

SPRING 2018

	Page
Economy & Society	1
Business	2
Self Help: Finance	7
Job & Career	8
Exclusive Agents	12

Wolfgang Hirn

China´s Bosses

Our Unknown Competitors

Who are the brains behind China's corporate giants?

They're out to conquer global markets, making China a digital superpower, and shaping the crucial industries of the future - yet we know virtually nothing about them. What makes China's business leaders tick? Who are the faces behind these increasingly powerful corporate giants? Who are the people buying up French vineyards and real estate or soccer clubs throughout Europe and beyond? And what happens once they have invested in foreign businesses, banks, or airports? Wolfgang Hirn is a renowned expert on and a well-connected and regular visitor to China. He offers unique insights into the heart of the Chinese business model and portrays the key players and their strategies. Wolfgang Hirn's book offers an introduction to China's little-known deciders.



- February 2018
- 284 pages
- Hardcover

- **A knowledgeable guide to China's major private corporations: Haier, HNA; Huawei, and others**
- **The internet giants Alibaba and Tencent: ready to attack Google, Facebook, etc.**
- **Full of first-hand stories and personal impressions from a leading expert on China and bestselling author**

Wolfgang Hirn studied economics and political science at the University of Tübingen. After various posts as a business journalist, he has worked as a reporter for Germany's *manager magazine* for many years now. He has been traveling regularly to China since 1986 and in 2005 published the bestselling »Herausforderung China« (»The Challenge of China«). His previous book is »Der nächste kalte Krieg. China gegen den Westen« (»The next Cold War. China vs. the West«, 2013).

Sebastian Purps-Pardigol and Henrik Kehren

Smart Digitalization

How Executives Can Help Employees
Embrace Change

The secrets of successful digitalization

No business operating today can ignore the challenge of digitalization. Some companies have failed at digitalization or taken measures too late, others are now ahead of game. But what are the secrets to success? Sebastian Purps-Pardigol, a bestselling author, and Henrik Kehren, a digital consultant, asked the people who should know: the businesses themselves. Their investigations produced an exciting book about the psychological factors for successful digitalization. After all, the world of technology, too, can only work where employees are committed. This book shows how even the most skeptical hearts and minds can be won over - required reading for all leaders and executives!

- **With many examples from businesses including**

Bosch-Siemens
Phoenix Contact
Viessmann

- **The principal challenge in digitalization is not technological, but human**

With a preface by Philipp Lahm

Sebastian Purps-Pardigol is a bestselling author and organizational consultant. His first book, »Führen mit Hirn« (»Leading with the Brain«) topped the *manager magazin* bestseller list for weeks.

Henrik Kehren has founded several successful enterprises and is digital expert at Digital Business Consulting *kehren+partner*.



- February 2018
- 249 pages
- Hardcover

Over 20.000 copies already sold!

Sebastian Purps-Pardigol

Leading with the Brain

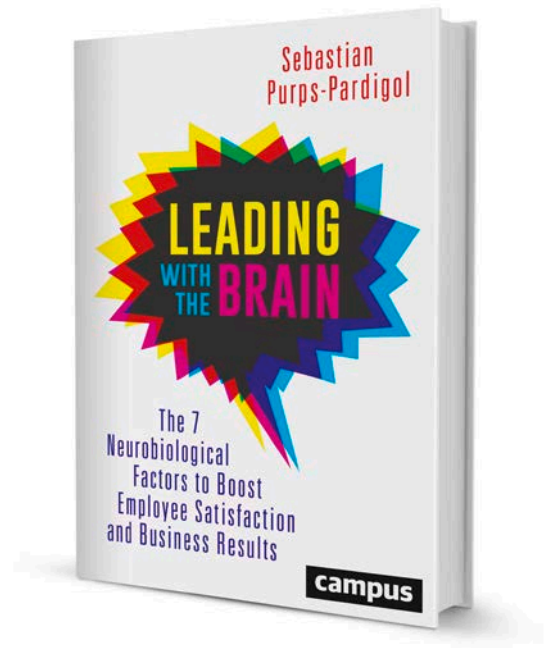
The 7 Neurobiological Factors to Boost Employee Satisfaction and Business Results

A new, innovative approach to the meaning of leadership today and what makes businesses unbeatable. Based on insights from brain research, psychology, and behavioral economics, as well as 150 interviews with employees and CEOs.

