

# FOREIGN RIGHTS AUTUMN 2018



**Contact:** Andrea Rupp (Head of Rights)

**Phone:** +49 711 21 94-225 | **E-Mail:** [rupp@schaeffer-poeschel.de](mailto:rupp@schaeffer-poeschel.de)

# CONTENTS

<b>GENERAL BUSINESS ADMINISTRATION / MANAGEMENT</b>	<b>3</b>
‣ The Innovator's Smile .....	4
‣ Let's Change with Innovative Tools .....	5
‣ Purpose-Driven Organizations .....	6
‣ Meet up! .....	7
‣ Showing Self-Confidence and Gravitas in Business .....	8
‣ Visualizations in Workshops, Meetings, and Presentations .....	9
<b>ECONOMICS</b>	<b>10</b>
‣ A Brief History of Economic Thinking .....	11
<b>MARKETING</b>	<b>12</b>
‣ Emotionalization in Digital Marketing .....	13
‣ Digital Expert Branding .....	14
‣ Redesign in the Head .....	15
<b>HAUFE SPEKTRUM</b>	<b>16</b>
‣ WHY! .....	17
<b>POCKET GUIDES</b>	<b>18</b>
‣ Remaining Healthy and Able on the Job .....	19
‣ Concentrating Better .....	20
‣ Brain Training .....	21
‣ Agile Management.....	22
‣ Stress Management .....	23

# GENERAL BUSINESS ADMINISTRATION / MANAGEMENT

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## This system makes people want to make progress!

There are no standard procedures for achieving innovation. Companies do not need folders full of procedures, but instead a lean, sustainable and lively culture of innovation. In developing the SMILE system, Jens Bode has brought together his extensive experience as an innovation manager for Henkel and as a freelancer for a wide range of enterprises.

Step-by-step, he explains how innovation can be implemented in a company – in a very practice-oriented way. In addition, the workbook contains checklists, coaching stimuli and inspiring provocations.

This mixture of an innovative mindset and practical tools provides pragmatic stimuli for a bold innovation culture and lean processes. In this way, advances can be implemented completely without stress but with great enthusiasm.

### ADVANTAGES

- Innovation that is enjoyable, from praxis and for practitioners brought together by a consummate innovation expert
- With learning curves and concrete recommendations for taking action



- A daring culture of innovation, lean processes and permanent inspiration

### CONTENTS

Five factors for success, each of which with three sub-chapters:

- s:** spielen (playing)
- m:** machen (doing)
- i:** investieren (investing)
- l:** lieben (loving)
- e:** ernten (harvesting)

### TARGET GROUP

Creative individuals, innovators, idea seekers, and doers in companies at all levels, regardless of the sector

Jens Bode

### The Innovator's Smile

A roadmap for innovative thinking and acting

1st edition 2018 | Approx. 180 pp. | Paperback

ISBN: 978-3-648-12091-0 | Approx. € 29.95

Available starting October

### AUTHOR

**Jens Bode** is the Foresight and Senior Innovation Manager at Henkel KGaA where he has contributed to the initiation, design and training of innovation processes over the past 18 years





## Co-creation: tackling the change process with creativity

To be flexible, efficient and successful, companies must transform themselves. But how can such change be handled with agility? What adjustments must be made – and how?

This book shows how to use co-creation to guide change processes, how to initiate them effectively and how to draw others into the process and stimulate their enthusiasm. Each chapter deals with a theme from professional practice like agility, flattening hierarchies, leadership and error culture, or recruiting. Here new methods are applied like Lego Serious Play®, Persona Model, Design Thinking and Constellation.

