

FOREIGN RIGHTS SPRING 2019



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HUMAN RESOURCES

Redesigning cooperation

Classical hierarchies, unsuccessful communication, frustrated employees – the answers that might be found in the traditional notions of leadership and corporate design no longer apply.

This book outlines a new way of dealing with the challenges of our modern world of work. The authors make it clear how important intelligent communication and freedom are to encourage people to contribute their intelligence, skills and knowledge to the company. Key players here are managers who promote and make this possible. The book provides the basics on the topic; it is compact and to the point, with over 100 original, humorous drawings, that make reading it even more pleasant. With numerous tips for practical implementation.



CONTENTS

- Prerequisites for the desire for responsibility
- How to ensure smart communication
- The basic principle: sharing values and responsibilities
- Basic tasks of leadership: What courageous leadership ensures

TARGET GROUP

Managing directors, board members, executives, personnel managers, consultants, coaches and organizational developers

Ulla Domke | J. Martin Granica | Illustrated by Michael Hüter

Courageous Leadership

How to arouse the desire to take responsibility within your company

1st edition 2019 | 163 pp., 100 illustrations |

Paperback | € 19.95 | ISBN 978-3-7910-4412-5

Now available

AUTHORS

Dr. Ulla Domke is a sociologist and a consultant for prometha Organisationsberatung, the founder and a board member of awisu Think-and-Do-Tank eG, based in Bochum; **J. Martin Granica** is the managing director of InnovationCenter Ruhr, based in Herne; **Michael Hüter**, press illustrator, cartoonist and illustrator, based in Bochum



Corporate success with Positive Psychology

In many companies, a large proportion of »employee energy« is wasted because the corporate culture is marked by mistrust and cynicism. Useless rules and procedures make it more difficult for companies to achieve their corporate and growth targets.

In a well-founded and practice-oriented way, this book shows how to increase the value of a company with an existing resource: the employees. At the same time, it reveals how the »energy efficiency« of an organization can be raised without incurring high costs through Positive Psychology. The book includes numerous practical examples and graphic explanations.

ADVANTAGES

- Foreword by Kim Cameron (University of Michigan)
- With exercises for your own reflection and a self-test on the subject of leadership
- Nico Rose is one of the »leading experts and keynote speakers on Positive Psychology in Germany« (Harvard Business Manager)



CONTENTS

- »PERMA«: positive emotions, commitment, relationships, meaning, achievement
- Current leadership theories
- Interviews with experts: Christian Lindner, Fabian Kienbaum, Michael Steger, Jane Dutton, Angela Duckworth and Adam Grant

TARGET GROUP

Personnel managers, executives, personnel developers, marketing managers, change managers and academy directors

Nico Rose

Making Work Better

Positive Psychology for personnel work and management

1st edition 2019 | Approx. 300 pp. | Paperback
ISBN 978-3-648-12418-5 | Approx. € 39.95

Available starting June

AUTHORS

Since 2010, **Dr. Nico Rose** has been a member of the staff of the personnel director at the Bertelsmann Group. He blogs and writes guest contributions for ZEIT Online



GENERAL BUSINESS ADMINISTRATION / MANAGEMENT



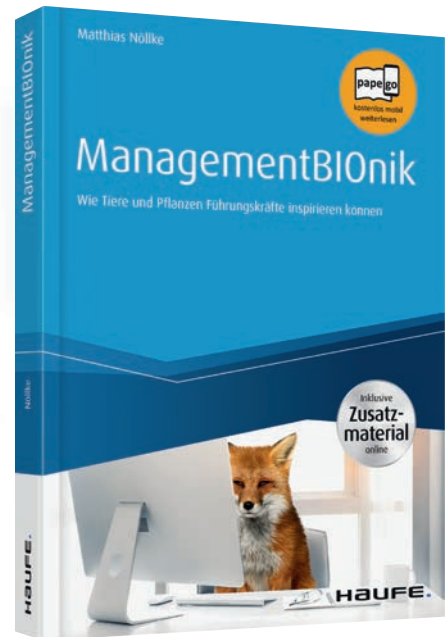
In the lead... naturally

Both in the wild and in cultural habitats, leadership principles apply. They can be used to create innovative stimuli for management and business.

