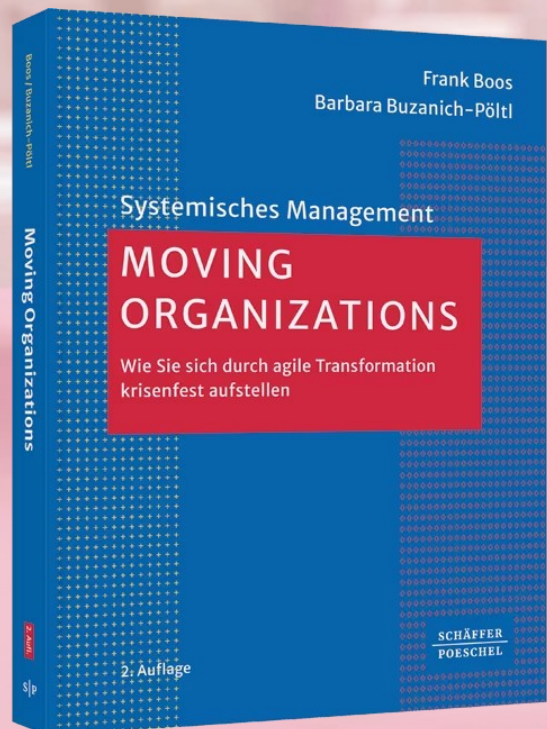


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Autumn 2025



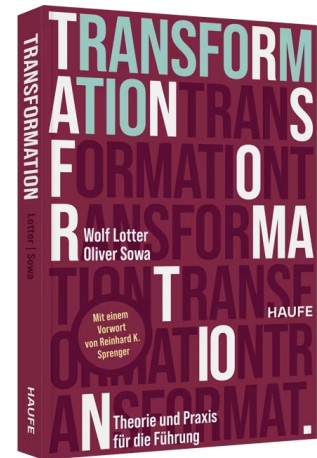
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General Business Administration Management

Why the beginning is crucial in a transformation



Transformation means combining tradition and innovation. Above all, it stands for the hope that change can make a better future possible. Renowned business journalist Wolf Lotter and long-standing managing director Oliver Sowa define transformation as conscious change against a backdrop of profound social and economic upheaval. In their book, they shed light on the immense opportunities offered by transformation, where the challenges really lie and how to tackle them in a targeted manner. Their book is aimed at managers who want to navigate their companies through complex transformation processes - both those who are willing to change and those who are skeptical. It offers them sound guidance to clarify interrelationships and create a stable foundation on which they can develop their own strategy.

With a mix of theoretical principles, practical examples and interviews with experts, this book not only imparts knowledge, but also inspires people to actively shape change.

With a foreword by Reinhard K. Sprenger

TARGET GROUP

CEOs, managing directors, executives, division and department heads

Wolf Lotter | Oliver Sowa

Transformation

Theory and practice for management

1st edition 2025 | 216 pages | Paperback

ISBN 978-3-648-19242-9 | € 39.99

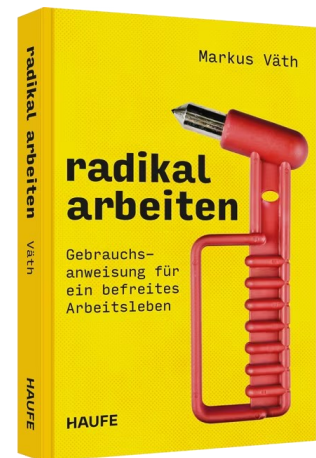
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AUTHORS

The renowned German-Austrian business journalist **Wolf Lotter** is considered one of the most important German-speaking voices on the topics of transformation and innovation. Trained as a bookseller, he studied history, communication sciences and cultural management at the University of Music and Performing Arts in Vienna before turning to business journalism at the end of the 1980s. In 1998, Wolf Lotter became editor of the Hamburg business magazine Econy. In 1999, he was a founding member of the business magazine brand eins and worked there until 2022 as lead essayist and head of the focus and development section. His articles have appeared and continue to appear in the taz (Tazfutur2), spiegel.de, Profil and Der Standard (Vienna), among others. He is also a regular guest on radio and television, including WDR, Bayerischer Rundfunk, Südwestfunk and Deutschlandfunk. Wolf Lotter is a founding member of PEN Berlin, a sought-after keynote speaker and a frequent podcaster. **Oliver Sowa** has been one of three managing directors of the Passau-based Beuthhauser Group since 2006. With around 1,500 employees at 27 locations Beuthhauser is a market-leading trading and service company in the areas of sales, rental and service of high-quality products and digital solutions. As an author and speaker, Oliver Sowa regularly reports on his experiences of cultural, social, organizational and digital transformation.

