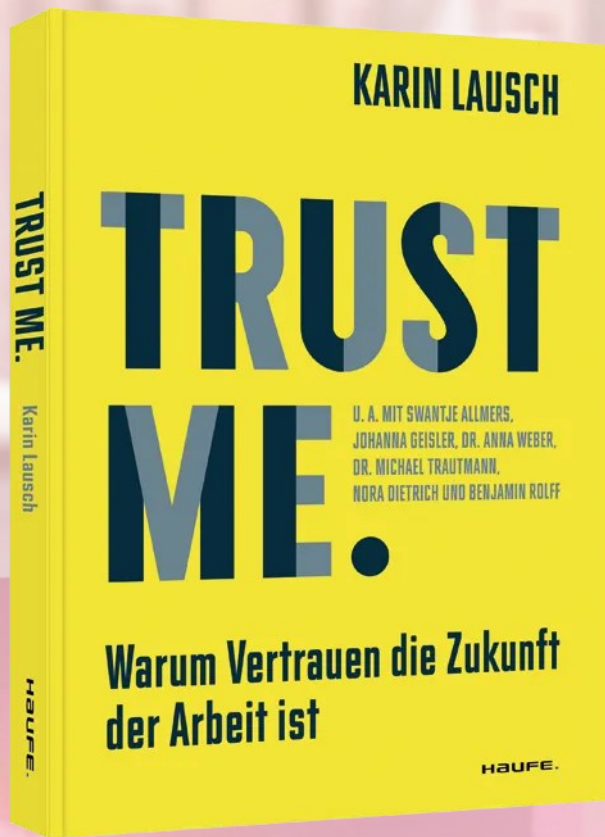


HAUFE.

**SCHÄFFER
POESCHEL**

FOREIGN RIGHTS 2023



Contact: Andrea Rupp

Phone: +49 711 21 94-225 | E-Mail: rupp@schaeffer-poeschel.de

GENERAL BUSINESS ADMINISTRATION / MANAGEMENT	3
The New Power Games	4
Trust Me	5
Systemic Leadership of Intercultural-Virtual Teams	6
Burn-In	7
Plan and Implement Growth Strategies Internationally	8
Sustainable Innovation Strategies	9
MARKETING	10
Sustainability in Event Management	11
PEOPLE AND CULTURE	12
New Work Dystopia	13
Recruiting Analytics	14
ACCOUNTING / CONTROLLING	15
New Finance	16
Sustainability As a Driver of Innovation	17
Decentralized Finance and Tokenization	18
POCKET GUIDES	19
Sustainability in the Company	20
Train Future Skills	21
Successful Self-Leadership on the Job	21

General Business Administration Management

Power games in times of new work



The new world of work relies on flat hierarchies and cooperation on an equal footing. But there are also power games in the new world of work – they just work differently. If you want to assert your interests here, you have to know how the new power games work. In his book, Matthias Nöllke shows how to play them correctly and how they work on a subtle level. He describes what is hidden behind 'soft' influence and why it is more effective than the 'hard way'. What are the advantages of being underestimated, changing perspective, or disarming with honesty. The book also addresses female and male power resources.

The sequel to the successful title *Machtspiele* by Matthias Nöllke.

CONTENTS:

The definition of power games - Soft power: Why it's more effective than the 'hard way' - Reject power and thereby gain more influence - The principle of affinity - The advantage of being underestimated - Change of perspective - Transparency as camouflage and disarming with honesty - New power games for women and for men - The game of values - Soft power games in a hard environment

TARGET GROUP

Professional and managerial staff

Matthias Nöllke

The New Power Games

How to get your way in the age of new work

1st edition 2023 | Approx. 220 pages | Paperback

ISBN 978-3-648-17251-3 | Approx. € 39.99

Available starting November 2024



AUTHOR

Dr. Matthias Nöllke studied communication, politics and literature. He has worked for many years as an author and keynote speaker, including for *Bayerischer Rundfunk* and numerous other companies. He has published over 20 successful guidebooks and non-fiction books with Haufe Verlag.