CEOs have to understand how our brain works, keyword neuroplasticity: the brain can always build new synaptic connections - and employees can always develop new skills/abilities. But in many companies this is not possible because CEOs don't support it.

The author has observed a lot of different companies and found many positive examples where a new corporate culture had been installed (respect, trust-based cooperation) and brought economic success.

Very understandable and entertaining, with many examples.



German Edition:

- published 2015

English Edition:

- published 2016
- 207 pages
- softcover

English translation available

Rights sold to: Taiwan

Sebastian Purps-Pardigol is a leadership coach and organizational consultant. With the motivation of Gerald Hüther, he began to combine the insights of brain research with management training methods. Together, they founded the non-profit initiative *Kulturwandel in Unternehmen und Organisationen (Cultural Change in Businesses and Organizations)*.

Bettina Volkens, Kai Anderson

Digital But Human

Putting People at the Center of Digitalization

In the beginning was the human...

Digitalization is the order of the day, but for many businesses, it awakens a multitude of fears. For all the outward agreement that digitalization is important, there is much inward uncertainty: How to go about digitalization? What does it mean for me personally? Do we need to reinvent ourselves completely - and become Google?

Of course not, Bettina Volkens and Kai Anderson reassure their readers. Their book shows the path to digitalization with a human face, one that neither turns human being into nor replaces them with machines. Instead, the authors argue for a kind of digitalization that grows with people and answers to their needs. They show how all members of staff can prepare themselves for and benefit from digitalization, and what companies need to do for their employees to keep up with a changing world of work.

What this means for different sectors is shown in an impressive range of accounts of digitalization in companies including *Lufthansa*, *SAP*, *ProSiebenSat.1*, *Otto Group*, *TUI*, and *Deutsche Telekom*.



- November 2017
- 248 pages
- Hardcover

Bettina Volkens holds a doctorate in law and sits on the board of *Deutsche Lufthansa AG*, where she is responsible for Human Resources and Law.

Kai Anderson is one of Germany's leading change experts and founder-chairman of *Promerit AG*.

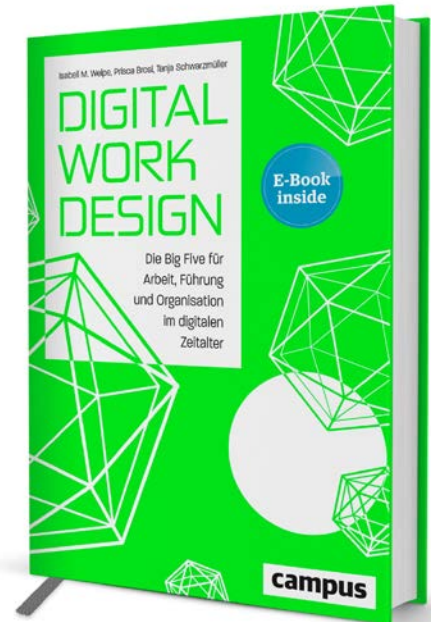
Isabell M. Welpé, Prisca Brosi, Tanja Schwarzmüller

Digital Work Design

The Big Five for Work, Leadership, and Organization in the Digital Age

How to get companies ready for the digital future

We tend to talk about digitalization in the context of people and leadership tasks, but less so in relation to organizations themselves. Yet for a company to change its culture, certain organizational conditions must be addressed. Isabell Welpé led a team that spent several years accompanying companies in the process of digitalization and analyzing the findings. This book presents the results in the form of five factors crucial to the successful transition to a digital organization. The Big Five are flanked by a self-diagnosis test and a ten-step plan for practical implementation.



- February 2018
- 248 pages
- Hardcover

• **Includes a self-diagnosis test: How well are you prepared for the digital future?**

• **For all leaders involved in HR and organizational development**

Isabell M. Welpé holds the Chair for Strategy and Organization at the *Technische Universität München* in Munich and is director of the *Bavarian State Institute for Higher Education Research and Planning*.

Dr. Prisca Brosi is a post-doctoral student and **Dr. Tanja Schwarzmüller** is research associate at the *Chair for Strategy and Organization* at the *Technische Universität München*.

