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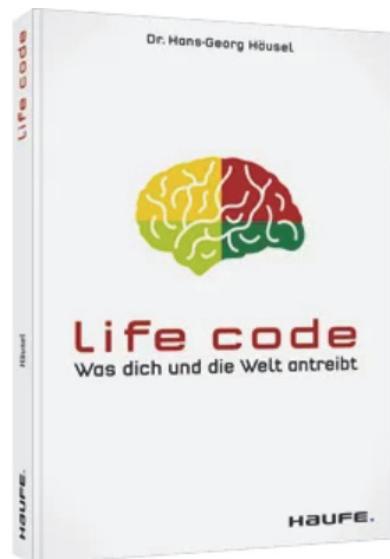
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General Business Administration Management

This is how you turn your head on its head



Much like a child in a fire engine on a carousel who turns the steering wheel and thinks it is actually driving the vehicle, we adults believe that we can control everything. But this is a misconception. Behind everything we do, there is an ingenious emotional program that lasts our entire lifetime and dominates our social world. Whoever knows and applies the logic of this program understands itself and the world better, gets along better with other people, is happier and more satisfied, and can act in a more confident, autonomous and successful manner.

CONTENTS

- What emotions really are and what they correspond to in terms of brain function
- The structure of our emotional operating system and its effects on our lives
- Tension between the emotional systems
- Consumption: Why do we buy what we buy?
- Finance: How do we handle money?
- Taste and aesthetics: Why taste is relative
- Politics and parties: What political parties really want
- Staying fit: Delaying the ageing of the brain

TARGET GROUP

All those interested in how they themselves, their fellow human beings and the world as a whole function

Hans-Georg Häusel
Life Code
What drives you and the world
1st edition 2020 | 199 pp. | Hardbound
ISBN 978-3-648-14320-9 | € 19.95
Now available



AUTHOR

Until 2011, **Dr. Hans-Georg Häusel** was a partner and member of the executive board of the Nymphenburg Consult AG Group, and since 2006 he has been a lecturer at the Zurich University of Applied Sciences in Business. He is a successful author and a keynote speaker

The toolbox for working better and finding more joy in your job



In our changing world of work, managers, executives and employees are jointly faced with the challenge of ensuring that cooperation among them is both economically successful and healthy for people. How will we work together in the future, what constitutes effective leadership, when does work make sense and what is important for making sure that we are more successful in our jobs?

This book contains answers in the form of 66 concise and well-founded contributions by the authors with a range of fresh ideas and concrete tips regarding leadership management, corporate culture and change, careers and development, the purpose of work, and HR and recruiting.

CONTENTS

- Trust leads. But what kind of leadership leads to trust?
- Employee loyalty: Loyalty is not a one-way street
- Joy on the job: How much can we afford?
- Planned lack of consequences: Change management as a tool for stagnating
- Part-time has to get away from the mom image
- Career B: About inspiration and the unlived life
- Daily business eats away at appreciation

TARGET GROUP

Employees, managers, executives, HR personnel, job changers

Bernd Slaghuis | Nico Rose
Work Better
66 novel ideas for a more humane working environment
and more fun at work
1st edition 2020 | 252 pp. | Paperback
ISBN 978-3-648-14288-2 | € 24.95
Now available

AUTHORS

Bernd Slaghuis is a career coach and expert for professional reorientation and healthy leadership. His career blog is one of the most read in Germany. He is a trained banker and holds a doctorate in economics;

Nico Rose is Professor of Business Psychology at the International School of Management (ISM) in Dortmund. He is a graduate psychologist and one of the leading experts for positive psychology in the German-speaking world



More success through appreciation



The economic damage caused by the lack of appreciation is enormous. Absences due to illness, stressed bosses and listless employees represent a huge cost to companies every year. It has long been demonstrated that a company in which managers and employees treat each other with respect wins – and not only in the material sense. This is because appreciation is an added value. An atmosphere of mutual appreciation can make a job a real pleasure and can be the source of success and satisfaction. But how does it work?

The author shows how respectful cooperation affects corporate management in professional practice. The six-step model teaches you to look at yourself and others and to deal with each other respectfully and also fairly in difficult situations. You will be supported in your endeavour with many exercises and practical examples.