The way out of the work chaos



The world of work as most of us know it is often frustrating: too many meetings and e-mails, too much bullshit and bureaucracy, too little change and dynamism, too little work that we really, really want. We have built a working world in which work dominates us - and not we the work. Does that sound familiar to you?

This is where Markus Văth comes in. "Radical Work" is the answer to precisely this unsatisfactory work situation. In his book, he shows us how we can get back to the essentials and not get bogged down in the daily chaos of the working day. He is concerned with work without bullshit, work without fear, lively organizations and work in which we can actually realize our strengths. Markus Văth makes it clear what makes us humans tick, what makes us productive and happy, how we can find meaning in our work and work together constructively - supported by more than thirty small and large tools for everyday working life.

He emphatically recommends five principles that should guide us:

Pragmatism: "Do what works and leave everything else out"

Development: "Bring out the best in yourself and others"

Separation: "Protect your private life from your work"

Respect: "Treat others with helpfulness and appreciation"

Learning: "Expand your knowledge and skills every day"

Markus Văth

Working radically

Instructions for a liberated working life

1st edition 2025 | 216 pages | Paperback

ISBN 978-3-68951-060-2 | € 24.00

Now available



AUTHOR

Markus Văth is an occupational psychologist and initiator of Radical Working. He is considered one of the leading minds for New Work and has been supporting organizations on leadership and collaboration for over fifteen years. He is also a lecturer at the Technical University of Nuremberg. He has documented his ideas and experiences in six books and 70+ articles and interviews, including for ARD, RTL and various print media. He is a columnist for CAPITAL and host of the podcast "Der Radikale Salon".

Manipulation - recognize and fend off



Why did I say "yes"? We are often dissatisfied with our decisions afterwards and ask ourselves how it could have happened. A common cause: we were manipulated and once again didn't realize it. This book by Andreas Edmüller and Thomas Wilhelm shows you how to see through the manipulation attempts of your fellow human beings and successfully avert them. You will learn how to defend your own point of view with confidence, avoid argumentation traps and win others over to your own ideas in a fair way.

CONTENTS:

How to recognize manipulation tricks and practice defensive strategies - How to protect yourself from manipulation - The art of disagreeing - How to inspire colleagues and employees to achieve your goals - How to conduct price negotiations and break through discussion blocks - Incl. large manipulation tactics test

New in the 6th edition: Cancel Culture - Behavioral tips for shitstorms

Andreas Edmüller | Thomas Wilhelm

Manipulation techniques

How to defend yourself

6th updated and expanded edition 2025 | Approx. 370 pages | Paperback

ISBN 978-3-648-18493-6 | Approx. € 29.99

Available starting December



AUTHORS

Dr. Andreas Edmüller is a private lecturer in philosophy at LMU Munich and was a managing partner at Projekt Philosophie until 2019. As co-founder of Projekt Philosophie, **Prof. Dr. Thomas Wilhelm** is one of the pioneers of philosophical consulting. Over the past three decades, he has accompanied more than 10,000 managers and business professionals in seminars, workshops and coaching sessions on the topics of leadership, communication and intercultural cooperation. He has also written several books on various topics: Argumentation, Protection from Manipulation, Moderation and Ethics. Thomas Wilhelm holds a professorship for intercultural coaching, consulting and leadership at the International University SDI in Munich.

More time for what matters in life



How can you stay efficient in times of constant overstimulation, scarce resources and growing pressure without overburdening yourself? This book offers the solution: it presents nine principles for effective action and 90 tips that can be implemented immediately. It supports all those who want to achieve a lot at work without losing sight of their private life.

Christian Zielke presents a five-step formula that can be used to optimize both your own working methods and those of teams, create clear structures and achieve more with less effort. The focus is not only on efficiency in a professional context, but also on a well thought-out work-life integration that ensures long-term performance. Checklists and self-tests support the direct transfer to everyday management.

TARGET GROUP

Executives, self-employed and entrepreneurs, employees

Christian Zielke

The efficiency principle - more impact with less effort

1st edition 2025 | 196 pages | Paperback

ISBN 978-3-648-19030-2 | € 29.99

Now available



AUTHOR

Prof. Dr. Christian Zielke, known from radio and television, has international management experience with renowned companies such as the Hong Kong Chamber of Foreign Trade, DaimlerChrysler, Hoechst AG (Aventis) and Preussag Group (TUI). He is Professor of Communication and Personnel Management at the University of Giessen and works as an international executive coach, personnel consultant and management trainer. He specializes in leadership, communication and motivation at the highest level.