In an entertaining and instructive way, the author of this book introduces the field of bionic management. With examples of flora and fauna, he shows how leadership works and can be designed successfully. This approach can inspire and improve management techniques for speeches, staff interviews and numerous other areas. This can help, managers can actively shape and optimize their roles.

ADVANTAGES

- The connections between management and nature with a focus on leadership
- Professionally appealing and entertaining
- Revised and extended new edition of the two successful volumes: *On Bees and the Alpha Wolves'* and *In the Gardens of Management*



CONTENTS

- Animals and their behavior as examples of innovation, self-organization, cooperation, conflict management and other aspects of leadership
- The gardens of management: gardens seen as models for management principles

TARGET GROUP

Managers, employees, personnel, interested laymen

Matthias Nöllke

Management BIONics

How plants and animals can inspire managers

1st edition 2019 | 277 pp. | Paperback

ISBN 978-3-648-12404-8 | € 24.95

Now available

AUTHOR

Dr. Matthias Nöllke works as a journalist, author and speaker for numerous companies, including Munich-based *Bayerische Rundfunk*



The latest trend

Artificial intelligence fundamentally changes our world of work. What does this mean in concrete terms for the individual, for work and for the company?

The author shows what Artificial Intelligence is, how it influences and changes our living environments and what the consequences are. Readers will acquire a good understanding of AI and will be able to derive appropriate conclusions for their own actions. In this way, the immense potential of AI can be put to use.

ADVANTAGES

- › How managers can use the potential of AI
- › Basic principles for action instead of technical details



CONTENTS

- › What is Artificial Intelligence?
- › The influence of AI on our world
- › Working agilely with the support of AI
- › Digital personnel management: Will the HR people be replaced with bots?
- › The man-machine interface
- › Consequences and outlook

TARGET GROUP

Management, executives, personnel

Christina Bösenberg

Artificial Intelligence: the Future in the Company

How AI moves companies, people and products forward

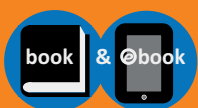
1st edition 2019 | Approx. 200 pp. | Paperback

ISBN 978-3-648-12451-2 | Approx. € 39.95

Available starting March

AUTHORS

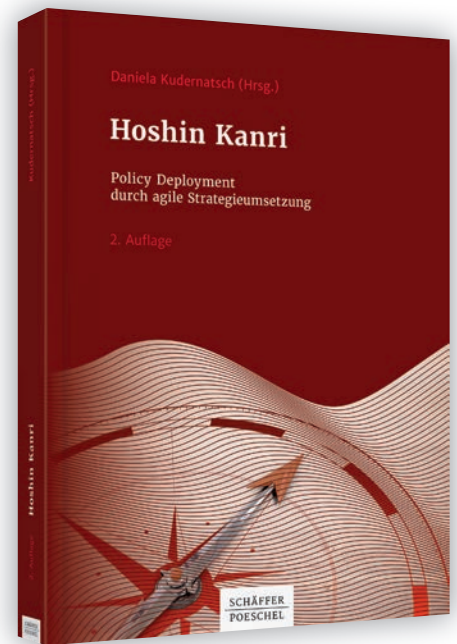
Christina Bösenberg is a keynote speaker, author and expert on agile transformation and change leadership



Aligning everything to one goal

The second revised and updated edition of this book presents the concept and methods of the Japanese management approach Hoshin Kanri, which is also known as »policy deployment« in America. As a company-wide planning and control system, Hoshin Kanri strives to align all the company's activities and forces towards a single goal.

This guide shows the areas of application and advantages of the system. It includes best practice examples that illustrate how Hoshin Kanri can be successfully introduced and implemented in a company.