CONTENTS

- Six steps to feeling greater respect for yourself
- Six steps to mutual respect
- Basic prerequisites for composure and acceptance in dealings with others
- Hard cases
- Possibilities for leading others respectfully
- Success factors for an appreciative corporate culture

TARGET GROUP

Employees, managers

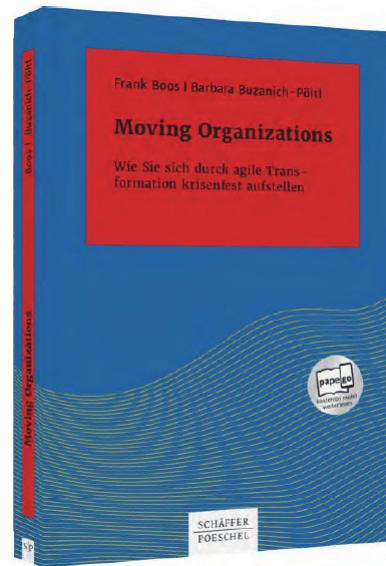
Andrea Lienhart
Respekt!
How appreciation succeeds on the job
1st edition 2020 | Approx. 180 pp. | Paperback
ISBN 978-3-648-14287-5 | Approx. € 24.95
Available starting October



AUTHOR

Andrea Lienhart works successfully as a management trainer, supervisor and business coach. At Haufe, she has written the pocket guides entitled: *Seminars, Training and Bringing Workshops to Life* and *Dealing Confidently with Difficult Individuals*

The practical handbook for agile transformation



Today, companies operate in an uncertain, complex and volatile environment. Many challenges require a fundamental rethinking. At the same time, many organisations still use traditional problem-solving methods, and traditional hierarchical structures still exist. Frequently, several contexts are relevant, which means even higher stress levels. In an appealing way, this book provides a basic understanding of agile transformation upon which to develop design options. It presents an orientation framework for change strategies and brings order into the chaos of tool diversity. At the same time, it offers new methods from agile contexts, so that the chances of achieving a successful change are increased. Real case studies are described and reflected upon in a critical manner.

CONTENTS

- The practical book on change and agility
- Helps develop coherent change strategies and implement them professionally
- Offers a differentiated, practice-oriented approach with vivid real case studies
- New scientific findings for dealing with emotions in a volatile environment

TARGET GROUP

Management consultants, executives, personnel developers, organization developers

Barbara Buzanich-Pötl | Frank Boos

Moving Organizations

How to use agile transformation to make yourself crisis-proof

1st edition 2020 | Approx. 280 pp. | Hardbound

ISBN 978-3-7910-4661-7 | Approx. € 39.95

AUTHORS

Frank Boos and **Barbara Buzanich-Pötl** are experienced strategy, organization and change management advisors for the Neuwaldegg Advisory Group based in Vienna



Ambidexterity – the organisational form of the future



Top managers are faced with the challenge of continuing to develop existing business successfully and at the same time implement innovations. In the field of tension between these two worlds, numerous challenges are evident in the areas of organization, strategy, human resources, controlling and corporate culture. These two worlds have their own rules, methods and success strategies, so they must be managed quite differently. Given this reality, it is the actual organisational forms and behaviour patterns that fail most in companies, without it being known what exactly could replace them. In the ambidextrous organization, managers master the necessary success strategies to achieve to manage both domains successfully. It is both the problem and the organizational framework for the solution in times of major changes.