Actively shaping change



Complexity opens up new possibilities - it inspires us and invites us to rethink. For Marc Schmetkamp, this is precisely where the potential of our time lies. Change is no longer an exception, but a permanent condition. Companies today are challenged to navigate safely in the field of tension between uncertainty and dynamism. In this book, Marc Schmetkamp breaks down outdated thought patterns, sheds light on typical misjudgements in dealing with complex issues and encourages people to actively shape change. The focus is on people who take responsibility and companies that make this possible. Because the most important change begins with the decision to no longer act on instructions, but from an inner attitude.

TARGET GROUP

Executives

Marc Schmetkamp

Don't panic - discover opportunities in complexity

1st edition 2025 | 242 pages | Paperback

ISBN 978-3-648-18671-8 | € 39.99

Now available



AUTHOR

Marc Schmetkamp is an organizational developer, agile process facilitator, and transformation supporter. Thanks to his more than ten years of self-employment in agile management consulting and training agile specialist roles, he has built up extensive expertise in how companies and organizations remain and become capable of acting in complex environments. Before founding the agile management consultancy Planetagile, Marc Schmetkamp worked in the corporate environment for 16 years and knows the downsides of rigid structures and inflexible process landscapes. Since then, his goal has been to draw attention to the opportunities and possibilities hidden in the complex.

Successfully shaping change



Change can only succeed if people are listened to - and if the upcoming changes are told as a story. Tobias Grewe highlights the potential of storylistening and storytelling as indispensable instruments of an empathetic leadership culture, especially in situations where change is met with resistance. His approach makes it clear that listening and storytelling are not "soft factors", but core tasks of modern leadership. His book provides practical impulses for developing narrative skills and creating spaces for open communication during change. Using illustrative case studies, he demonstrates not only the benefits for organizations, but also the direct added value for employees. He describes the methods used in detail - from the setting to the process to the purpose.

CONTENTS:

Storylistening & storytelling: key skills for leadership - Storylistening: creating narrative spaces - Storytelling: Why leadership in change needs stories - Narrative Interventionen: Beispiele aus der Praxis

TARGET GROUP

C-level, change managers, organizational developers, coaches, HR

Tobias Grewe

No change without a story!

Storylistening and storytelling as the key to empathetic leadership in change and transformation processes

1st edition 2025 | 230 pages | Paperback

ISBN 978-3-648-19001-2 | € 39.99

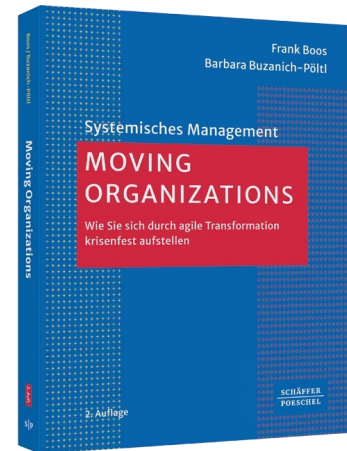
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AUTHOR

Tobias Grewe is an expert in narrative and systemic organizational development and coaching. With his innovative approach he combines organizational development with the power of storytelling as a targeted tool for reflection and communication in change processes. He helps people in organizations to make their change processes more understandable and to create motivation for action. He is also co-founder of #DiversityStoriesThatMatter, a pioneering concept that uses narrative approaches to enable people to experience discrimination in new ways and thus raise awareness of diversity and prejudice in organizations.

The practical handbook for agile transformation



Companies today operate in an uncertain, complex and volatile environment. Many challenges require a fundamental rethink. At the same time, traditional problem-solving methods and traditional hierarchical structures are in place in many organizations. Often, several contexts are relevant, which means an even higher stress load for those involved. The book provides an appealing way of gaining a basic understanding of agile transformation and developing individual design options. It presents an orientation framework for change strategies and brings order to the chaos of tool diversity. At the same time, it offers new methods from agile contexts to increase the chances of successful change. Real case studies are described and critically reflected upon.