Trust is the basis of the company's future



Trust is the foundation for psychological security, which is what makes teams courageous and innovative. But how do we create trust when there simply isn't any? That is one of many questions Karin Lausch answers in this book. Radically honest and with modern approaches, she describes why we urgently need trust if we want to master the challenges of the future working world. In doing so, she clears up destructive patterns and outdated ways of thinking in everyday work and shows how things can be done better. Using current topics such as the shortage of skilled workers, the pandemic, new ways of working or the flood of meetings and information that needs to be managed, Karin Lausch explains why trust is the answer to just about every question that is currently on our minds.

With contributions by Nora Dietrich, Annahita Esmailzadeh, Dr. Michael Trautmann, Johanna Geisler, Benjamin Rolff, Swantje Allmers and Dr. Anna Weber.

CONTENTS:

Primordial trust and the image of man - Personal Branding and Corporate Influencing - The shortage of skilled workers - Perfectionism, psychological security, learning culture - Meaning and self-efficacy - The leap of faith - Radical transparency and honesty - New leadership and emotional intelligence

TARGET GROUP

Managers, team leaders, personnel managers

Karin Lausch
Trust Me. Why Trust Is the Future of Work
1st edition 2023 | 216 pages | Paperback
ISBN 978-3-648-17235-3 | € 29.99
Now available



AUTHOR

Karin Lausch is a leadership expert and executive coach. She has been accompanying executives in their development and on all leadership issues for 13 years. With her work and her reach, the keynote speaker advocates for New Work and more humanity in working life and supports teams in their development and potential.

Successful leadership of intercultural-virtual teams



The new global working world brings many advantages, but also poses special challenges for the leaders of international-virtual teams. The systemic approach offers a new opportunity here and shows how the intensive, mutual and equal exchange against an intercultural background and spatial distance can help to promote productivity AND humanity. The author uniquely combines the central features of systemic leadership, leading at a distance and intercultural communication and combines the theoretical approaches with the experience of 20 years of professional practice. Eighteen central solution approaches help with the targeted implementation in the company.

CONTENTS:

Current situation for companies and managers - Why 'systemic leadership', 'leading at a distance' and 'intercultural communication' form a triumvirate - Systemic leadership, challenges and requirements - Leadership at a distance, challenges and requirements - Models of intercultural communication - 18 recommendations for systemic leadership at a distance in an intercultural environment: implementation and realization in the company

TARGET GROUP

(Prospective) Managers who are about to move abroad or work with intercultural teams

Emanuel Lehner-Telic

Systemic Leadership of Intercultural-Virtual Teams

The gamechanger in the global-digital world of work

1st edition 2023 | Approx. 180 pages | Paperback

ISBN 978-3-648-17445-6 | Approx. € 39.99

Available starting December



AUTHOR

Emanuel Lehner-Telic has been active as an executive in the intercultural environment for over 20 years. Furthermore, he is accredited as tourism attaché at Austrian embassies in the Asia-Pacific region. In his current position as Head of Asia-Pacific Markets he leads an international team and faces the challenges of intercultural and hybrid working environments on a daily basis.

Burn-in instead of burn-out



Our working lives are becoming increasingly complex, dynamic and unpredictable. Burn-outs are pre-programmed. With resilience, inner peace and strength and a healthy lifestyle as a basis, creative power, satisfaction and resilience can be strengthened at work, but also in private life. Based on the laws of nature, findings of modern brain research and neuroscience, the authors have compiled the most important success factors for a so-called 'burn-in'. In 10 steps, the book provides valuable impulses, proven methods, self-tests and many practical exercises for strengthening one's own 'leadership power' in order to master everyday challenges and to shape them positively.