CONTENTS

- Initial situation: The conventional hierarchical organisation as a victim of digitisation
- Why digital innovations render stable organisational structures impossible
- The danger zone: companies, managers and employees are not ready for the new organizational reality

TARGET GROUP

Top managers, executives, employees (especially in companies that are particularly affected by innovation), personnel managers, strategic areas, organizational development units

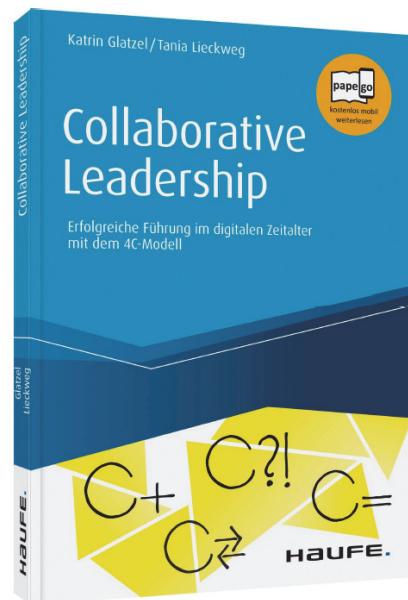
Friedemann Derndinger | Claas de Groot
The Ambidextrous Organization
Success strategies in the new corporate reality
1st edition 2020 | 167 pp. | Hardcover
ISBN 978-3-648-13885-4 | € 29.95
Now available



AUTHORS

Friedemann Derndinger is a top management consultant, an executive coach and a trainer at LAP Leader's Advisory Point in Düsseldorf;
Dr. Claas de Groot is a top management consultant and a founder and Managing Partner of LAP Leader's Advisory Point, Düsseldorf

The 4c managment model that fits in with the digital age



The 4C model offers a proven concept of leadership that relies on cooperation, that focuses on design and that takes each individual with his or her abilities and skills seriously. In practical examples, the authors show how leadership can succeed and how a process of change can be initiated. A toolbox supports the concrete implementation of these ideas. In the 4C model, attention is focused on the decisive four management dimensions: Contribution, Creativity, Consent and Communication. Established leadership qualities are combined with those that emerge from the specific challenges of digitisation. This is how leadership becomes effective for the digital age.

CONTENTS

- Collaborative Leadership – A journey
- The 4 C model
- The Collaborative Leadership experience
- 4C: Contribution
- 4C: Creativity
- 4C: Consent
- 4C: Communication
- Toolbox
- What leadership needs agility?

TARGET GROUP

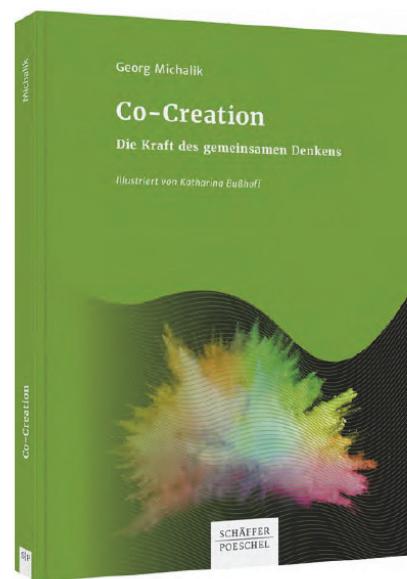
Managers, coaches, personnel consultants

Katrin Glatzel | Tania Lieckweg
Collaborative Leadership
Successful leadership in the digital age with the 4C model
1st edition 2020 | 159 pp. | Paperback
ISBN 978-3-648-14269-1 | € 29.95
Now available

AUTHORS
Dr Katrin Glatzel and **Dr Tania Lieckweg** are Partners at OSB International, the systemic organizational consulting firm in Berlin and consultants with a focus on strategy, leadership, organization and change



Co-creation: finding solutions together



Co-Creation is more than just a new term. Co-Creation stands for a change in people's thinking, feelings and actions, with the goal of perceiving, deciding and acting together more effectively and efficiently. But creation is also an attitude: only through openness, trust and transparency complex problems can be solved sustainably. This book explains the co-creation process, which takes place in very different situations and with different time budgets. And it outlines the relevant formats such as organisational co-creation, daily co-creation, virtual co-creation, coaching co-creation and leadership co-Creation. Projects from the authors' consulting practice make it clear what one needs to watch out for when introducing and implementing the co-creation process.

