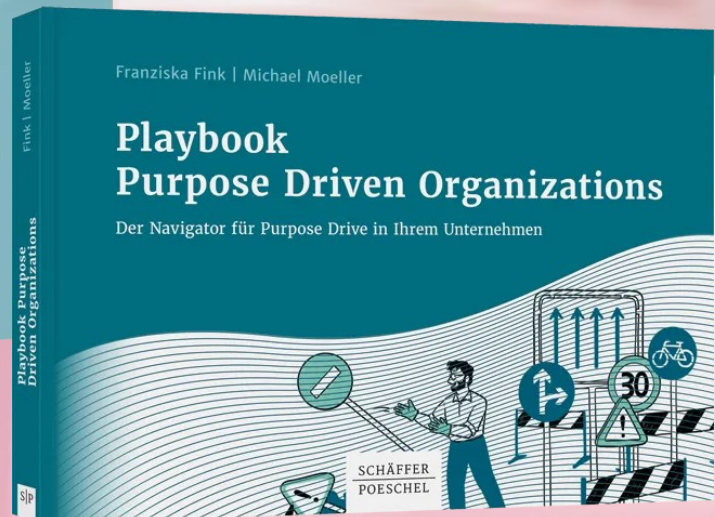


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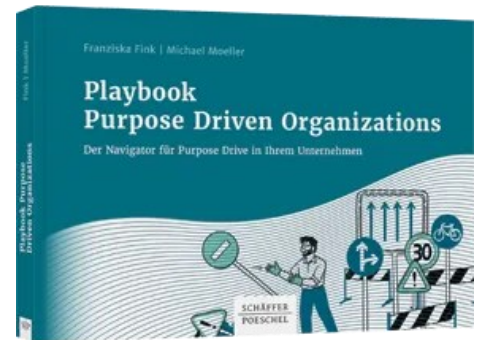
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General Business Administration Management

Five steps to a purpose-driven organization



What is *purpose* for organizations all about? How do I get more purpose into my organization? What are the concrete steps? What are the benefits? What are the leverage points and what are the pitfalls that I can avoid? What can I learn from the experience of other companies?

The book describes the five phases a company goes through on the way to more purpose. Sample companies are used to provide concrete solutions to various issues, and witty illustrations make methods and models easy to understand. The book is suitable for practitioners who want a quick overview and a compact guide with which to develop their company.

TARGET GROUP

Entrepreneurs, managing directors, executives, human resources managers, managers, students, interested parties

Franziska Fink | Michael Moeller
Playbook for Purpose-Driven Organizations
The navigator for purpose drive in your organization
1st edition 2022 | 166 pp. | Paperback
ISBN 978-3-7910-5457-5 | € 24.95
Now available



AUTHORS

Franziska Fink is a systemic management consultant and teacher-trainer for systemic consulting. She accompanies internationally active companies in complex change projects. Her focus is transformation – how do established companies succeed in sustainably changing their orientation, structures, processes, culture and ecosystem. She is interested in how to "rebuild a big ship on the high seas" in order not to fear the VUCA wind, but to use it. **Michael Moeller** is a management consultant and managing partner of the Neuwaldegg consulting group in Vienna. In his work with global corporations, medium-sized companies and start-ups, he makes a contribution so that organizations can develop in a healthy and lively manner and unfold their purpose

Why are strategies needed and when should they be developed in an agile way?



The toolbox shows how strategy content can be systematically developed in an agile, light-footed manner and with the joy of experimentation. The author explains how to use the advantages of agile methods and how to combine them with proven and well-known elements of the previously common strategy development. Using many examples from various industries and sizes of organizations and administrations, he shows which approaches lead to success and which stumbling blocks one might encounter.

TARGET GROUP

Managing directors, corporate developers, management consultants, department heads

Kerstin Pichel | Thomas Haas | Bernhard Kruschitz

Strategility

Agile strategy development: process and roles, tools and application examples

1st edition 2022 | 216 pp. | Paperback

ISBN 978-3-7910-5666-1 | € 24.95

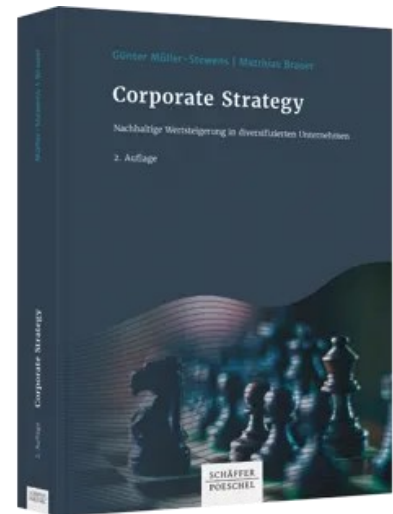
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AUTHORS

