

campus

The background of the cover is a vibrant, abstract photograph of a night festival. It features a large, multi-colored flower, possibly a lotus, in shades of pink, purple, and red, set against a backdrop of bright, glowing lights and blurred structures. The overall atmosphere is festive and dynamic, with a mix of warm and cool tones.

Frankfurt. New York

Foreign Rights Catalogue Spring 2013

Business, Politics and
Current Affairs
Self Help
Humanities

Best of Backlist



Ursula Nuber

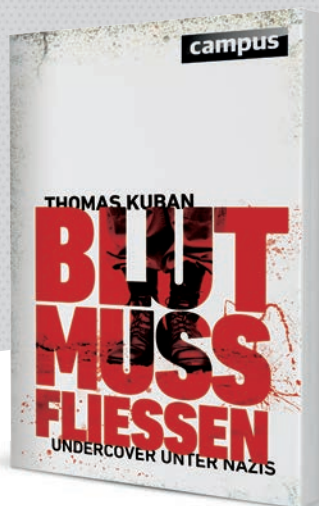
Who Am I without You?

Why Women Become Depressed and How They Can Find Themselves again

2012. 253 pages, hardcover

Women succumb to depression at twice the rate of men. The reason is that they define themselves and their well-being in terms of their relationships with others. Psychologist and best-selling author Ursula Nuber shows why even strong and successful women become depressed. And above all, how they either find their way back to themselves or don't allow depression to develop in the first place.

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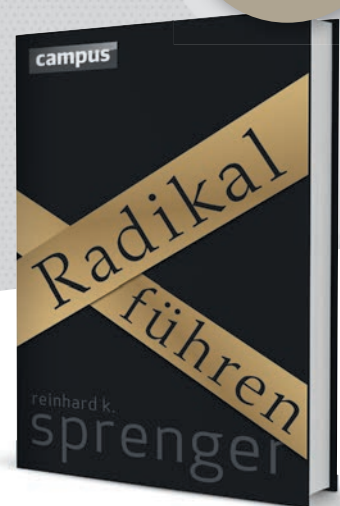
Thomas Kuban

Blood Must Flow

Undercover among Nazis

2012. 288 pages, paperback with flaps

Putting his life at risk, undercover journalist Kuban has compiled a riveting documentary that describes the neo-Nazi scene and its horrifying self-assurance. Kuban filmed 50 concerts with a hidden camera and documented countless other events. Disguised as a right-wing extremist comrade, he won the trust of important figures on the scene, allowing him to expose a network that reaches into mainstream society.



Reinhard K. Sprenger

Radical Leadership

2012. 296 pages, hardcover

Reinhard K. Sprenger, »Germany's number one management author« (*Handelsblatt*) provides the first comprehensive description of the complex subject of leadership. The book contains numerous concrete suggestions pertaining to everyday leadership practice and the five core topics: organizing collaboration, settling conflicts, ensuring future viability, lowering transaction costs, and leading employees.

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- The winners' mindset
- You want it, you get it
- For readers of Thorsten Havener

Jack Nasher

Deal!

You Give Me What I Want

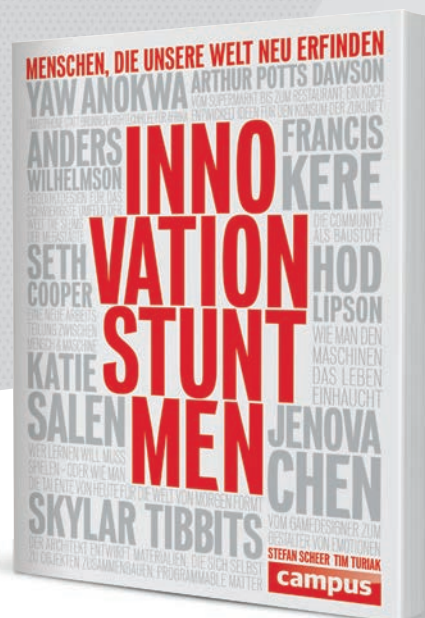
2013. 224 pages, hardcover

Do the numbers you see on your paycheck look good to you? In hotels, do they give you the room with a view? Did you buy your car at a bargain price? If the answer to these questions is yes, then for you the ride is over right here. For everyone else, business psychologist Jack Nasher reveals how to finally get what you want - by negotiating effectively.

Psychological techniques and field-tested negotiation methods will provide the tools you need to get the best deal.



Jack Nasher was born in 1979 and is a business psychologist and lawyer. He attended and taught at Oxford University and is currently professor of management and organization at Munich Business School. Jack Nasher is a consultant to international corporations and one of the leading experts on negotiating in Germany. He lectures and presents seminars on communications and negotiation techniques all over the world.