### ADVANTAGES

- New methods for concrete problems
- Practical examples packed in accessible stories
- A guide with explanations of the procedures
- Innovative tools for creative answers
- Well-known authors with many years of consulting experience in DAX companies and medium-sized enterprises



### CONTENTS

- Constellation: What organizational system fits the company?
- Lego Serious Play®, HR strategy, leadership and Management competencies
- New recruiting strategies with Design Thinking
- Talent Management with the Persona Model
- Business theatre for more variety
- Customer orientation with Appreciative Inquiry
- Guerilla PE and the error culture: FAIL - first attempt at learning
- A different bootcamp: seeing managers as 'trainers' for soft skills

### TARGET GROUP

Executives

Susanne Nickel/Christian Berndt

### Let's Change with Innovative Tools

Ten co-creation stories for a successful transformation

1st edition 2018 | Approx. 180 pp. | Paperback

ISBN: 978-3-648-12101-6 | Approx. € 24.95

Available starting October

### AUTHORS

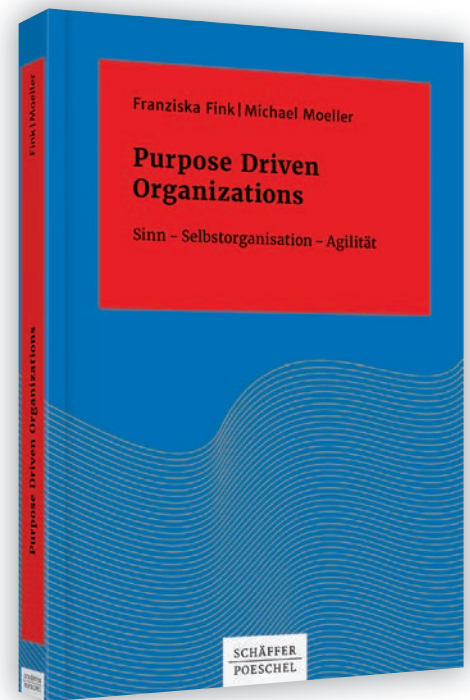
**Susanne Nickel** is change expert and principal at the Kienbaum company. She headed the HR Management Competence Center at the Haufe Akademie, is one of the top 100 speakers and known for her appearances on TV; **Christian Berndt** is Senior Consultant in the areas of Innovation, Change & Project Management at the Haufe Akademie. He has authored a number of specialised books, is coach and certified Lego Serious Play® facilitator



# The organization of tomorrow

While many companies are still organized hierarchically, start-ups around the globe are reorganizing themselves. Even in traditional corporations there are islands that do everything differently. What will be the next generation of the organization? How do companies control themselves via sense instead of strategies? How do you build a company structure without hierarchy levels? What happens when nobody says where they are going anymore?

The book sheds light on the profound changes that are currently taking place in organizations and that will change our economic system. Models of self-organisation, their logic and rules of play are explained. Best practice examples point out hurdles and new opportunities.



## CONTENTS

- › Organizational models of the future from a systemic point of view
- › Meaningful control and agile organizational structures
- › With best practice examples to become familiar with and apply the methods presented

## TARGET GROUP

Top management, executives, organizational developers, management consultants, personnel developers, HR experts

Franziska Fink/Michael Moeller

**Purpose-Driven Organizations**

*Systemic Management*

1st edition 2018 | Approx. 288 pp. | Hardbound

ISBN: 978-3-7910-4034-9 | Approx. € 39.95

Available starting October

## AUTHORS

**Franziska Fink**, Principal of the Neuwaldegg Advisory Group, Lecturer at the University of Witten-Herdecke, Vienna, Austria; **Michael Moeller**, Partner of the Neuwaldegg Advisory Group, Lecturer for Change Management, Vienna, Austria



## 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

ISBN: 978-3-7910-3974-9 | € 19.95

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



## Tips for success in your career

Shy, reserved people are often overlooked despite solid performance on the job, and have little chance of a successful career. On the other hand, self-confidence secures a good starting position.

The book explains the causes of inferiority complexes and shows how to overcome them. In addition to well-founded insights from psychology, the book provides tips and tricks for improving one's self-confidence by first simulating it in certain situations. Coaching tips and tools are presented for enhancing your own self-confidence.