CONTENTS

- Co-creation: backgrounds, mindset, implementation
- Implementing co-creation workshops successfully: The eight steps of the co-creation process
- With numerous practical examples and proven procedures for implementation

TARGET GROUP

Professional and managerial staff, in particular in the domains of product development, innovation, change and organizational development; consultants; trainers

George Michalik
Co-Creation
The power of joint thinking
1st edition 2020 | 271 pp. | Paperback
ISBN 978-3-7910-4809-3 | € 39.95
Now available



AUTHOR

Dr. Georg Michalik is an organizational psychologist with more than 20 years experience in the development of people and organizations as a manager, coach and consultant, based in Zurich

Inspiration from world-class sports



Today, around eighty percent of a company's output is already produced in teams. And yet teams are by far not as effective as they could be. The numbers on engagement, productivity and satisfaction have been clear in this domain for years. But what stops teams from working together with full energy and enthusiasm? How is role clarity especially important in critical situations involving cooperation? What is it that makes performance in the workplace exceptional and how can it ultimately be achieved? The authors use highly effective principles from world-class sports to broach these questions. You will be introduced to solutions that are not only fascinating, but that are also easy to understand and implement. Every team can benefit from this book and the three pillars of expertise, self-awareness and prominent case studies from practice.

CONTENTS

- Every WE begin with I: Do I know my inner driving force?
- Clear roles and responsibilities: What exactly does my job here entail?
- Growth and confidence: Even tough guys sometimes need support
- The ME and the WE: Tough love leadership as a solution
- Anticipating game situations instead of establishing hierarchies
- Big Data and AI: How do I use data for people and not the other way around!?

TARGET GROUP

Managers, entrepreneurs, consultants, HR managers

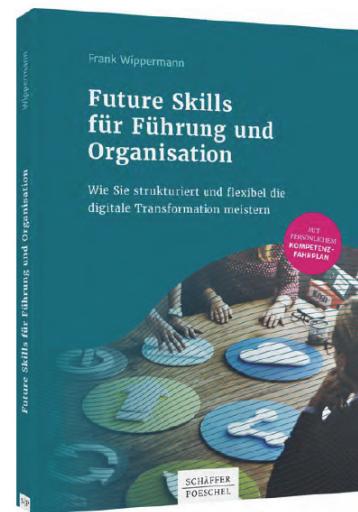
Mario Reis | Stefan Kermas
Team Architecture as a Success Factor
Creation, development and management of high-performance teams
1st edition 2020 | 217 pp. | Paperback
ISBN 978-3-648-14521-0 | € 34.95
Now available



AUTHORS

Mario Reis is an economist with a focus on organizational psychology, manager, consultant and lecturer, a co-founder and the managing director of the Monday.Rocks team architecture firm;
Stefan Kermas is a fully qualified lawyer and two-time Olympic champion. He was the coach of the German national hockey team for ten years and, from 2017 to 2019, the national coach of the German men's national hockey team. He is an independent organizational developer, a trainer and a keynote speaker on team performance

Leadership skills for the future



The digital transformation requires different leadership skills and instruments than before. Hierarchies are becoming less important, power/knowledge networks fill the vacuum, and flexibility is to be the new standard. This book outlines the seven competencies for 'Leadership 4.0' and translates them into a personal competence roadmap for managers: broadening perspectives, driving innovation, cultivating networks, providing orientation, promoting independence, supporting employees and using digital tools. The book also discusses how the most important instruments of personnel management such as target agreements and personnel appraisals are changed so that they can function in a constantly changing environment.

CONTENTS

- Implementation of the seven dynamic competences of an executive
- Provides support for the adaptation of processes and tools for personnel management

TARGET GROUP

Managers, personnel departments, individuals responsible for personnel development, trainers and consultants

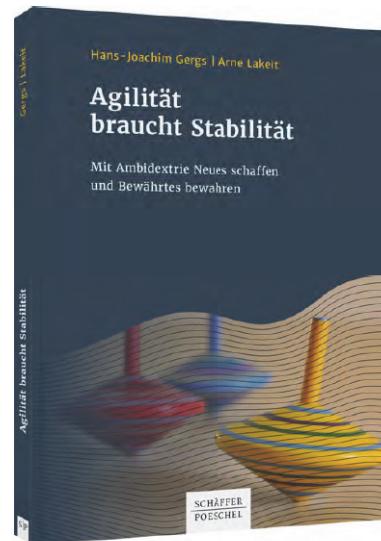
Frank Wippermann
Future Skills for Leadership and Organization
How to master the digital transformation in a structured and flexible way
1st edition 2020 | Approx. 200 pp. | Hardbound
ISBN 978-3-7910-4726-3 | Approx. € 39.95
Available starting October