Thomas Haas, founder of the GoBeyond management consultancy is expert for agile project management based in Baar, Switzerland. **Bernhard Kruschitz**, owner and managing director of BKI AG, co-developer and publisher of the Hermes Project Management Guides, Winterthur, Switzerland. **Dr. Kerstin Pichel**, active in strategy consulting for over 25 years, a lecturer for strategic management at the Zurich University of Applied Sciences (ZHAW), St. Gallen, Switzerland, for 12 years

A strategic approach for the management of diversified companies



Managers must increasingly meet the demand for sustainable value enhancement in harmony with society and the environment. Using the Corporate Management Model (CMM), the authors identify the ten value drivers that leadership teams in diversified companies can use to create sustainable value for both the company as a whole and for individual businesses.

The new edition has been extensively revised and updated with a thematic focus on the specific tasks and challenges facing professional and responsible management. The more than 200 case studies illustrate "best practices" as well as "practices worthy of discussion" and are thus intended to contribute to a better understanding of the content while also serving as a practical design aid.

Awarded the VHB textbook prize 2022



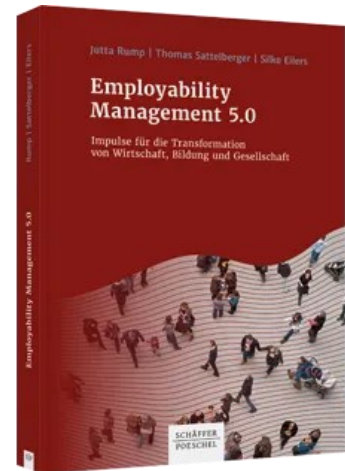
Günter Müller Stewens | Matthias Brauer
Corporate Strategy
Sustainable value creation in diversified companies
2nd edition 2021 | 463 pp. | Hardbound
ISBN 978-3-7910-4462-0 | € 49.95

AUTHORS

Prof. em. Dr. Günter Müller-Stewens, University of St. Gallen; **Prof. Dr. Matthias Brauer**, Chair of Strategic and International Management



Employability: Fit for the changing labour market



Employability is understood to mean professional qualifications and continuous training in order to be able to adapt to changes in the modern labour market and new forms of employment. This plays a major role for both employees and employers.

The book provides an overview of the basics of employability and employability management, and shows that, especially in the current situation due to the megatrends demography, digitalization, the VUCA-world and the consequences of the Corona-pandemic, employability is becoming more and more of a safeguard anchor. Further focal points in the context of employability are:

- education
- life phase orientation
- and political and social development processes.

TARGET GROUP

Human resources managers and decision-makers in companies and administrations

Jutta Rump | Thomas Sattelberger | Silke Eilers

Employability Management 5.0

Impulses for the transformation of business, education and society

1st edition 2022 | 192 pp. | Hardbound

ISBN 978-3-7910-5673-9 | € 39.95

Now available



AUTHORS

Prof. Dr. Jutta Rump, Professor of General Business Administration at the Ludwigshafen University of Applied Sciences and Director of the Institute for Employment and Employability IBE; **Dr. Thomas Sattelberger**, Parliamentary State Secretary at the Federal Ministry of Education and Research until June 2022, Berlin; **Silke Eilers**, graduate in business administration. Institute for Employment and Employability IBE, Ludwigshafen

The handbook for today's product management



As a product manager, you create marketing concepts, position the product on the market and manage it throughout all life cycles. Incorporating insights from neuroscience, this book describes how you can accomplish these tasks in today's digital age. It contains concrete recommendations for all phases of the product and shows you how to proceed and how to make modern collaboration tools work for you. The author also addresses innovation and market penetration management as key success factors and presents marketing concepts throughout the product lifecycle.

CONTENTS

- Self-image and framework for product management
- Processes in product management
- Management of a product area without a superior function
- Innovation management as the first main task
- Market penetration management as a central success factor
- Marketing concepts in the course of the product life cycle as the second main task

TARGET GROUP

Product managers, engineers

Lothar Keite

Product Management in the Digital Age

A guide to the efficient management of products and services throughout the product life cycle