### ADVANTAGES

- Particularly comprehensive and well grounded in psychology
- Coaching tips for your own role in business
- With many concrete examples and practical recommendations for solutions



### CONTENTS

- Self-esteem: How is it influenced and how can it be strengthened?
- Skilful performance: Acting techniques
- Dealing with language
- The most common thinking traps and how to overcome them
- Self-reflection
- Courage: How to become more courageous
- Dealing with difficult personalities
- Recognizing and changing beliefs

### TARGET GROUP

Specialists and executives

Jens Korz

**Showing Self-Confidence and Gravitas in Business**  
The Power of Self-Confidence

1st edition 2018 | Approx. 200 pp. | Paperback  
ISBN: 978-3-648-11712-5 | Approx. € 24.95  
Available starting October

### AUTHOR

**Jens Korz** is a personality trainer and coach. He is a graduate in business administration, acting and psychology, and is also a trained hypnotist. He is a lecturer at the Haufe Academy, among other institutions





## Using images to present perfectly

Images stay in your memory better than words. A visualization of content is more tangible, offers variety and awakens creativity and emotions in the listener. This promotes solution-oriented thinking and lets teams be more creative and work more constructively.

The author shows how to overcome inhibitions with respect to one's own creativity. It awakens the desire for visualization in meetings and presentations. Step by step, you will learn the basics – from materials to figures and symbols right down to follow-up work. In this way, even beginners can quickly create their own appealing visualizations and effortlessly present content more clearly, more vividly and more sustainably.

### ADVANTAGES

- With many examples and concrete instructions for drawing it yourself
- The step-by-step introduction to visualization
- Breaking down the inhibition threshold



### CONTENTS

- A warm-up exercise
- Materials: flipcharts, metawalls, whiteboards
- Basics of visualization
- Earning points with visualizations in meetings and workshops
- For the more advanced: drawing complex figures and setting them in an overall context, creating one's own symbols for technical terms, establishing a 'setting'
- Useful tips and practical experience: preparation, implementation, follow-up

### TARGET GROUP

Specialists and managers, trainers

Sabine Peipe

**Visualizations in Workshops, Meetings, and Presentations**

Simple, clear and creative

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

ISBN: 978-3-648-11443-8 | Approx. € 19.95

Available starting December

### AUTHOR

**Sabine Peipe** is a business consultant and a project management trainer. She is an instructor at the Fernfachhochschule Schweiz (the Swiss distance University), at the Duale Hochschule Baden-Württemberg (the cooperative university of the German State of Baden Wurtemberg) and at the Haufe Academy



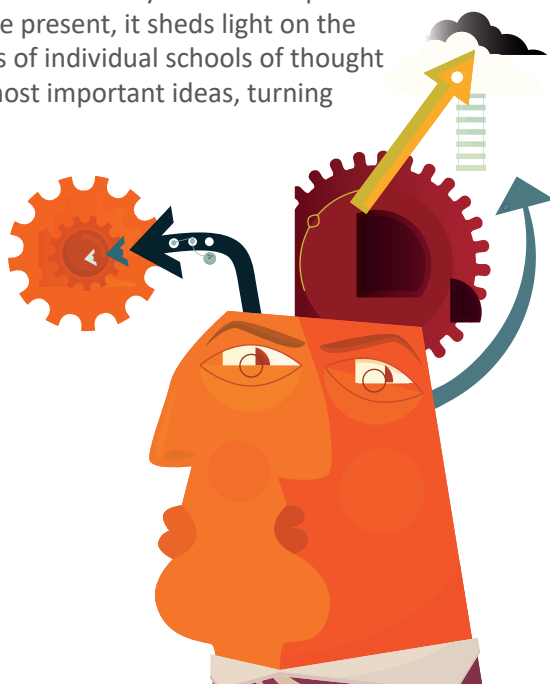
# ECONOMICS

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## From Plato to game theory

In everyday life, economic relationships play a major role – but how much do we know about them? Where does the history of economic thought actually begin? Who are the most important thinkers? Which theories still influence us today?

The book provides an overview of influential economists and the theories they have developed. From antiquity to the present, it sheds light on the history of the origins of individual schools of thought and highlights the most important ideas, turning points and thinkers.



### CONTENTS

- Economic thinking from antiquity to the present day
- A comprehensible and compact overview
- Important directions, schools and associations of economic thinking

### TARGET GROUP

Undergraduates

Helge Hesse

### A Brief History of Economic Thinking

1st edition 2018 | Approx. 192 pp. | Paperback

ISBN: 978-3-7910-4298-5 | € 16.95

Now available

### AUTHOR

**Helge Hesse**, freelance author and journalist who deals with historical, cultural and economic topics, Düsseldorf

# MARKETING

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## This is how emotional selling works

Those cool sneakers, the trendy it piece, the latest smartphone: over 70% of all sales decisions are emotionally justified. Enthusiastic customers are the most valuable resource for companies. But how can customer relationships be shaped emotionally in a world where customers and salespeople no longer meet face to face?