CONTENTS

- Areas of application, benefits, implementation of Hoshin Kanri
- Eight best practice examples from various companies, including: MAN, Siemens, Alstom, etc.
- With a separate chapter on management within the Hoshin process

TARGET GROUP

Executives, management consultants, quality managers, process managers, controllers

Daniela Kudernatsch (ed.)

Hoshin Kanri

Policy deployment through agile strategy implementation

2nd edition 2019 | Approx. 384 pp. | Hardbound

Approx. € 69.95 | ISBN 978-3-7910-4442-2

Available starting March

AUTHORS

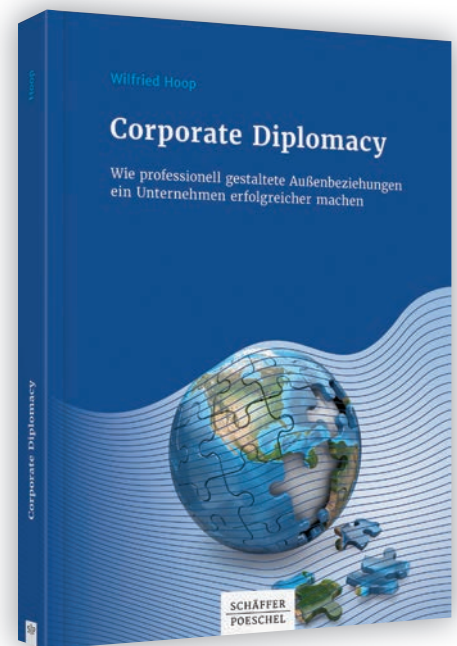
Dr. Daniela Kudernatsch, owner of the management consulting firm of KUDERNATSCH Consulting & Solutions, based in Munich



Corporate foreign policy

Companies are facing major challenges today, including: economic risks, regulatory and compliance tsunamis, and technological disruption. At the same time, the gulf between business, politics and society is becoming ever deeper.

Wilfried Hoop shows entrepreneurs and managers how they can use corporate diplomacy to navigate through a volatile, complex and increasingly critical world and how they can increase their corporate success through more targeted cooperation with stakeholders.



CONTENTS

- Corporate diplomacy as a success factor
- Integrated stakeholder engagement vs. uni-dimensional lobbying and ingratiating corporate social responsibility activities
- Interviews with representatives from business and politics, including: Josef Ackermann, Roland Berger, Peter Brabeck, Beat Hess, Fred Kindle, Peter Kurer, Edward T. McMullen Jr., Friedrich Merz

TARGET GROUP

Managers, consultants, trainers, coaches, economic policy makers, diplomats

Wilfried Hoop

Corporate Diplomacy

How professionally designed external relations make a company more successful

1st edition 2019 | 260 pp. | Hardbound

€ 39.95 | ISBN 978-3-7910-4409-5

Now available

AUTHORS

Wilfried Hoop is a management expert with a master's degree in international relations and diplomacy from Staffordshire University, Stoke-on-Trent and with many years of practical experience in diplomacy, with career stages among others at Hilti, ENI and UEFA

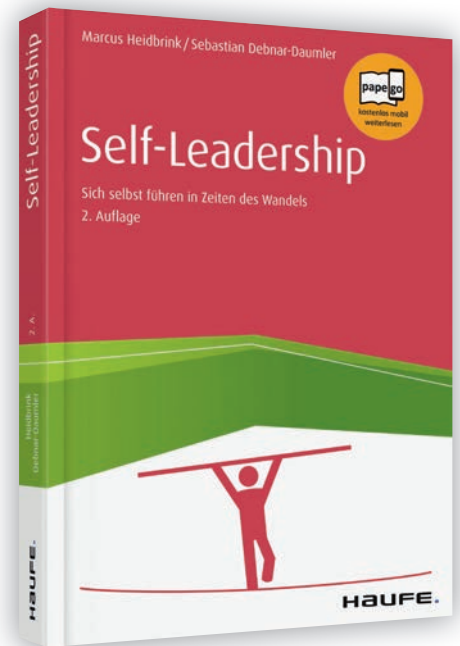


Transformational leadership

For the first time, this book applies the principles of transformational leadership. The focus on one's own strengths and resources shows how to meet expectations and goals and how to successfully lead oneself.