AUTHOR

Frank Wippermann, Managing Partner of the Flow consulting firm based in, Celle, Germany. He is a trainer and consultant, and a lecturer at in Change Management at the Hamburg University of Applied Sciences

Achieving balance between stability and innovation



Many companies are facing a far-reaching transformation that will require a high degree of innovation and the ability to change. The key challenge is: how can we manage to remain competitive in existing core markets and at the same time increase our ability to innovate, without endangering internal cohesion? The authors explain that successful companies must balance out stability and innovation. In this book, they show what the path to an ambidextrous company can look like. In this context, management acquires an important new function, to continuously balance out and maintain the creative tension between innovation and stability.

CONTENTS

- Well-founded models and tools for creating and managing ambidexterity: self-assessment tools, analytical tools
- Ambidexterity in action: Case Studies from ENBW, Claas, MaibornWolff, Trumpf, 3M and others

TARGET GROUP

Managers, project managers, consultants and coaches



Hans-Joachim Gergs | Arne Lakeit

Agility Needs Stability

Create new things and preserve the tried and tested with ambidexterity

1st edition 2020 | Approx. 200 pp. | Paperback

ISBN 978-3-7910-4848-2 | Approx. € 34.95

Available starting October

AUTHORS

Dr. Hans-Joachim Gergs is a sociologist who teaches at the TUM School of Business, the University of London and the University of Heidelberg. He is a consultant for AUDI AG and Co-owner of the GfeO, Regensburg; For over 30 years, **Arne Lakeit** held various in management functions in the automotive industry and in the top management of AUDI AG. He has been a freelance consultant and coach since 2015

Methods for achieving agile product management



Product management as a success factor: early and frequent feedback characterizes the agile way of working. But what methods and approaches have proven to be effective for increasing speed and at the same time strengthening the focus on the customer? How must the processes and the organizational framework conditions be designed? In this process, the product manager is a visionary, manager and team player. He must merge his own skills with those of the digital natives and the experiences of Generation X, and form an optimal product team. It is with this implementation timetable for the first 100 days that the agile balancing act can succeed. The book is accompanied by a blog with regular contributions that present, supplement and deepen the book's contents in text and video format.

CONTENTS

- Product development as a factor in competition
- The approach is data-driven and complemented by customer insights
- The lean start-up – Speed as a success factor
- Which method fits? Scrum, Kanban & Co.
- Lean Development – From product to process
- Product management as a team sport
- Methodological tool kit, profiles and templates

TARGET GROUP

Product managers, project managers, scrum product owners, scrum owners

Jan Schneider
Product Management – Agile & Lean
Developing products quickly and in a customer-oriented way
1st edition 2020 | Approx. 250 pp. | Paperback
ISBN 978-3-648-14280-6 | Approx. € 34.95
Available starting December



AUTHORS

Jan Schneider is a trainer, consultant and coach (for Haufe Academy, among others). His main focus is on digital transformation and agile management. For some 20 years, he has accompanied teams and organizations as a product owner, scrum master or project manager

How to protect intellectual property?



Many start-ups focus only on their business idea and neglect the protection of their intellectual property (IP). Protecting these valuable assets is of critical importance. Awareness of IP protection can reduce the risk of legal losses as well as considerable financial disadvantages for the founders. This book explains the basics of IP rights and the development of a successful IP strategy. It presents extensive practical advice, including guidelines on contract drafting for start-ups. The editor is an expert in the field of IP, especially in the context of M&A transactions, and is also active as a supervisory board member. The interdisciplinary team of authors consists of founders, lawyers, patent attorneys, scholars, and partners in venture capital and auditing companies. They shed light on the various aspects of IP in start-ups from their respective points of view and provide guidance on how to create and implement an IP strategy.