1st edition 2022 | 350 pp. | Hardbound

ISBN 978-3-648-14793-1 | € 44.95

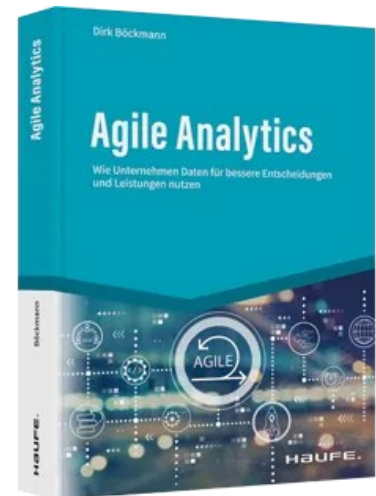
Available starting December



AUTHOR

Lothar Keite is owner of the *Effibrain Institute for Consulting and Training*. He also works as a trainer at the *Haufe Akademie*

Staying competitive



Companies need to make the shift from business intelligence to business analytics if they want to remain competitive. Dirk Böckmann presents a holistic solution that encompasses the resources and skills of the employees, the business requirements and goals of the company, and the software. At the management level, the focus is on an agile, interactive and interdisciplinary approach that involves managers and employees responsibly from the outset. From an organizational perspective, three levels are highlighted: the business model, the enterprise architecture and the decision map. Examples of successful companies show how business analytics can be used to create new services and innovative business models for the platform economy. His book is understandable even without IT knowledge of data processing.

TARGET GROUP

Decision-makers in medium-sized and large companies, executives from all corporate divisions, CEOs, CFOs, owners and managing directors

Dirk Böckmann
Agile Analytics
How companies use data for better decisions and performance
1st edition 2023 | Approx. 220 pp. | Paperback
ISBN 978-3-648-16435-8 | Approx. € 49.95
Available starting March 2023



AUTHOR

Dirk Böckmann is the founder and owner of Beat2Lead GmbH, which advises large medium-sized companies and international corporations on agile leadership, performance management, and the use of advanced analytics technologies to sustainably increase performance and adaptability

More than voice training: training the charisma of the voice



Are gifted speakers like Steve Jobs or Barack Obama "masters of rhetoric" or "champions of voice"? What is acoustic charisma? How is it measured and what of it can be trained? What happens when you listen to a charismatic speaker? And what does it take to activate attention again and again?

In a 10-step program, the book shows what acoustic charisma is and which parameters are important. It goes far beyond the question of the right emphasis or pause. Taking into account findings from the neurosciences, readers will learn about: how important their own inner attitude is, how to train the use of I-messages, examples and comparisons, body language, breathing, and articulation.

One aspect per week is considered and practiced in a playful way. With numerous examples, tips and exercises that work in everyday life, try out new things vocally.

TARGET GROUP

Executives, product and project managers, sales staff, podcasters, influencers, teachers, trainers and coaches

Katrin Prüfig

Voice as a Leadership Tool

10 steps to more acoustic charisma

1st edition 2022 | 156 pp. | Paperback

ISBN 978-3-7910-5626-5 | € 39.95

Now available



AUTHOR

Dr. Katrin Prüfig, based in Hamburg, has worked as a journalist for many decades – for print media as well as radio and television stations. She now passes on her knowledge as a communications and media trainer to executives and board members in German and international business

Economics



Bitcoin, ether, tokens: the brave new crypto world



Of course, you know these preconceptions: cryptocurrency is only for criminals; bitcoin senselessly consumes unimaginable amounts of electricity; and with the digital euro, politicians want to take away our cash so they can monitor us better. And anyway, all the hype about crypto assets is just a big bubble.

Chief economist and money expert Cyrus de la Rubia thoroughly dispels these prejudices and explains in his book why it will be completely normal for people to pay with a wide variety of forms of money in the future. There will be a new diversity of money. In addition to bitcoin, ether and digital euros, this could include stablecoins and digitized assets such as real estate, classic cars and works of art. This will blur the lines between money and assets.

These developments have social consequences. These include the extent to which governments will still be able to influence the course of the economy, what impact cryptocurrencies will have on climate protection, and whether people will have easier access to financial services as a result of the new forms of money. If you want to learn why our monetary system is in upheaval, how the crypto world works, and which forms of money are right for you, you should read this book. If you work in the financial industry, this book is a must read in any event.

TARGET GROUP

Private investors, employees of credit and financial institutions, analysts on the stock exchange, people working in the start-up scene, business journalists, lecturers, students

no English/no Spanish rights available

Cyrus de la Rubia

The New Diversity of Money

How bitcoin, ether and digital euros are revolutionizing our economy

1st edition 2022 | 144 pp. | Paperback

ISBN 978-3-7910-5600-5 | € 29.95

Now available



AUTHOR

Dr. Cyrus de la Rubia is chief economist at Hamburg Commercial Bank. He has long been involved with traditional monetary policy issues and macroeconomic developments, as well as having focused intensively on the world of digital currencies. In recent years, de la Rubia has increasingly turned to the topic of bitcoin and blockchain, to which he attributes great importance in the future, and has made a name for himself through numerous newspaper articles, podcast contributions, lectures and studies on cryptocurrencies and the tokenization of assets

Human Resources

New Work in the everyday life of a fictitious organization



New Work Utopia – in this book, you will get to know the fascinating working world of the fictitious Stärkande company. Learn how New Work functions, what challenges the employees face and how they solve them.