TARGET GROUP

Executives, self-employed, entrepreneurs

Ernst Weeber | Jürgen Freisl

Burn-In

Fit and resilient in business

1st edition 2023 | 142 pages | Paperback

ISBN 978-3-7910-5887-0 | € 49.99

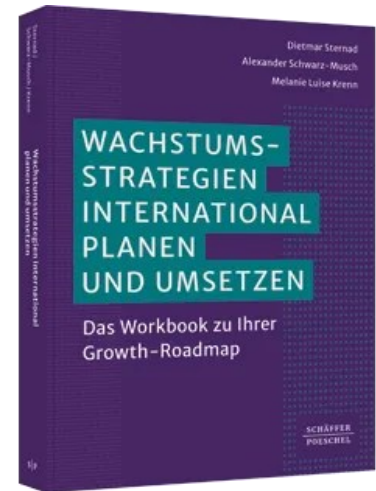
Now available



AUTHORS

Ernst Weeber MD worked for over 35 years as a sports, nutrition and orthomolecular physician in his own family practice. He is a health coach for executives and a lecturer involved in the training of sports and orthomolecular physicians as well as the author of various medical articles. His interests lie in conveying quickly implementable and effective time-saving tips that make it possible to conquer one's 'inner couch potato' more easily. As a business coach, trainer and consultant, **Dr. Jürgen Freisl** has been enthusiastically providing stimuli and process support for entrepreneurs and the self-employed for over 20 years. He draws on decades of experience as an executive and leadership coach. He supports people and organizations to unfold their potential within themselves. His system, called '*Führungsnavigation*' (leadership navigation), created for this purpose, supports executives in navigating a successful future in turbulent times. Jürgen Freisl is also a lecturer at Kempten University of Applied Sciences.

Develop and implement strategic growth targets



The workbook offers tools and methods that help to plan and implement corporate growth or individual growth projects internationally. It contains a structured step-by-step guide for the development of growth strategies and their implementation in the company. The focus is on the definition of growth targets, business model design, cooperative undertakings and the selection of and cooperation with partners as well as the organizational implementation of growth strategies.

TARGET GROUP

Experts/practitioners in the field of corporate strategy, business development, export and sales; management consultants, students and professors in the field of corporate strategy, business development, export and sales

Dietmar Sternad | Alexander Schwarz-Musch | Melanie Luise Krenn

Plan and Implement Growth Strategies Internationally

The workbook for your growth roadmap

1st edition 2023 | 168 pages | Paperback

ISBN 978-3-7910-5817-7 | € 49.99

Now available



AUTHORS

FH-Prof. Mag. Dr. Dietmar Sternad, Professor for International Management and head of the master program International Business Management; **FH-Prof. Mag. Dr. Alexander Schwarz-Musch**, Professor for Marketing and Market Research and head of the master program Business Development & Management; **Melanie Luise Krenn**, PhD, Senior Researcher in International Management at the School of Management, all at the Carinthia University of Applied Sciences, Austria.

Innovations between need and technology



The author sees innovation as a translation between need and technology. In order for radical, disruptive innovations to emerge, needs that lie far away from the given technology must be captured. This requires more sophisticated methods in areas beyond the core customer market.

The book shows how companies can expand their perception of needs and technology and their 'translation competence' with innovation strategic marketing as a primary translation strategy and social responsibility (CSR) as a secondary translation strategy.

TARGET GROUP

Managers/decision-makers in innovation-relevant areas, product development, marketing, product management; students in innovation management, marketing, social responsibility (CSR)

Tobias Ruhnke

Sustainable Innovation Strategies

How companies can translate needs

1st edition 2023 | 280 pages | Paperback

ISBN 978-3-7910-5887-0 | € 49.99

Now available



AUTHOR

Dr. Tobias Ruhnke is a trained master optician, a graduate in business administration and economics and received his doctorate in 2014 with a dissertation on the topic of *Innovation strategies from the perspective of market orientation and social responsibility*. He worked for several years as a managing director in the optical industry, and from 2002 as a lecturer at the TFH-Berlin and the FH-Lübeck. Since 2007, he has been working in education and training and teaches prospective managers in business administration.

Marketing

Your path to sustainable event management



Sustainability is already one of the most important business drivers in event management. But what makes a sustainable event successful? This book provides you with a practical guide to reconciling the greatest possible sustainability with economic success. Regardless of whether you organize events yourself or work with service providers. It offers you a path of action on how to get from the initial idea to a detailed sustainability strategy to the measures that will be optimally effective for your company. Many of them are surprisingly easy to implement. Includes numerous examples from interviews with 26 industry players that illuminate the opportunities, but also the limitations, of sustainability. Companies need to make the shift from business intelligence to business analytics if they want to remain competitive.