ADVANTAGES

- Concrete examples from coaching practice and many tips
- Every chapter with exercises, questions for self-reflection and action-oriented summary



TARGET GROUP

Specialists and executives



Marcus Heidbrink/Sebastian Debnar-Daumler

Self-Leadership

Leading oneself in times of transformation

2nd edition 2019 | 119 pp. | Paperback

ISBN 978-3-648-12444-4 | € 29.95

Now available

AUTHOR

Dr. Marcus Heidbrink is a graduate psychologist and founder of the HPO Research Group in Cologne; **Sebastian Debnar-Daumler** is a graduate psychologist, a Founder of the HPO Research Group in Berlin and a consultant for executives



Together we are strong

If we think of migration, digitalization and new markets, it becomes clear that companies increasingly have to deal with interculturality in management. This raises urgent questions for managers: how can I successfully manage people with different cultural backgrounds? How can I understand and shape differences as opportunities and diversity as a competitive advantage? How do I deal with my own values, contradictions and cultural expectations?

The author advocates a new form of intercultural management and shows the important role played by emotions, intuition and co-creative processes. In her application-oriented book, she explains in a profound and humorous way how cultural differences cannot be considered taboo or neutralised with political correctness, but can be tackled, discussed and used creatively with appreciation and humour.



CONTENTS

- › Intercultural Management: the basics, previous approaches, new perspectives
- › Teamwork, day-to-day leadership and project work in an intercultural context
- › Co-creative management: the basis of a new intercultural leadership culture
- › Managers, personnel developers, consultants, trainers

TARGET GROUP

Specialists and managers, trainers

Sonja Andjelkovic

Managing Intercultural Teams

Using diversity intelligently and creatively
Systemic Management

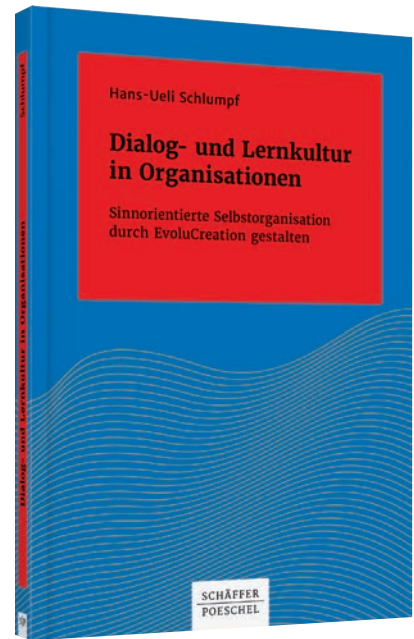
1st edition 2019 | Approx. 224 pp. | Hardbound
Approx. € 39.95 | ISBN 978-3-7910-4078-3
Available starting March

AUTHOR

Sonja Andjelkovic, systemic coach and business trainer for international organizations, based in Berlin



A culture of dialogue and learning: tomorrow's key to success



›New Work‹ presents management and HR professionals with complex challenges. The main questions are: How can we meet the requirements of a dynamic environment? How can agility and self-organization succeed? How can we develop ourselves and our organizations effectively and in a healthy manner?

A sustainable organization needs a distinctive culture of dialogue and learning that takes into account, in a creative and and dynamic way, both human and organizational needs. This is the core concern of EvoluCreation. In concrete terms, this means that organizations and leadership are always designed with a view towards good interpersonal communication, meaningful cooperation, continuous innovation and more conscious self-management. The competencies promoted in this way enable managers to and teams to develop gradually towards an agile and self-organizing organization.