This book explains how emotional marketing can succeed in the digital age. Customer relationship management, product management, customer experience management, consumer behaviour and digital marketing: descriptive case studies as well as tried and tested methods are presented for all these domains.



### CONTENTS

- Basics of emotions in marketing
- Practical cases show which solutions have proven themselves
- With guidelines and valuable tips

### TARGET GROUP

Specialists, managers and consultants in the areas of marketing, corporate communications, sales; students and advanced training participants in digital marketing

Brian Rüeger/Frank Hannich/Rainer Fuchs/  
Michael Klaas/Adrienne Suvada/Steffen Müller (eds.)

#### **Emotionalization in Digital Marketing**

Successful methods for marketing practice

1st edition 2018 | 243 pp. | Hardbound  
ISBN: 978-3-7910-4313-5 | € 49.95

Now available

### EDITORS

**Prof. Dr. Brian Rüeger, Dr. Frank Hannich, Prof. Dr. Rainer Fuchs, Dr. Michael Klaas, Dr. Adrienne Suvada, Dr. Steffen Müller**, all employed at the Institute for Marketing Management (IMM) of the ZHAW School of Management and Law, Winterthur, Switzerland



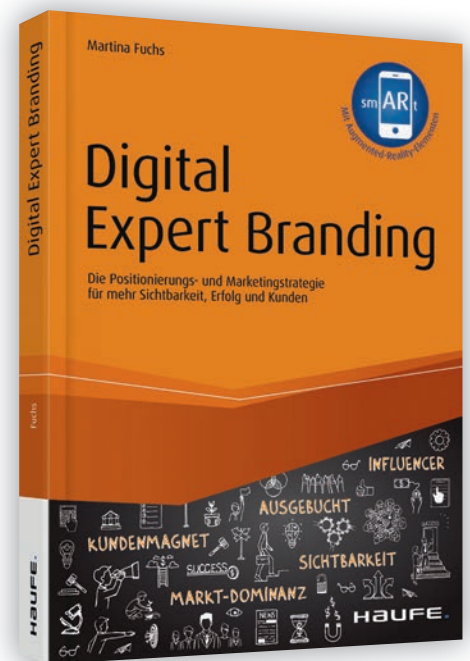
# The guide to expert branding

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



## 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

Martina Fuchs

### Digital Expert Branding

Positioning and marketing strategy for more visibility, success and customers

1st edition 2018 | 234 pp. | Hardbound

ISBN: 978-3-648-10915-1 | € 29.95

Now available

## 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



## 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



### 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

Christian Gold/Christian Remiger

### Redesign in the Head

Creative impulses and ideas for marketing and communication

1st edition 2018 | 215 pp. | Paperback

ISBN: 978-3-648-10925-0 | € 19.95

Now available



### 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

# HAUFE SPEKTRUM

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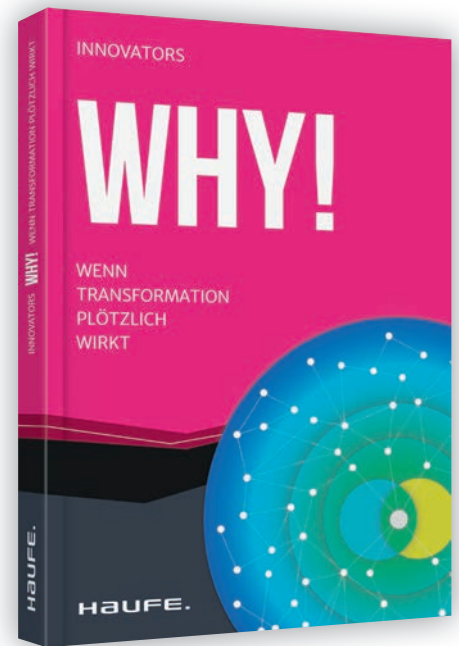
# Making innovation and transformation possible

In times of disruptive change, changes within a company are clearly a matter of course. Experience shows, however, that the top-down imposition of change does not produce the expected changes in the mindset and behavior of a company's employees.