Jette Wiegel, Michael Frese

Initiative is the Key

Promoting Proactiveness - Molding Corporate Culture - Fostering Innovation

Achieving corporate success by individual responsibility

Though personal initiative is a key skill in 21st-century working life, there has hitherto been very little management literature on the topic - and less still of substance. At last, this gap is filled: Jette Wiegel and Michael Frese illuminate the connection between individual initiative and corporate success and explain how autonomy on the part of employees can be systematically promoted - and why it needs to be. This is a guide for leaders that is full of practical advice on how to promote individual initiative among staff, and in doing so, helping them be both more satisfied and more efficient - the key to a successful business in the future.



- March 2018
- 240 pages
- Hardcover

- **How to encourage initiative among staff, contributing to job satisfaction and efficiency**
- **Includes many practical examples**

Jette Wiegel is HR director with full responsibility for personnel with an IT firm.

Michael Frese is a psychologist specializing in workplace and organizational psychology.

Clemens Bomsdorf

How to Get as Rich as Norway

The Brilliantly Simple Way to Build a Fortune

The Norwegian formula for private investors

Norway was recently found to be the world's happiest country - and one reason is surely that Norwegians don't have to worry about money. And why not? The answer is oil. Norway sells its oil and invests the income in the world's largest state-owned investment fund, the Norwegian Oil Fund. Clemens Bomsdorf has studied the fund's strategy and extracted the Norwegian financial formula from it - which here is adapted to the needs of private investors. Taking their cue from the school of passive investment, even cautious investors can build a solid fortune. And since ethical investment is fundamental to this approach, their investment will help do good in the world, too.



- April 2018
- 224 pages
- Softcover

- **How every private investor can benefit from the successful state fund's long-term strategy**
- **With tips for ethical investments**
- **The author has for many years been reporting on Norway and its investments in the German media**

Clemens Bomsdorf is a journalist who studied economics at the *Stockholm School of Economics* and the *University of Cologne*. He has been reporting on the Norwegian Oil Fund for some 15 years. His observations led him to develop the Norwegian financial formula, which has since successfully guided his own investments.

Lena Wittneben, Katrin Wulff, Sina Morcinek

Breakercises

The Ultimate Workplace Workout
for Body, Mind, and Voice

That fresh kick for the working day

The three break-time coaches will show you how to keep a cool head and stay fresh throughout the day even amid heavy work, an information overload, and general stress. It takes little effort and brings immediate benefits. Try one of their quick exercises now - and even Mondays will seem less daunting.



- **Office wellbeing has never been this much fun!**
- **The authors have successfully presented their concept in numerous seminars and workshops**

- March 2018
- 160 pages
- Softcover

Selected chapters:

- Can't wake up? Slept badly? - getting a fresh start to the day
- Making use of your commute - little warm-ups on the way to work
- Coasting through the day - how to structure successfully and set priorities
- Peace in the open-plan office - how to stay focused against background noise
- Who? What's his name? - how to remember, names, facts, and yourself
- Shaking all over - how to keep your nerve in presentations and negotiations
- Farewell to the afternoon trough - how to beat fatigue after lunch
- Creative tips for creatures of habit - making a virtue out of necessity
- Surviving overtime - how to keep a clear head even during marathon working days
- Switching to rest mode - be relaxed at home, with your family, and in your spare time

Lena Wittneben is a memory trainer and systemic coach.

Sina Morcinek is a fitness and yoga coach, and the team's specialist for the body.

Katrin Wulff, a singer and voice coach, knows all the tricks to help you keep a steady voice.

Together, they form the »Pausenkicker«, presenting their program of »Breakercises« throughout

Susanne Westphal

Rediscovering the Joy of Work

How to Do Better With Pleasure

THANK GOD IT'S MONDAY!

We spend about a third of our lives at work - it would be a pity if we didn't enjoy this time. But there's no need for perfect working conditions to remain a pipe dream. It's up to us to make the happen, and Susanne Westphal's new book shows us how. For this to happen, four factors need to come together: We need to do 1. what we're especially good at, what 2. excites us, 3. is useful to others, and 4. fits in with our lifestyle. Susanne Westphal's advice will help make your working day simpler and more pleasant, and banish the feeling that time in the office is wasted. The key to a fulfilled working life is in your hands!