CONTENTS:

Event management in the company - Integration into the company's sustainability strategy - The SDGs in event management - Location selection - Ticketing, pricing, sponsoring - Technology, exhibition stand construction, decoration and effects - Mobility, catering, waste management - Future and digitization

TARGET GROUP

Event managers, event managers, marketing and sales employees

Nils Cordell | Heiner Weigand

Sustainability in Event Management

Practical ideas with a focus on green marketing and digitization

1st edition 2023 | 200 pages | Paperback

ISBN 978-3-648-17155-4 | € 44.99

Now available

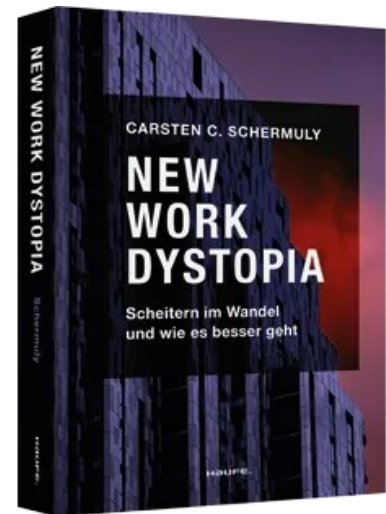


AUTHORS

Nils Cordell (M. A. Geography and Political Science) is the managing director of Cordell GmbH and Tanzloft GmbH. He is the project manager of the Euro Dance Festival as well as the co-initiator and festival manager of the Ladies Only Festival at Europa-Park; **Heiner Weigand** (graduate in Business Administration) is managing director of karmacom GmbH, a consultancy for sustainability management and marketing. He is an author, speaker and trainer as well as a board member of the Freiburg Think Tank.

People and Culture

The opposite side to New Work Utopia



Since 2020 at the latest, the popularity of the term New Work has grown by leaps and bounds, but it is also increasingly being misused to refer to changes of any kind in the world of work. Carsten C. Schermuly's book takes up this failure of New Work in the form of a dystopia and gives it a face.

To this end, he presents the fictitious company Kaltenburg as the 'evil brother' of Stärkande from New Work Utopia. Here he describes how the term New Work is trivialized and instrumentalized solely to make the company more profitable. Kaltenburg shows how the ideas of New Work can be betrayed and how employees can be 'tortured' with them. Carsten C. Schermuly, however, does not leave you alone with these prospects and proposes inspiring measures so that the turn to the positive will succeed again. This is a book that will make you think!

Carsten C. Schermuly is one of the 40 leading HR minds, honored by *Personalmagazin* in 2021 and 2023.

CONTENTS:

A brief history of the Kaltenburg company - The most important axioms of the Kaltenburgs: control instead of trust, dead culture values or the organization as a machine - New Work is what fits at the moment - Instrumentalization of trust-based working time, open office space, home office, agility or AI - What companies can do to fail less in the domain of New Work: Thinking New Work from the future, dealing decently with managers, or diagnostics and dialog

TARGET GROUP

HR managers (development/consulting/organization), executives

Carsten C. Schermuly
New Work Dystopia
Failure in change and how to do it better
1st edition 2023 | 216 pages | Paperback
ISBN 978-3-648-16963-6 | € 29.99
Now available



AUTHOR

Prof. Dr. Carsten C. Schermuly is a psychologist and Vice President for Research and Transfer at SRH University of Applied Sciences Berlin. In 2021 and 2023, he was selected to be a member of the group of 40 leading HR minds.

Recruiting analytics: why numbers are becoming increasingly important



Recruiting is facing one of its greatest challenges ever: on the one hand, the tightening labor market, on the other hand, the growing pressure to justify themselves to recruiting departments. This is why the approach of recruiting analytics is currently on everyone's lips. After all, recruiting KPIs and HR analytics are an indispensable part of any successful recruiting strategy. But where do you start in the seemingly endless selection of KPIs? And where do the numbers come from in practice? How do you actually develop a dashboard that helps you achieve your strategic recruiting goals? The book answers the questions, highlights sample dashboards such as Career Page (GA4 Template), Cand-Journey, ATS, SoMe, and Employer Reputation & Brand Awareness, explains the most common metrics, and shows how to successfully implement recruiting analytics in organizations.