On the basis of numerous internal experiments and extensive customer experience, a pool of Haufe innovators from the consulting, marketing, product management and human resources domains have developed a new transformation approach: WHYral Transformation. This book shows how, with meaning-making processes, a new culture of change can spread throughout a company. This is how employees become participants in the process of establishing change virally in the company.

## ADVANTAGES

- Introduction to the unique concept of WHYral transformation
- Checklists for reflecting on your own change projects
- Active, iterative participation of employees who characterize, design and implement



## CONTENTS

- The WHYral transformation approach
- The 3 x 1: What does WHYral Transformation need?
- Designing WHYral transformation
- How to fail

## TARGET GROUP

Specialists and executives, consultants and HR managers who seek employee-centered alternatives to traditional approaches to achieving change

Innovators

**WHY!**

When transformation suddenly works

1st edition 2018 | 167 pp. | Hardcover

ISBN: 978-3-648-11309-7 | € 29.95

Now available

## AUTHORS

**The Innovators** are a group of Haufe innovators who are enchanted with change, and who wrote this book in a four-day writing sprint

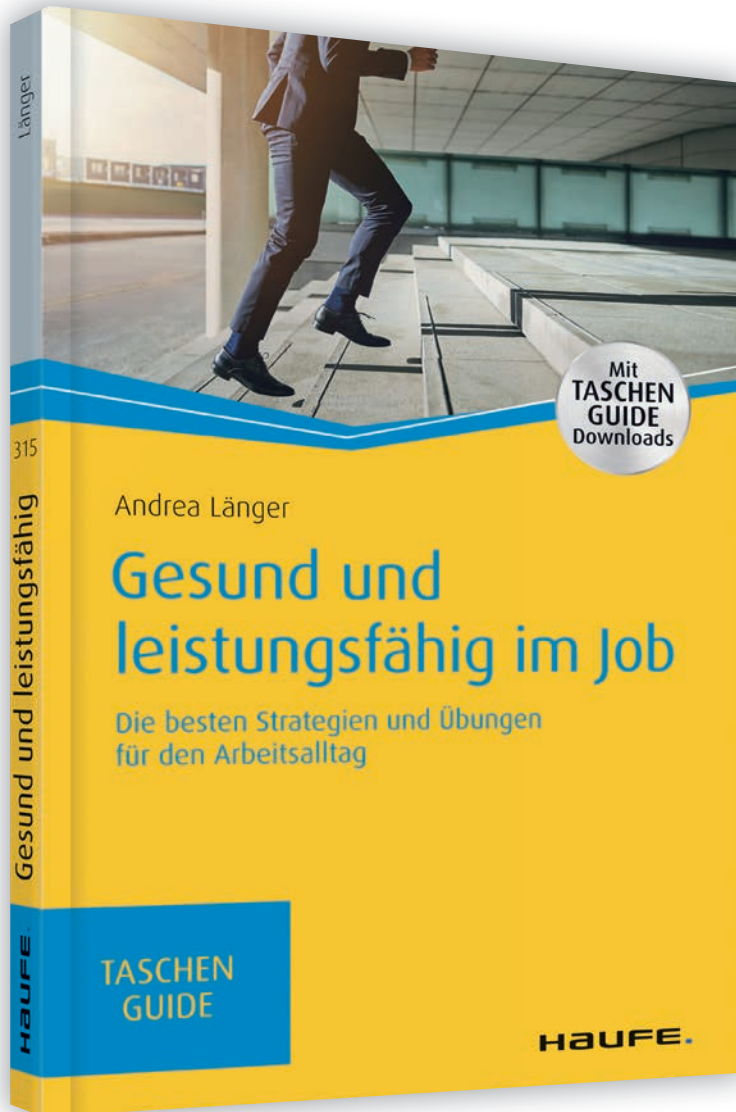


## POCKET GUIDES

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# Haufe Pocket Guides: guaranteed turnover

MILLION-  
COPY  
BESTSELLERS



## Remaining healthy and able on the job

The requirements of today's working world are high, including:  
permanent accessibility, time pressure and a flood of information that has to be processed.  
The author shows why health means more than simply not being ill, and what you can do for yourself in order to remain permanently efficient. She describes the warning signs and how to counteract them quickly and effectively.