- March 2018
- 196 pages
- Softcover

- **Never again watch the office clock!**
- **Small steps towards a major change in job satisfaction!**

Susanne Westphal has been running her own consultancy, *SueWest Communications*, since 2002. She is a consultant specializing in communications and executive coaching and gives seminars and lectures. She lives in Bavaria with her husband and five children.

Eva Brandt, Miriam Fritsch-Kümpel

Stressed Out? Your Life, Your Choices

A Training Manual Following the Lotus Strategy

Let stress just run off you

Being constantly on call, mobile, and flexible means that the boundary between work and private life becomes increasingly difficult to maintain. Being stressed out is the – dangerous – result. How, then, to succeed professionally without jeopardizing your health? The two authors of this book have developed a tried and tested strategy to reduce stress in executives: the Lotus Strategy, which allows you to keep stress away just as a lotus flower repels water. The seven petals of the lotus flower stand for the strategy's seven modules: acceptance, change, values, time, senses, network, and solution. Together, they form a training plan to help you deal better with stress. The model incorporates the latest scientific findings and shown how leaders can be successful while maintaining a healthy lifestyle.



- March 2018
- 224 pages
- Softcover

- **Proven strategy for improving resilience among executives**
- **Includes test: How do you respond to stress and what can you do to reduce it?**
- **Includes a training plan for a sustainably healthy working life.**

Dr. Eva Brandt has been working as a certified business coach for over 20 years.

Miriam Fritsch-Kümpel is a psychologist and coaches managers, executives, and specialists. The two authors co-founded the *Stress Competence Center* in Wiesbaden, Germany.

Ulf Brandes

Social Energy

Inspiration for Those Who Are Designing
the New World of Work

Become part of the solution!

The employment world is changing. Hierarchies are being questioned; common effort is what counts. Employees want to be appreciated and participate actively. This generates a new energy - social energy - that can propel businesses forward faster than any incentive program. Yet the energy can't be released by employing simple tools. It requires managers to develop a new identity based on sound knowledge of human behavior. With its combination of field-tested reflection tasks and the use of exceptional examples, this book presents an inspiring self-coaching program for executives. They learn how to create an environment where their teams assume responsibility for their actions and perform effectively.



- February 2018
- 280 pages
- Softcover

- **A modern approach to change: attitude as a key business resource**
- **In a business, change begins with the way executives present themselves**
- **Includes a wide range of successful, practice-based examples**

Ulf Brandes is a physicist who holds a degree in behavioral economics and draws on experience in mid-sized and international corporations. As an organizational consultant and keynote speaker, he last drew attention to himself with his book *Management Y* and a film project entitled *Augenhöhe* on an equal footing.

Foreign Rights are exclusively handled by our agents within the following territories:

China

Andrew Nurnberg Ass.
Susan Xia
Room 1705, Culture Square
No. 59 Jia, Zhongguancun Street
Haidian District, Beijing 100872
China
susan@nurnberg.com.cn

Hungary

Andrew Nurnberg Associates
Susanna Vojacsek
Gyori út 20
1123 Budapest
Hungary
rights@nurnberg.hu

Italy

Reiser Agenzia Letteraria
Roberto Gilodi
Via XXV Aprile 65
10133 Torino
Italy
roberto.gilodi@reiseragency.it

Netherlands

Internationaal Literatuur Bureau b.V.
Linda Kohn
Keizersgracht 188
1016 DW Amsterdam
Netherlands
lkohn@planet.nl

Poland

Graal Ltd.
Tomasz Berezinski
Pruszkowska 29/252
02-119 Warsaw
Poland
tomasz.berezinski@graal.com.pl

Romania

Marilena Iovu Literaary Agency
Marilena Iovu
Str. Sibiu nr. 10/ OS1 /186 061543
Bucharest
Romania
marilena.iovu@literated.ro

Russia

MEDIANA Literary Agency
Luba Berezovskaya
38, Leningradskaya Street 196607
Pushkin, St. Petersburg
Russia
lb@mediana-agency.com

Spain, Portugal & Latin America

Ute Körner Literary Agency S.L.
Iñigo Cebollada
C/Aragó, 224-pral-2
08011 Barcelona
Spain
i.cebollada@uklitag.com

Taiwan

Andrew Nurnberg Ass.
Whitney Hsu
9F-2, No. 164, Sec. 4, Nan-King
East Road
10553 Taipei
Taiwan
whsu@nurnberg.com.tw

English Translation by Joe Kroll