TARGET GROUP

Recruiters, HR managers, HR directors, active sourcers, TA leads, TA specialists, HR marketers, students, lecturers, employer branding managers, managing directors

Marcel Rütten | Tim Verhoeven

Recruiting Analytics

More success with data driven recruiting and talent intelligence

1st edition 2023 | Approx. 150 pages | Paperback

ISBN 978-3-7910-5947-1 | Approx. € 49.99

Available starting January 2024



AUTHORS

Marcel Rütten has been working in HR management for over 15 years and is a widely known HR and recruiting expert as Global Talent Acquisition Lead, HR blogger and author. In his blog HR4Good he writes about ideas, innovations and trends in HR management and advises companies on strategic and operational recruiting issues;

Tim Verhoeven leads the Talent Intelligence team at Indeed in the DACH region and previously headed recruiting and HR marketing at an international consultancy. He won the HR Excellence Award in the Tech & Data category in 2018. He is a pioneer in Germany on topics such as Candidate Experience and Recruiting Analytics – as a consultant, blogger (Recruitingnerd.de), podcaster (HR-Data-Dudes), author and speaker.

Accounting / Controlling

Why we need to calculate differently for a meaningful economy



The New Finance approach provides an innovative concept for designing financial processes in our companies that is diametrically different from established controlling. A core thesis of the New Finance approach is that regenerative, meaningful management only becomes possible when we learn to calculate differently in companies and to look at numbers. Contribution margin accounting, BWA, budgeting and the like are not concepts without alternatives, but man-made constructions that are increasingly reaching their limits in the context of agility, self-organization, New Work and the circular economy.

This book explains the New Finance approach as a field-tested, systemically based alternative for designing internal accounting in agile and purpose-oriented companies. The basic principles of the approach and seven intuitive methods that really help companies today are clearly outlined. The methodological core of the New Finance approach is value-based accounting.

TARGET GROUP

Decision-makers in the field of finance, business managers, especially SMEs, experts in the field of organizational development

Andreas Lerche

New Finance

Designing contemporary financial processes in purpose driven organizations

1st edition 2023 | 232 pages | Paperback

ISBN 978-3-7910-5710-1 | € 49.99

Now available



AUTHOR

Andreas Lerche is a business economist and certified systemic coach and change manager. After holding leading positions in the financial sector of various medium-sized and large companies, he is now the Finance Lead in a self-organized consulting company with a focus on transformation consulting, self-organization and regenerative business.

Responsible business model innovations



Resource scarcity, disruptive supply chains and social change are increasingly forcing companies to rethink and realign existing business models. Sustainability is the key to success. Helena Most shows how companies can master these challenges. Using a roadmap for the development of sustainable and circular business model innovations, she explains how this can be achieved and illustrates it with practical case studies. In doing so, she spans a holistic arc from the necessary culture of innovation to digitalization and from the circular economy to impact management, with which companies can define their ecological, economic and social goals and make their impact and success measurable.

TARGET GROUP

Management consultants, managing directors, chief sustainability officers, ESG/CSR officers

Helena Most

Sustainability As a Driver of Innovation

Roadmap for the design of sustainable and circular business model innovations

1st edition 2023 | Approx. 220 pages | Paperback

ISBN 978-3-648-17409-8 | Approx. € 49.99

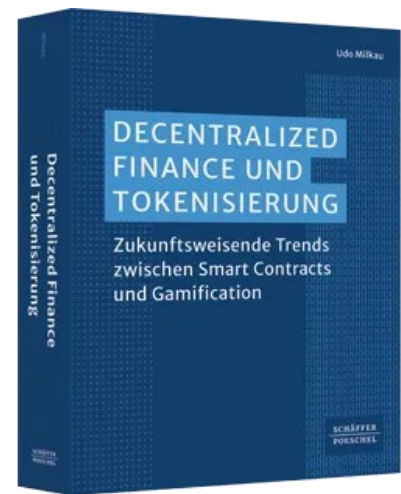
Available starting January 2024



AUTHOR

Helena Most studied Business Informatics in Karlsruhe and completed her MBA at Mannheim Business School. She is founder and CEO of Resourcly, a B2B Industrial ClimateTech Startup and she previously founded Holocene – Responsible Business Model Innovation. Before that, she worked internationally for years in the field of digital, sustainable and service-oriented business process and business model innovation for a global market leader in mechanical and plant engineering.

DeFi and tokenization: financial system of the future?