Gunter Dueck

Innovation and Its Enemies

How Ideas Are Undermined and yet Prevail Anyway

2013. 282 pages, hardcover with jacket

Banking institutions scoffed at Internet banks, Kodak scoffed at digital cameras, Brockhaus at Wikipedia, book dealers at e-books. And where do we stand today? Much like all other organisms, companies have an immune system which, at first, treats any new idea as an intruder. The true art lies in using unwavering entrepreneurial energy to overcome all obstacles and, when the time is ripe, pushing the idea through all the same.

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© John Wolter

Gunter Dueck was initially a professor of mathematics. Until August 2011, he served as head of technology at IBM, where he was known as a maverick and nicknamed »Wild Duck«. Having reached the 60-year mark in the meantime, he has retired and now works as an independent author, Internet activist, business angel, and speaker, while continuing to devote himself untiringly to improving the world.

Stefan Scheer, Tim Turiak

Innovation Stuntmen

The People Who Re-Invent Our World

2013. 224 pages, with numerous illustrations, paperback

Batman, Superman, and Spiderman can retire, because the true superheroes are the Innovation Stuntmen. They are driven by an obsession that gives them a special power to improve the world. One such hero is Seth Cooper. This computer game expert linked gaming and medical science and is closing in on a cure for Alzheimer's. These individuals teach us how to change the world through our own efforts.

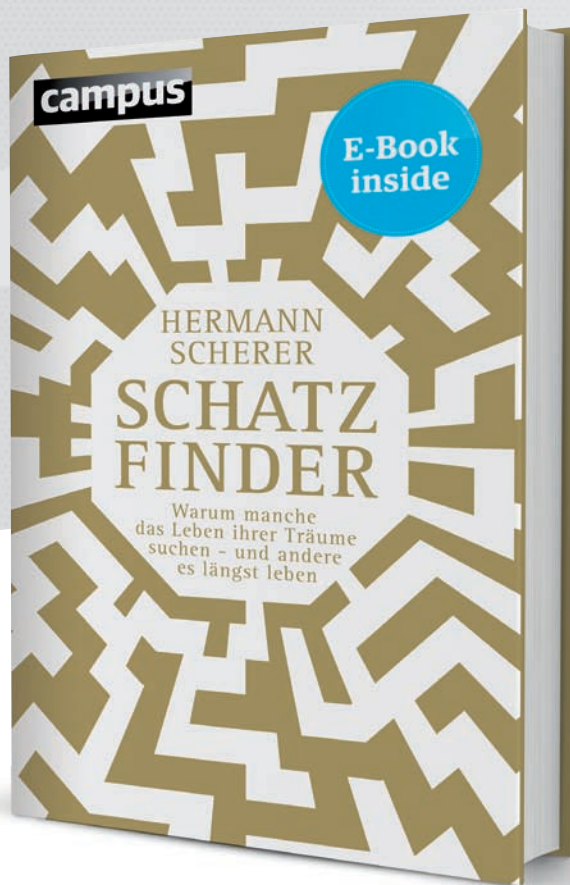


© Christian Rolfes



© Christian Rolfes

Stefan Scheer sits on the board of Art Directors Club für Deutschland, lectures at the University of Applied Sciences Düsseldorf, and is the owner of a communications agency. **Tim Turiak** is an editor and author who lectures at the University of Applied Sciences Düsseldorf. Together, the authors founded innovationstuntmen.com, an Internet portal devoted to cultural and social innovation.



Hermann Scherer

Treasure Finders

Why Some People Are Still Searching for the Life of Their Dreams, and Others Are Already Living It

2013. 253 pages, hardcover

Maybe you're a lot better than you think. Maybe undreamed-of treasures and talents lie dormant inside of you. Maybe you should simply listen to Hermann Scherer, because he will show you how to break out of rigid structures and make more of your life. It's very simple. Distinguish yourself from the average. Break some rules and put some color into your life. Make good deals and barter with the most valuable thing you have: your time.

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© Anja Wechsler

Hermann Scherer is a business expert and sought-after speaker who has given more than 2,000 lectures before total audiences of roughly 400,000. He has published 30 books that have been translated into twelve languages and has lectured at several European universities.

- **How the darlings of fortune unearth the treasure of their potential**
- **More options! More passion! More experiences!**
- **A new book of the best-selling author**

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Backlist



Hermann Scherer

The Lucky Ones

How Some People Seize Opportunities Every Day, While Others Never Find Them

2011. 237 pages, hardcover

Opportunities need to be hunted down. Lucky people know that. Instead of waiting for something good to simply drop into their laps, they apply their »opportunity intelligence«, in other words, their ability to recognize opportunity and use it. If that sounds banal, then why haven't all of us numbered among the darlings of fortune for years? Hermann Scherer has many stories to tell about people who recognized opportunity in seemingly every-day or even hopeless situations and took advantage of it.