The Stärkanders use both well-known and new New Work practices in their company. Individual measures are not viewed in isolation, but in their joint application and interaction with each other. The employees are pioneers in the area of empowerment. They have perfected the digitization of HR processes and collaboration with artificial intelligence. *Stärkande* is a fascinating vision for a modern organization with over 1,000 employees. But it is also a practical "best of" new work organization development.

Aligning a company according to proven lean principles means creating more agile, more rapid and significantly more cost-effective processes in a competitive environment that is becoming fiercer every day. However, lean projects only work if employees are involved in the entire lean process, if they are motivated, coached and empowered to take responsibility. In all lean projects, leadership is the decisive factor.

TARGET GROUP

HR managers (development/organization), executives, coaches

Carsten C. Schermuly

New Work Utopia

A vision of a better working world

1st edition 2022 | 167 pp. | Paperback

ISBN 978-3-648-15934-7 | € 29.95

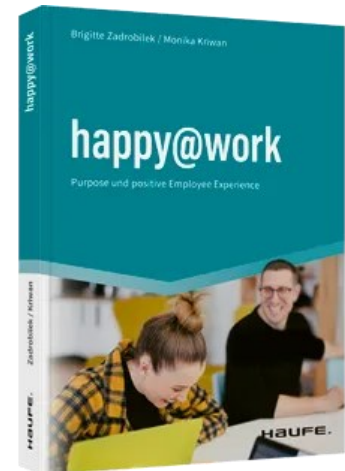
Now available

AUTHOR

Prof. Dr. Carsten C. Schermuly is a graduate psychologist and Vice President for Research and Transfer at SRH University of Applied Sciences, Berlin. In 2021, he was elected to the group of 40 leading HR minds



Feel-good management as a success factor



Health and well-being at the workplace are an essential prerequisite for healthy, resilient companies and sustainable success. Feel-good management plays a decisive role in this. The authors show how a feel-good culture can be established as a success factor in a company and how feel-good managers can contribute to this. They understand their book as a stimulus provider, initiator and need awakener, particularly during this time of distance collaboration. Concrete practical examples encourage readers to think and act. In addition, the book contains self-regulation exercises for the workplace that can be applied immediately.

CONTENTS

- Megatrend New Work: new forms of working, remote working, home office in times of crisis, new soft skills and needs, communication at a distance
- Basic concepts of workplace health promotion
- Positive psychology and well-being
- Positive communication
- The feel-good manager in the company
- Establishment of a feel-good culture in the company

Brigitte Zadrobilek | Monika Kriwan

happy@work

Purpose and positive employee experience

1st edition 2023 | Approx. 200 pp. | Paperback

ISBN 978-3-648-15858-6 | Approx. € 39.95

Available starting December



AUTHORS

Brigitte Zadrobilek, MBA, is an expert in stress and burn-out prevention. In 2004 she founded the stresscoach.at company. As an experienced business trainer and coach, she advises companies on all topics related to occupational health management and accompanies people on their way to healthy performance, self-competence and composure. **Monika Kriwan** is a management consultant, business trainer and author. She has been a partner of Identitäter/identifire® and wortwelt® since 2013

Marketing

How brands interact with people



How does a brand manage to identify, analyze and influence relevant target groups? This book answers this question and describes how to uncover needs and drivers and create new, innovative desires. Meike Terstiege presents brand strategies, marketing tools and marketing measures that can be used to analyze target groups. She impressively shows how brands are able to screen and direct people and thus create needs and desires that we were not even aware of. Best practice examples illustrate how brands act with people and also point to alternative approaches to analyzing and manipulating target groups.