How much decentralization and how much financing of the real economy is involved in decentralized finance? What are tokens and what are the benefits of tokenization? Are token-versus-token transactions already a harbinger of a shadow banking 2.0 system? How does the general trend towards gamification affect DeFi and tokens? Where is the line between gaming, gambling and exploitation of information asymmetries? And what can be regulatory responses to safeguard customer and investor protection interests, and avert potential threats to financial stability? The book answers these and other questions and discusses whether traditional intermediaries such as banks or stock exchanges could be replaced by purely technical constructs, thereby building a more efficient and cost-effective financial system. It provides an indispensable overview of the various aspects of decentralized finance and tokenization from an interdisciplinary perspective for academics, practitioners, lawyers, banking supervisors and interested students.

TARGET GROUP

Professionals and managers in banking, employees at the stock exchange and banking regulators

Udo Milkau

Decentralized Finance and Tokenization

Trends for the future between smart contracts and gamification

1st edition 2023 | 344 pages | Hardcover

ISBN 978-3-7910-5790-3 | € 69.99

Now available



AUTHOR

Dr. Udo Milkau was most recently Chief Digital Officer in the Transaction Banking business unit of a financial institution. He has extensive experience in various areas of the banking business such as asset management, payments and securities processing, operational risk management and crypto assets. He is also a lecturer at the Baden-Württemberg Cooperative State University (DHBW) in Mosbach.

POCKET GUIDES

News from the pocket guides



CONTENTS

- The importance of sustainability for companies
- The Paris Climate Agreement and the European Green Deal, Sustainable Development Goals (SDG), the German Sustainability Strategy
- Define vision, mission and values
- Create a sustainability team
- Perform system analysis
- Collect data and form key figures
- Set goals and measures
- Create and publish reports
- Anchoring sustainability in the company
- External sources of support: grants, training courses, chambers of commerce, climate alliances, industry associations
- Common standards for the preparation of a sustainability report



Andrea Engelien | Andrea Kämmler-Burrak | Flavia Kruck | Peter Sattler
Sustainability in the Company

How to get started

1st edition 2023 | 128 pages | Paperback

ISBN 978-3-648-16884-4 | € 9.99

Now available

AUTHORS

Andrea Engelien is the owner of the *BESONNEN WIRTSCHAFTEN* management consultancy and enables organizations and companies to establish and live sustainability as a professional business competence; **Andrea Kämmler-Burrak** is a principal in the area of Performance Management & Corporate Sustainability at the Hörvath management consultancy; **Flavia Kruck** is Senior Project Manager in Zurich Center Controlling & Finance at the Hörvath management consultancy in Zurich; **Peter Sattler** is Principal in the area of Corporate Sustainability and Green Transformation at the Hörvath management consultancy in Vienna.

News from the pocket guides



CONTENTS

- Why we need Future Skills
- The Future Skills NOW Map
- The Future Skills NOW Framework
- The Future Skills NOW competency model
- Eight success factors for a successful learning journey
- Eight keys to successful competence development



Ella Gabriele Amann

Train Future Skills

Competence development for the new working world

1st edition 2023 | 256 pages | Paperback

ISBN 978-3-648-17347-3 | € 11.99

Now available

AUTHOR

Ella Gabriele Amann has been a trainer and coach in the areas of communication, health promotion, stress and burn-out prevention for over 15 years. With qualifications as a systemic coach, systemic family therapist and NLP trainer, she initiates and leads train-the-trainer measures and workshops on the topics of communication, leadership, embodiment and resilience, among others. Since 2010 she has been the director of the impro live! Academy for Applied Improvisation and the ResilienzForum Berlin.

CONTENTS

- Learning satisfaction: creating a coherent work environment, regulating one's own feelings and developing confidence
- How self-management works: managing two systems, communicating feelings, helpful behaviours and attitudes
- The power of wishing: the Zurich Resource Model CRM®

Arnulf Krandick

Successful Self-Leadership on the Job

Implementing personal development sustainably

1st edition 2023 | 128 pages | Paperback

ISBN 978-3-648-17350-3 | € 9.99

Now available

AUTHOR

Arnulf Krandick has been a self-employed trainer, consultant and personnel developer since 1998, specializing in leadership, project and self-management. Krandick has various additional qualifications, such as NLP Master, Prince2 Professional and Systemic Coach. He is a DBVC Professional Coach and a certified trainer for the Zurich Resource Model CRM®.