CONTENTS

- Practical concepts and tangible tools for consultants, managers and HR professionals
- Integration of personnel, team and organizational development into the daily work routine
- Well-founded theories, case studies and immediately applicable interventions

TARGET GROUP

Managers, executives, HR specialists, coaches, organizational consultants

Hans-Ueli Schlumpf

Dialogue and A Learning Culture in Organizations

Meaningful self-organization through EvoluCreation design
Systemic Management

1st edition 2019 | Approx. 220 pp. | Hardbound
Approx. € 39.95 | ISBN 978-3-7910-4406-4

Available starting March

AUTHOR

Hans-Ueli Schlumpf is an organizational consultant, coach, supervisor, mediator and independent consultant, based in Binningen, Switzerland, near Basel



FINANCE

Forecasting business success

For many matters, like company evaluations, ratings, strategic decisions etc., the prognosis of the future success of companies is of decisive importance. This book presents all of the important analytical procedures with their advantages and disadvantages. Numerous case studies, overviews and tables reveal the sources of success of many companies.

One particularly valuable feature is the analysis of a comprehensive database with the annual financial statements of approximately 2000 companies worldwide. These analyses yield useful company and industry comparisons for many questions. Those who invest a large part of their working time in the analysis of companies should not do without this invaluable tool. But this compact volume is also ideally suited as an introduction for students.



CONTENTS

- Practical presentation of important tools for financial analyses and strategic analyses
- Numerous practical examples with clear overviews and tables
- Analyses of a comprehensive database for useful industry and company comparisons