TARGET GROUP

Management consultants, executives, personnel developers, organizational developers

Frank Boos | Barbara Buzanich-Pörtl

Moving organizations

How to use agile transformation to make yourself crisis-proof

2. updated and revised edition 2025 | 322 pages | Paperback

ISBN 978-3-7910-6522-9 | € 44.99

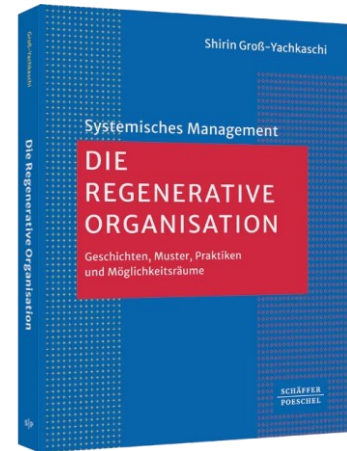
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AUTHORS

Dr. Frank Boos has been an organizational consultant for over 40 years and is a senior partner of the Neuwaldegg consulting group in Vienna, which co-founded systemic consulting. For Frank Boos, it is a great pleasure to be able to share his experience, which he does successfully in numerous publications and "his" further training course, the Neuwaldegg Curriculum. **Barbara Buzanich-Pörtl** is an equity partner of the Neuwaldegg consulting group in Vienna. She has many years of experience in organizational development and leadership. In recent years, she has focused primarily on agile transformations, self-organization and cultural development in a wide range of industries with teams and managers. In addition, she strengthens organizations in promoting gender equality in an impact-oriented manner.

Prospects for the economy of tomorrow



Our current way of doing business and managing companies is no longer sustainable. As part of a research project, Shirin Groß-Yachkaschi examined regenerative companies and analyzed their patterns and practices. These companies go beyond the concept of sustainability by not only preserving the status quo or reducing damage, but actively regenerating and healing. They are pioneers of a future economic and working world. This book uses case studies to shed light on the patterns and practices of such organizations. It shows ways in which companies can develop in the direction of regeneration and makes it clear that regenerative practices can also be implemented in the current economic system.

TARGET GROUP

Entrepreneurs and managers, consultants and coaches, students and researchers

Shirin Groß-Yachkaschi

The regenerative organization

Stories, patterns, practices and spaces of possibility

1st edition 2025 | 206 pages | Paperback

ISBN 978-3-7910-6774-2 | € 39.99

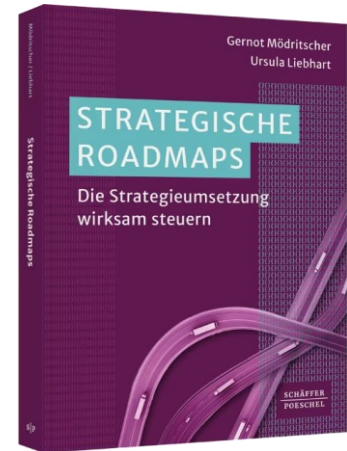
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AUTHOR

Dr. Shirin Groß-Yachkaschi has been working for a quarter of a century on the question of how organizations can become a vibrant, creative place and at the same time contribute to a world that is conducive to life. She has internalized the concept of sustainable development since the early 1990s. She supports medium-sized companies and social enterprises in transformation processes, coaches people in leadership roles and offers training courses. As an action researcher and eternal learner, she follows in the footsteps of pioneers who are contributing to the world of tomorrow. For several years, she has been researching regenerative companies together with a group of organizational consultants. She is concerned with the question of how other organizations can also embark on the path to becoming more regenerative. She accompanies and describes companies that have the courage to enter the space between an economic system that is no longer sustainable and an economy oriented towards the common good that is yet to emerge.

Effective ways to implement strategy



Many corporate strategies fail during development and implementation. The importance of learning and change processes is often underestimated, making it difficult to adapt to new strategies. The book offers a systematic approach to implementing strategies and deals in detail with topics such as the development of strategic roadmaps, the management of projects, the concretization of projects based on the business model and the integration of supporting change processes. It also explains the design of effective learning journeys and learning formats for changes and transformations as well as supportive controlling. A comprehensive case study on the various topics facilitates practical transfer.

TARGET GROUP

Entrepreneurs, executives (CEO, CFO), personnel and organizational developers; consultants

Gernot Mödritscher | Ursula Liebhart

Strategic roadmaps

Effective management of strategy implementation

1st edition 2025 | 256 pages | Paperback

ISBN 978-3-7910-6598-4 | € 49.99

Now available



AUTHORS

Dr. Gernot Mödritscher is an associate university professor at the University of Klagenfurt at the Institute for Corporate Management. His teaching and research focuses on the areas of strategic management, strategic corporate development and controlling. He has been supporting companies in their strategic development process for 25 years and is a lecturer in numerous executive programs. **Dr. Ursula Liebhart** is Professor of Human Resources and Organization at the Carinthia University of Applied Sciences and a founding member and board member of the People Experience Community (www.pe-c.at). Her teaching and research focuses on the development of people and organizations with a focus on (agile) personnel and management development in the context of new working and learning environments (New Work / New Learning) as well as the design of selected employee experience journeys.