CONTENTS

- What brands promote and demand
- How brands communicate and compete
- Marketing research: what brands know and want
- Insights: How brands screen and see through people
- Inside: Why brands guide and direct people
- Best Practice: Black Friday, Apple, Samsung, MediaMarkt, Saturn, Fritz, Coca-Cola, Red Bull, Starbucks, Snickers, Dr. Oetker, Under Armour, LuluLemon

TARGET GROUP

Employees and managers in marketing, PR/communications, market research and sales as well as from market research institutes and management consultancies

Meike Terstiege

Human Brand Manipulation

How brands love and steer us, how companies understand and seduce us

1st edition 2022 | Approx. 150 pp. | Paperback

ISBN 978-3-648-15831-9 | Approx. € 39.95

Available starting November



AUTHOR

Prof. Dr. Meike Terstiege is an independent marketing consultant and trainer and, as @DOCMARKETEER, advises companies on digital and strategic marketing as well as on cooperation with agencies and in the HR sector on recruiting talent. She holds a professorship in Strategic & Digital Marketing at the International School of Management (ISM) and is editor and (co-)author of numerous books and articles

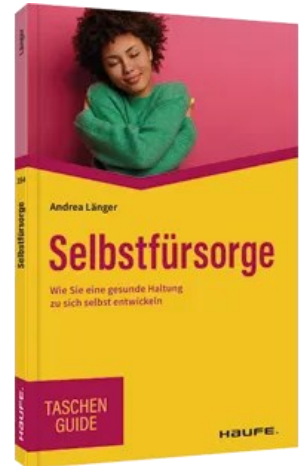
POCKET GUIDES

News from the pocket guides



CONTENTS

- Practical strategies for good self-care in everyday life
- How to better perceive your own desires and needs, and disempower unhealthy drivers
- Sustainable well-being with mindfulness, meditation and mental hygiene
- Ways to manage yourself well at work and in the home office
- With guiding principles for the path to mental strength



Andrea Länger

Self-Care

How to develop a healthy attitude toward yourself

1st edition 2022 | 127 pp. | Paperback

ISBN 978-3-648-15946-0 | € 9.95

Now available

AUTHOR

Andrea Länger holds an undergraduate degree and an MA in social pedagogy and has worked as a trainer and coach for over 16 years. She is a lecturer at the Universities of Augsburg and Munich on health skills, systemic coaching and methods for social group work. She is the owner of the *Lebenslustagentur* in Augsburg and author of several books on the subject of the love of life

CONTENTS

- Self-awareness: what we really want and what gives us meaning in life
- How to recognize our strengths, values and needs
- The impact of our values and inner attitude on personality
- Transformational design and IKIGAI: Paths to a personal success story



Tiziana Bruno | Gregor Adamczyk

Find Your Calling!

Consciously shaping personal transformation

1st edition 2022 | 125 pp. | Paperback

ISBN 978-3-648-15937-8 | € 9.95

Now available

AUTHORS

Tiziana Bruno is an executive coach and textbook author as well as a consultant and trainer with a focus on leadership, communication, self-marketing and persuasive appearance. **Gregor Adamczyk** has worked as a theater director and screenwriter. He is a trainer and coach specialized in leadership, personal performance and storytelling

News from the pocket guides



CONTENTS

- How to contribute to a work climate that is characterized by mutual recognition and appreciation
- How to build an appreciative work culture
- How standard professional situations can be made more appreciative and thus more fruitful through small changes



Benjamin Volk

Appreciation on the Job

Stimuli for better communication and collaboration

1st edition 2022 | 125 pp. | Paperback

ISBN 978-3-648-16672-7 | € 9.95

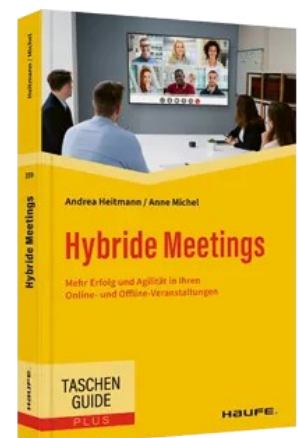
Now available

AUTHOR

Benjamin Volk worked as an engineer for 17 years. Since 2014, he has combined this practical experience with his in-depth training as a coach and provides targeted support to companies in highly challenging change and development processes. In workshops and coaching sessions, he helps organizations, teams and executives to discover new, appreciative perspectives in order to focus on existing resources

CONTENTS

- Why hybrid meetings are worth the effort
- Organizational elements: agenda, time, rules, roles
- Technology as a bridge between the virtual and the physical
- Meeting room and home office equipment



Andrea Heitmann | Anne Michel

Hybrid Meetings

More success and agility in your online and offline events

1st edition 2022 | 254 pp. | Paperback

ISBN 978-3-648-16669-7 | € 11.95

AUTHORS

Andrea Heitmann is an independent trainer and coach for communication and performance skills. Today she works as a trainer and coach on behalf of various companies and serves a variety of industries on the topic of digital rhetoric; **Dr Anne Michel** is nicknamed "Ms. Agile". Since 2009, she has been self-employed as a HR and organizational developer and trainer with a focus on agility and founded her own company in Switzerland in 2021: "Agile Creation