Andrea Länger

### Remaining Healthy and Able on the Job

The best strategies and exercises to use at work

1st edition 2018 | Vol. 315 | 128 pp.

Paperback | ISBN: 978-3-648-12118-4 | € 9.95

Now available

### AUTHOR

**Andrea Länger** is a coach and trainer as well as an instructor for health care and stress management at the Augsburg University of Applied Sciences





## Concentrating better

E-mails, smartphones and frequent interruptions by colleagues often make it difficult to concentrate in the office.

This pocket guide outlines strategies to improve one's ability to concentrate. He teaches you how to deal with effectiveness killers and offers numerous exercises that are easy to implement and that can help you focus.

Gabriele Mühlbauer

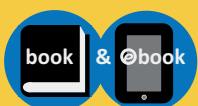
### **Concentrating Better**

Focusing on work in the era of the smartphone and the open-plan office

1st edition 2018 | Vol. 316 | 128 pp.

Paperback | € 9.95 | ISBN: 978-3-648-12104-7

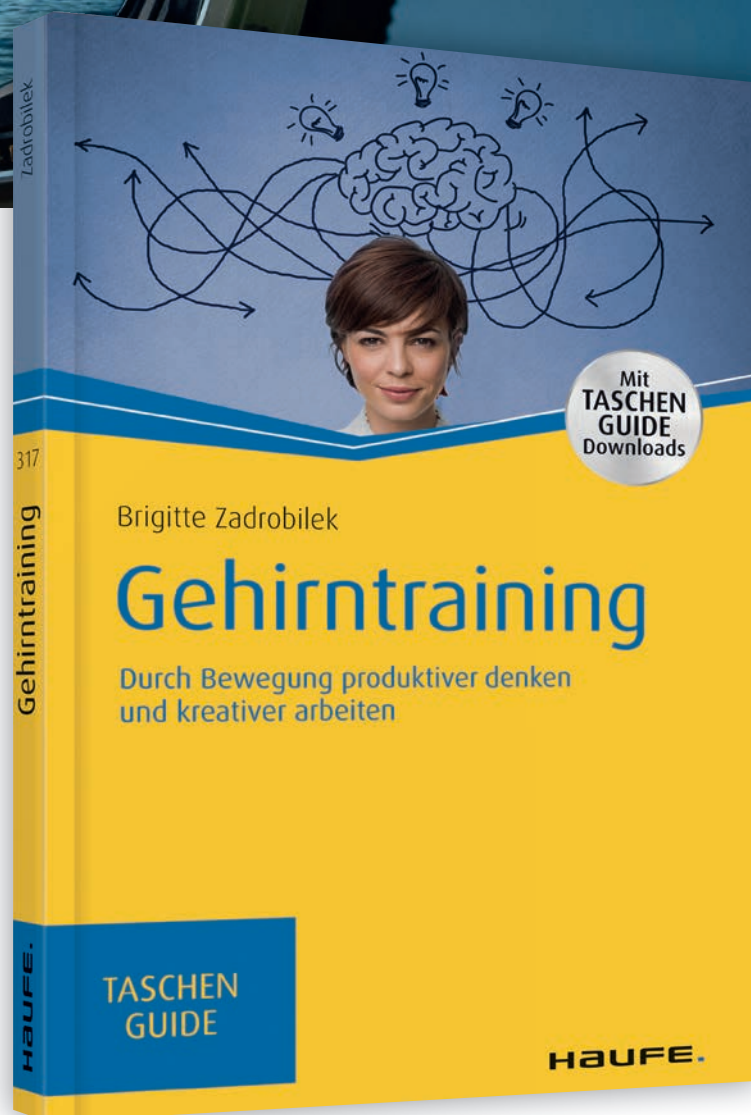
Now available



### **AUTHOR**

**Gabriele Mühlbauer** (Augsburg) holds seminars on increasing concentration, communication and conflict management





## Brain training

Use it or loose it! Just like our bodies, our brains must also be trained, if they are to remain efficient. This is more important today than ever because never before have our brains had to perform so well on a permanent basis.