CONTENTS

- Written by an interdisciplinary team of experienced authors which cover IP for start-ups
- Highlights multiple aspects of IP: the founder's perspective, the investor's perspective, the advisor's perspective, the perspective of supervisory board members, and the lawyer's perspective
- Main objective is to save founders and their consultants from making major mistakes with regard to IP
- The authors have accompanied successful exits and give advice on how later weak points of an enterprise can be avoided in the start-up phase

TARGET GROUP

Founders, investors, legal practitioners, auditing and consulting companies, in particular those dealing with enterprises in Europe.

Product managers, project managers, scrum product owners, scrum owners



Stefan Golkowsky
IP Strategies for Start-ups
Principles and Implementation of Intellectual Property Rights
1st edition 2020 | 257 pp. | Hardbound
ISBN 978-3-7910-4729-4 | € 59.95
Now available

AUTHORS

Dr. Stefan Golkowsky, Patent Attorney, Partner at PFENNING Patent- und Rechtsanwälte, Supervisory Board Member of DiamonTech AG

POCKET GUIDES



News from the pocket guides

CONTENTS

- Digital collaboration platforms for virtual collaboration with colleagues, project partners and customers
- Designing your home office in terms of space and organisation
- Time, priority and resource management

Ingrid Britz-Averkamp | Christine Eich-Fangmeier
Optimal Home Office Design
 Working mobilely in an effective and efficient manner
 Vol. 345 | 1st edition 2020 | 128 pp. | Paperback
 ISBN 978-3-648-14634-7 | € 9.95
 Now available

AUTHORS

Ingrid Britz-Averkamp shares her expertise as a management consultant, trainer and author;
Christine Eich-Fangmeier draws on her experience in the strategic HR department of a large insurance company



CONTENTS

- Chances and risks of the new meeting culture
- The toolbox for successful online meetings
- The ORA principle: Developing a presence to guide and motivate others

Uli Harnacke
Online Meetings and Seminars
 Effective and captivating
 Vol. 343 | 1st edition 2020 | 128 pp. | Paperback
 ISBN 978-3-648-14632-3 | € 9.95
 Now available

AUTHOR

Uli Harnacke has been consulting in the area of innovation management for many years. As an engineer, he has an affinity for technology and as an organizational psychologist he is an expert in the human side of growth and learning. Together with companies he introduces new forms of organisation such as agility and digitalisation



News from the pocket guides



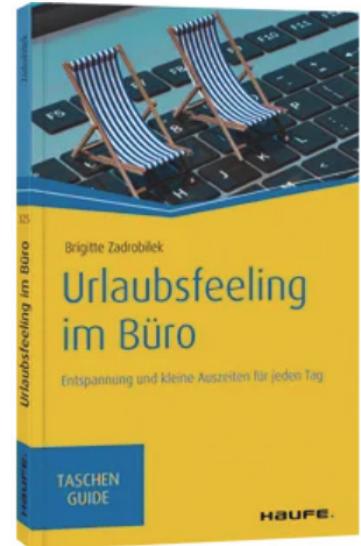
CONTENTS

- How to keep stress down before and after your holidays. Good planning is the key
- Being permanently relaxed on the job: sustainability strategies, methods for reducing stress and digital detox

Brigitte Zadrobilek
The Holiday Feeling in the Office
Relaxation and brief time-outs for every day
Volume 325 | 1st edition 2019 | 128 pp. | Paperback
ISBN 978-3-648-13222-7 | € 9.95

AUTHOR

Brigitte Zadrobilek works with small, medium and large companies as a business trainer and as a coach for stress and burn-out prevention



CONTENTS

- Why we shouldn't believe everything we think
- Numbers, data and facts: Why we predict them so poorly
- Avoiding thinking errors – recognizing and taking advantage of distorted perceptions

Christoph Kuzinski
Avoiding Thinking Errors
How Distorted Perceptions Influence our Decisions
Vol. 326 | 1st edition 2019 | 128 pp. | Paperback
ISBN 978-3-648-13225-8 | € 9.95

AUTHOR

Christoph Kuzinski is a licensed *En Garde* negotiation trainer, and a trainer and coach specialized in sales, personality and organizational development