TARGET GROUP

Entrepreneurs, auditors, analysts, students

Peter Seppelfricke

Business Analyses

How to forecast the future of a company

1st edition 2019 | Approx. 180 pp. | Paperback

Approx. € 29.95 | ISBN 978-3-7910-4433-0

Available starting March

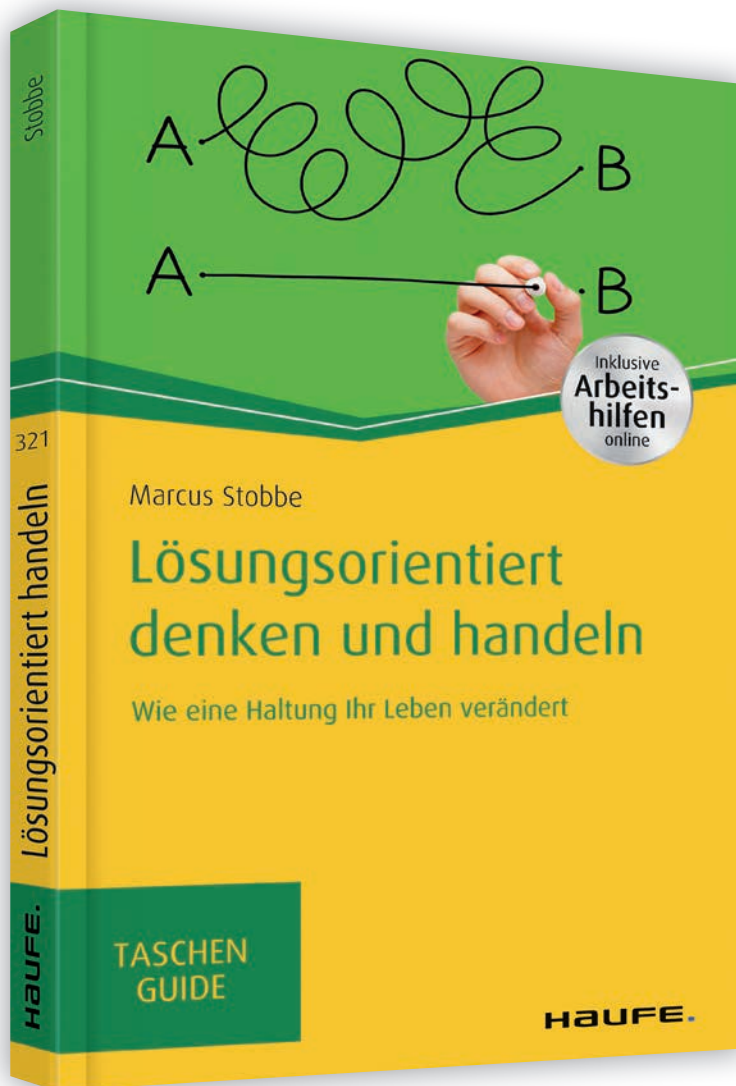
AUTHOR

Prof. Dr. Peter Seppelfricke, Professor of General Business Administration, Finance and Financial Services, Osnabrück University of Applied Sciences

POCKET GUIDES

Haufe Pocket Guides: guaranteed turnover

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COPY
BESTSELLERS



Thinking and acting in a solution-oriented manner

Many people make (professional) life difficult for themselves by seeing problems everywhere and avoid assuming responsibility.

Marcus Stobbe describes how you can (re-)discover invaluable resources and achieve mental self-assurance. In this way, you can learn how to move beyond the vicious circle of problems and seek solutions with elan and verve.

Marcus Stobbe

Thinking and Acting in a Solution-Oriented Manner

How an attitude can change your life

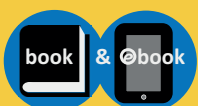
1st edition 2019 | Vol. 321 | 128 pp.

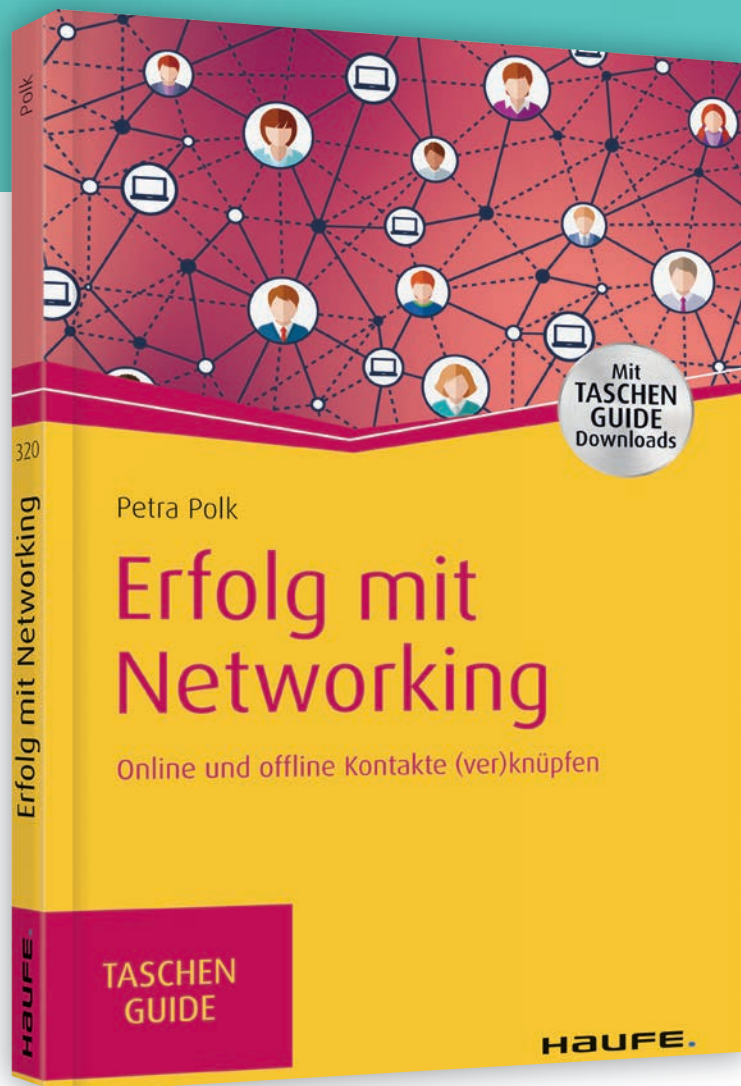
Paperback | ISBN 978-3-648-12276-1 | € 9.95

Now available

AUTHOR

Marcus Stobbe, a graduate psychologist, works as a trainer and coach. He supports individuals, teams and companies in dealing with questions related to communication, talent and team development





Success through networking

Without networks, there can be no business. Networking with others is a proven recipe for success in making careers advance.

