET GROUP

Marketing managers, directors of public relations and business development, managers, CI specialists in agencies and their respective employees

AUTHOR

Lothar Keite, owner of Institut effibrain. Consulting and training, based in Hamburg, has been advising managers on sales issues for 20 years. He is an adjunct lecturer at a university of applied sciences in economics and management and is a trainer at the Haufe Academy

HAUFE SPEKTRUM

Complex topics become clear messages

Communication is one of the most important tools in management. This includes presentations in particular. This book shows how to use the pyramid principle to communicate complex facts logically and effectively. The beautifully designed volume is a vivid example of successful and appealing presentations.

ADVANTAGES

- › Successful presentations by means of concise decision templates
- › Experience, tricks and techniques for a successful presentation
- › Step-by-step instructions
- › Included in the new edition: Staging presentations for the big performance in front of an audience



CONTENTS

- › How to turn complex topics into clear messages
- › Structure as an elementary link between content and visualization
- › Eight steps to a convincing business presentation
- › Giving messages a face: visualizing contents correctly

TARGET GROUP

Managers, specialists and managers

Wolfgang Hackenberg/Carsten Leminsky/
Eibo Schulz-Wolfgramm

Key Message

Delivering business presentations with structure

3rd edition 2017 | 250 pp. | Hardbound

€ 49.95 | ISBN: 978-3-648-10857-4

Now available

AUTHORS

Wolfgang Hackenberg, Managing Partner for steercom GmbH, Hamburg, is also active as a lecturer and speaker nationwide; **Carsten Leminsky**, also a Managing Partner for steercom GmbH, is a strategy consultant and runs workshops worldwide on the topic of structuring; **Eibo Schulz-Wolfgramm**, Managing Director at Agentur K16, a special agency for business presentations, is also teacher for the visualisation of presentations



POCKET GUIDES



Being strong and present

More visibility for introverted people!

This Pocket Guide shows quiet people how to overcome typical barriers, expand their radius of action and showcase their strengths. This enables them to participate spontaneously in meetings and get domineering speakers to stop talking.

Susanne Dölz/Balda Seegert
Being Strong and Present in a Quiet Way

Volume 314 | 128 pp.

Paperback | € 7.95

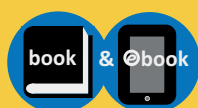
ISBN: 978-3-648-10750-8

Now available

AUTHOR

Susanne Dölz (Poing near Munich) is a trainer and coach who focuses on self-management and personal development;

Balda Seegert (Göttingen) is trained in systemic coaching and personality development





Fury and anger

Everybody has experienced this: you get annoyed about a colleague and you could just burst with anger. But what is really behind our aggression and how do we handle it professionally?

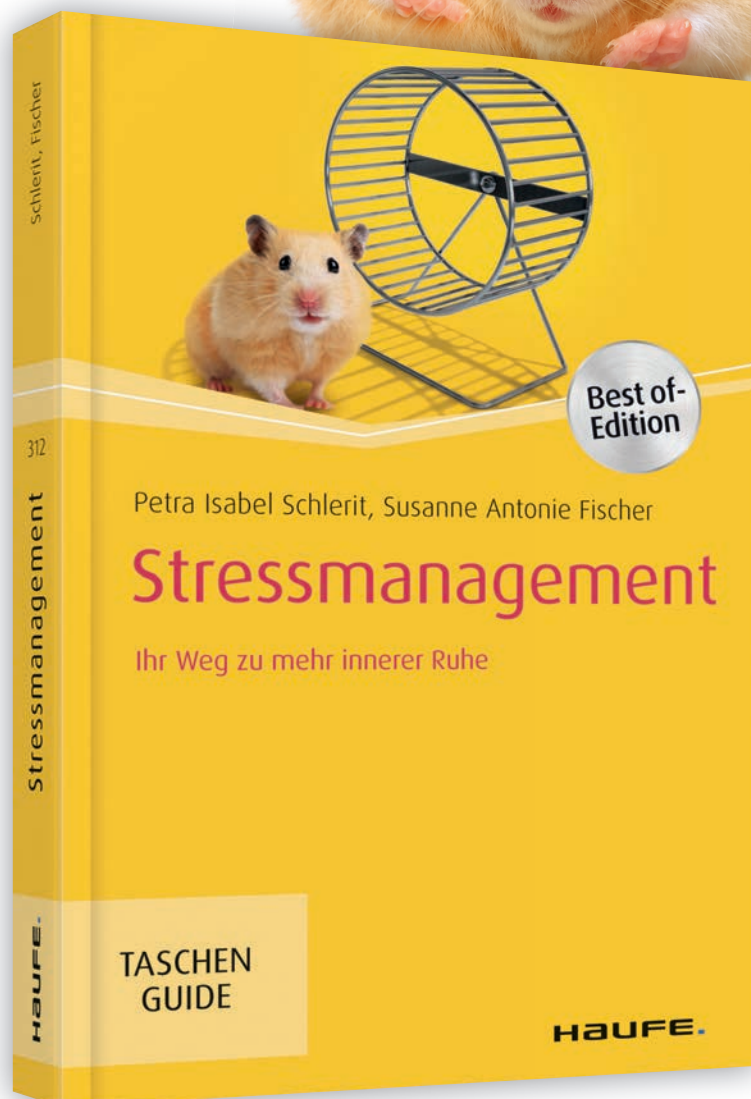
This guide shows why it helps us to be angry and how we make the best of it. With concrete tips for typical situations and the rage-emergency case.

Annette Auch-Schwelk
Fury and Anger
 Dealing well with strong feelings
 Volume 310 | 128 pp.
 Paperback | € 7.95
 ISBN: 978-3-648-10762-1
 Now available

AUTHOR

Annette Auch-Schwelk works as a coach with a focus on self-confidence. As Managing Director of Auch-Schwelk GmbH in Stuttgart, she also accompanies people through profound changes





Your path to greater inner peace

Everyday life can often be stressful and everyone has experienced periods of constant pressure. Insomnia, a mental carousel and exhaustion are often the result.

This pocket guide describes the triggers for stress and introduces options for mastering difficult situations in a confident and relaxed manner. It offers simple exercises to cope with stress and solutions that are suitable for everyday use.

Petra Isabel Schlerit/Susanne Antonie Fischer

Stress Management

Your path to greater inner peace

Volume 312 | 240 pp.

Paperback | € 9.95

ISBN: 978-3-648-10753-9

Now available

AUTHORS

Petra Isabel Schlerit is a mediator and certified coach for personality and personnel development in the areas of self-management and time management; **Susanne Antonie Fischer** passes on her knowledge of self-management and stress management in seminars. She has been a seminar developer for the City of Munich since 2015