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Stephan Grünewald
The Exhausted Society
Why Germany Needs New Dreams

2013. 200 pages, hardcover with jacket

Our society is internally torn. Omnipotence alternates with powerlessness. Social media are turning each of us into a potential social revolutionary who can bring down entire governments. And yet, as the crisis of the Euro and the financial markets rolls over us, what has it produced? An exhausted society. Stephan Grünewald analyzes the way German citizens feel and arrives at a conclusion. We must learn to dream new dreams, for in its best days Germany was always the land of dreamers and lateral thinkers.



© rheingold

Stephan Grünewald is co-founder and executive director of the rheingold-Institut für Kultur-, Markt- und Medienforschung. He holds a graduate degree in psychology and is a trained psychotherapist. Over the last two decades, he has published numerous monographs and studies on topics such as brand management, the impact of advertising, everyday life, young people, and culture.



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Backlist

Stephan Grünewald
Germany on the Couch
An Analysis of a Society between Standstill and Passion

2006. 234 pages, hardcover

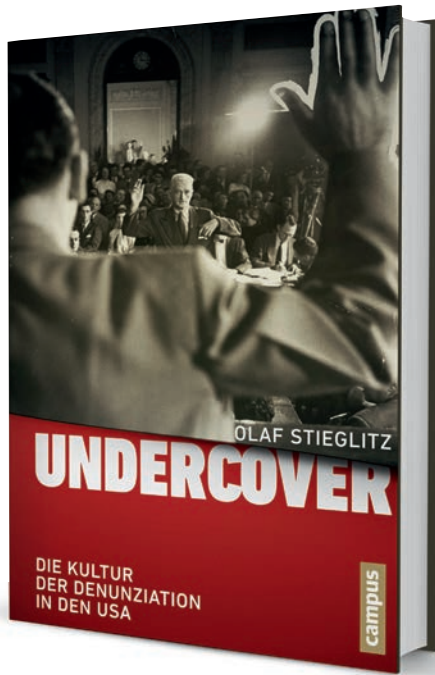


Edzard Reuter
The Ego Republic of Germany
How Europe's Gravediggers Are Plunging Us into Ruin

2013. 192 pages, hardcover

Today, many people in Germany are saying that it's time to start thinking of ourselves. Looking at the broader picture and considering Europe overall would be a waste of time. To that, Edzard Reuter's response is »No!« He asserts that we have to reflect carefully on our strengths and abilities and not allow panic-fueled pessimism to jeopardize our children's future. In direct, outspoken language, Reuter captures the reflexive anti-European reactions that have taken hold in many quarters and counters them with his profound historical analysis and forward looking stance.

Edzard Reuter was born in Berlin in 1928. After the Nazis seized power, his family emigrated to Turkey, returning to Berlin in 1946. He initially studied mathematics and physics, and later law, at the universities of Göttingen and Berlin. In 1998, he was made an honorary citizen of Berlin.



Olaf Stieglitz

Undercover

The Culture of Denunciation in the USA

2013. 420 pages, hardcover

Denunciation is subject to a moral taboo. That applies in the United States as well, where it is viewed as nothing less than un-American. Nevertheless, denunciation is and always has been ubiquitous. It has been practiced and judged; both despised and appreciated as a patriotic duty. Olaf Stieglitz describes the role that surveillance and spying have played since the end of the 19th century and the way the respective systems of denunciation were organized. He shows a characteristic deeply-rooted in the culture of the United States: The fear of internal and external enemies and the duty to protect society from these enemies.



Olaf Stieglitz is a private lecturer in the department of history at the University of Cologne. During the 2012/2013 winter semester, he will stand in as professor of North American history at the Free University of Berlin.



Jürgen Martschukat

The Social Order

Fathers and Families in American History since 1770

2013. 450 pages, hardcover

Jürgen Martschukat presents the history of the USA from an entirely new perspective. He addresses central themes such as slavery, the settling of the American West, immigration from Europe, and the Great Depression on the basis of individual families and, above all, of the fathers of these families. Together, these accounts create an overall historical picture that captures the great diversity of peoples' lives and provides insight into the core of America's history and present.



Jürgen Martschukat is professor of North American history at the University of Erfurt. His work »A History of Masculinity« (together with Olaf Stieglitz) was honoured as historical textbook of the year by H-Soz-u-Kult in 2009 (2nd place).

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