This PocketGuide outlines the rules for success in professional networking – both in the personal domain and in the social web. It shows how networking can become part of a personal marketing and distribution strategy and what pitfalls need to be avoided.

Petra Polk

Success through Networking

Making interlinking contacts on- and offline

1st edition 2019 | Vol. 320 | 128 pp.

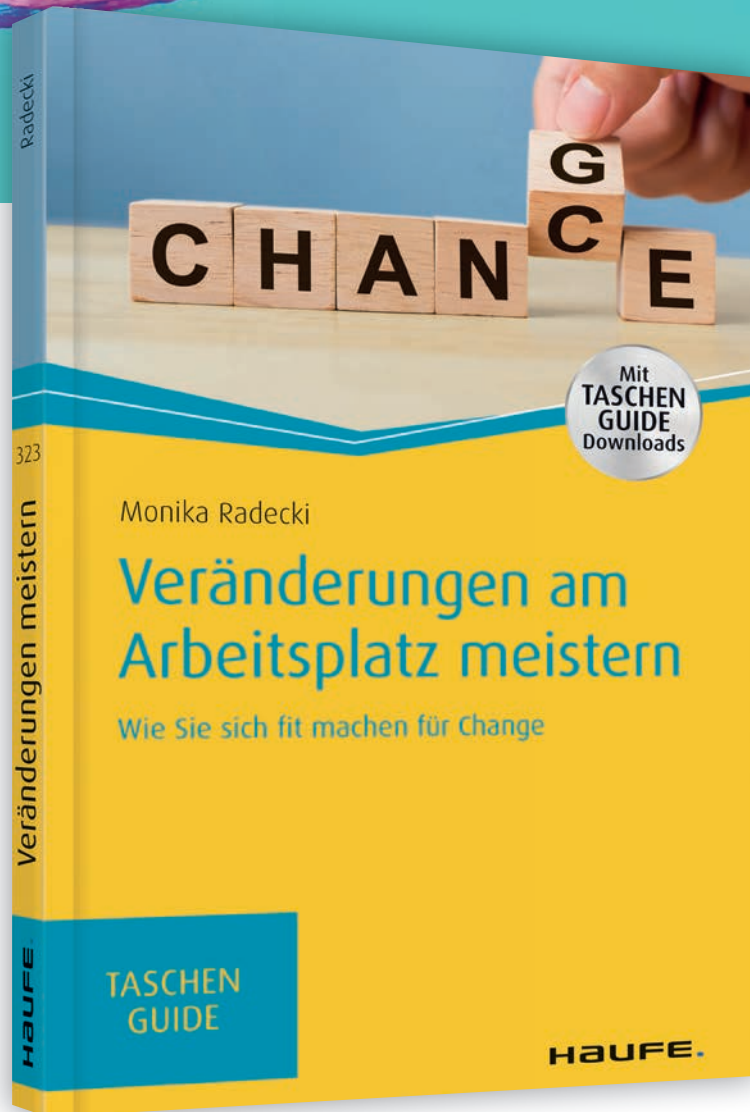
Paperback | ISBN 978-3-648-12282-2 | € 9.95

Now available

AUTHOR

Petra Polk is a consultant, network expert and blogger. She knows how to effectively interlink virtual and personal networking





Mastering changes at the workplace

Many enterprises hardly incorporate their employees in change processes. This makes it imperative for each individual to remain capable and future-oriented.