Brigitte Zadrobilek presents exercises that support the interaction of the two hemispheres of the brain and thus improve mental fitness. The exercises contribute to the reduction of stress as well as the promotion of creative activity.

Brigitte Zadrobilek

### Brain Training

Learning more easily and working more creatively through movement

1st edition 2018 | Vol. 317 | 128 pp.

Paperback | ISBN: 978-3-648-12121-4 | € 9.95

Now available

### AUTHOR

**Brigitte Zadrobilek** (Guntramsdorf, Austria) is a corporate consultant for health management and stress prevention at the workplace





## Agile management

What is agile leadership and why is it important today? What must be taken into account when leading agile teams and what are the principles of agility?

The authors describe what agile leadership is and what it is not, as well as what prerequisites are necessary in order for teams to be agile. They show how employees and teams can be motivated, how they develop in the digital working world and how their performance can be maintained. It includes many concrete tips and techniques that can be implemented directly.

Jörg Preußig/Silke Sichart

**Agile Management**

**Current methods for modern managers**

Vol. 318 | 128 pp.

Paperback | € 9.95

ISBN: 978-3-648-12105-4

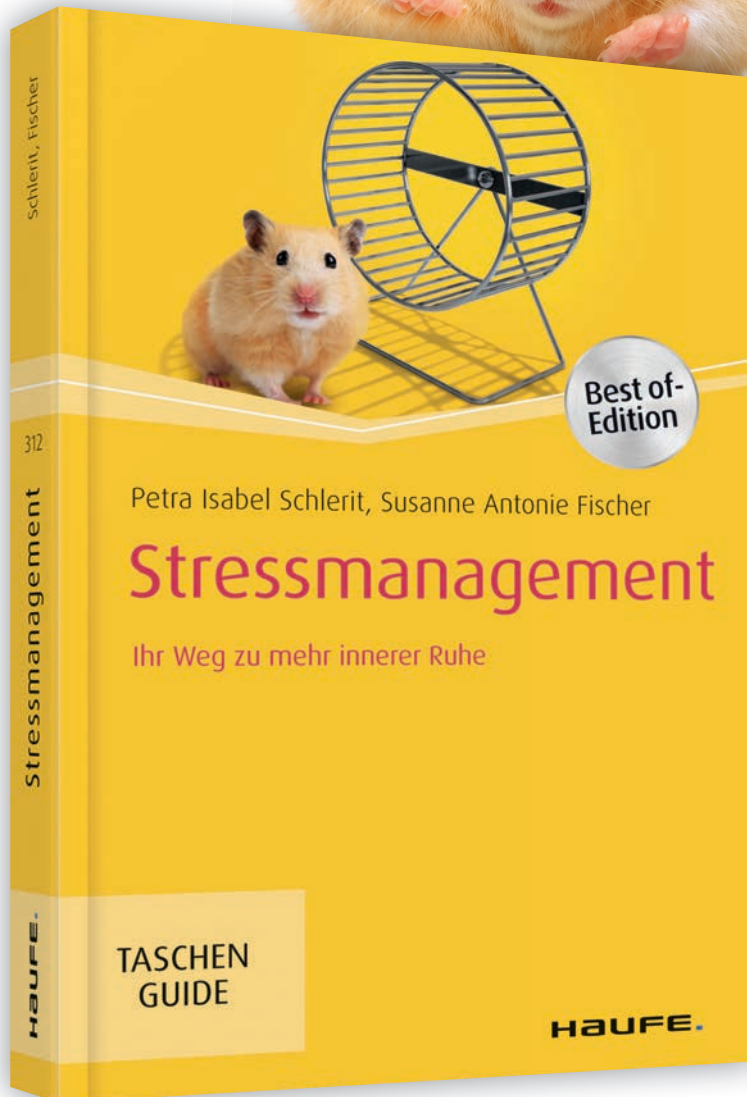
Now available



### AUTHORS

**Dr. Jörg Preußig** (Merzhausen) is a trainer for agile project management. He is a certified systemic coach and mediator;

**Silke Sichart** (Hamburg) has worked as a consultant and personnel developer in various international companies. Today she trains managers from different industries



## 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**

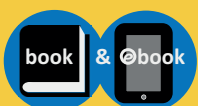
Your path to greater inner peace

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