The author explains what change processes do to people. She shows how to train one's own change competence ›muscle‹ so as to be able to participate successfully in managing change.

Monika Radecki

Mastering Changes at the Workplace

How to prepare yourself for change

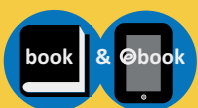
1st edition 2019 | Vol. 323 | 128 pp.

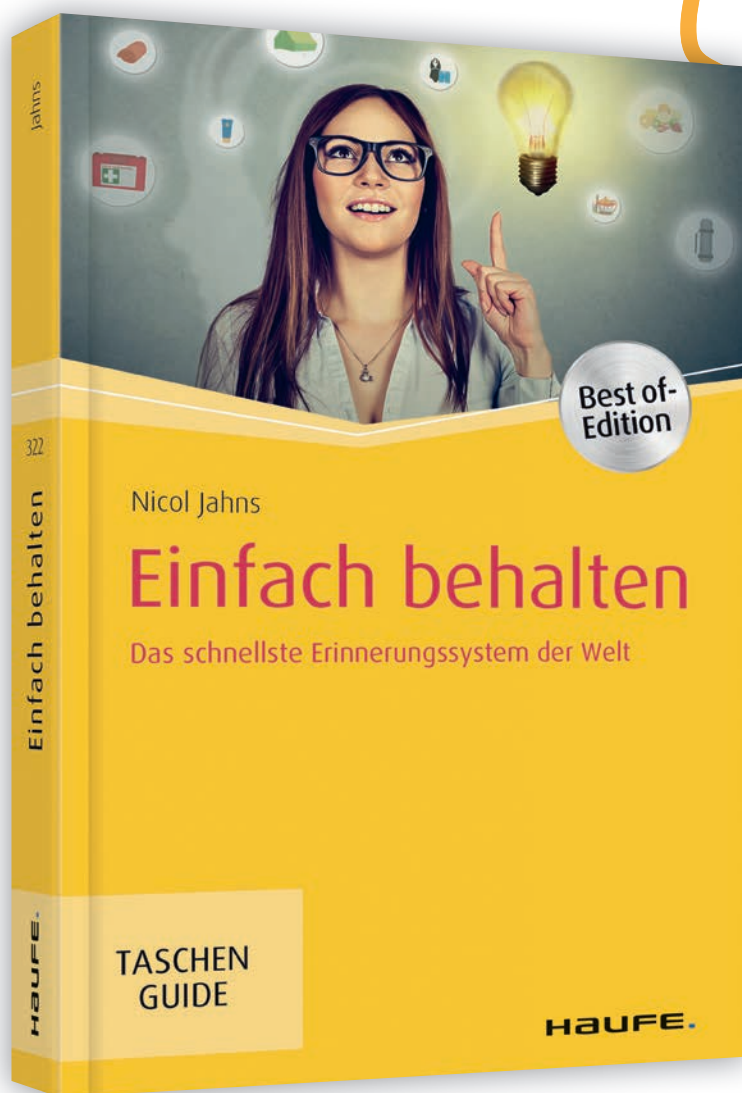
Paperback | ISBN 978-3-648-12273-0 | € 9.95

Now available

AUTHOR

Monika Radeck, from Heidelberg, is a communication consultant focused on self-organization, self-marketing and team development





Simply keeping it

The human brain grows throughout one's life. With fun mnemonic techniques that invoke emotions, everyone can train his or her memory.

The author introduces his memory-enhancing system and explains what techniques it is based on. Examples from professional life show how new knowledge can be acquired quickly and how you can dramatically improve your ability to remember things.

Simply Keeping It

The fastest memorization system

1st edition 2019 | Vol. 322 | 256 pp.

Paperback | ISBN 978-3-648-12285-3 | € 11.95

Now available

AUTHORS

Nicol Jahns was trained by world champion memory masters. He continues to develop new memory-building techniques



