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Annette Prassel • Foreign Rights Manager
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Michael Hartmann
Out of Touch
How Elites Endanger Democracy

CONTENT

The elites are closing ranks

Society’s elites are becoming ever more of a closed shop. This is true not only of the economic elite, but also, increasingly, of the political one. Their world has been drifting away from that of the ordinary population for decades. Ordinary rules, they think, do not apply to them, and the result is a succession of financial scandals. Michael Hartmann, a renowned scholar of elites, points to the consequences: political disengagement, fatigue, right-wing populism. Whereas some curse out-of-touch elites, others direct their anger at anti-elitism itself. Yet it is worth taking a closer look:

- Who are the elites?
- How are they recruited?
- What is the connection between their attitudes and their origins?

Hartmann concludes that elites are indeed out of touch and self-recruiting, posing a danger to democracy. Only by making elites more open socially, more inclusive, can this tendency be reversed.

Michael Hartmann, Germany’s foremost researcher into the topic of elites, has written a book that is a statement, indeed, an intervention, on a profoundly divisive social problem.

AUTHOR

Michael Hartmann was Professor of sociology at the Technical University of Darmstadt until his retirement in 2015, where he specialized on the sociology of elites. He has found that where people come from still often decides how high they will rise. He has published several books on this question with Campus, the most recent of which is »The Legend of the Global Economic Elite« (»Die Globale Wirtschaftselite. Eine Legende«, 2016).

TYPE OF BOOK
General non-fiction

TARGET GROUP
Readers interested in economy and politics
Norbert Häring
Brave New Money
PayPal, WeChat, Amazon Go: The Threat of a Totalitarian Global Currency

CONTENT
At the cost of our freedom

A war is being fought - a war on cash. At stake are commercial interests and the technology-based business model of Mastercard, Microsoft, Apple and other corporate giants. And what is at stake is not least individual freedom.

The economist Norbert Häring shows how an alliance of big tech and financial companies, monied foundations, governments, and NGOs is building an all-encompassing system of financial surveillance and control: We are on the way to a non-contractual pay-as-you-go system, which makes the act of payment almost unnoticeable by using fingerprints and facial recognition for verification. Where is all leading? To a single global currency. Norbert Häring’s book explains why this is no mere fantasy - and nothing to look forward to, either.

• Doing away with cash leads to total surveillance
• Emotive issue: our freedom is on the line

AUTHOR
Dr. Norbert Häring is a business writer and the author of several popular books on economics. He writes for the business daily Handelsblatt and his own blog, »Geld und mehr« (»Money and More«). In 2014, he received the prize of the German Keynes Society for his journalism. In 2011, he co-founded the World Economics Association, which now numbers over 12.000 members. His previous book was »The Abolition of Cash and its Consequences« (»Die Abschaffung des Bargelds und die Folgen«, 2016).

TYPE OF BOOK
General non-fiction

TARGET GROUP
Readers interested in economy, digitalization and politics
Karl Pilny

Asia 2030

The Prospects for the Global Economy

CONTENT

Asia: the new superpower

The global economy is on the cusp of a new era: Asia is set finally to take the lead in global competition. The continent, home to over half the world’s population, is about to become the world leader in technology, and China’s »New Silk Road« is one of the most ambitious infrastructural programs in human history.

Karl Pilny, a noted expert on Asian affairs, takes us to the heart of its economic miracle and introduces Asia’s rising powers.

• What are the alliances and rivalries?
• What conflicts must we expect?
• Where are new markets emerging, and what are the coming trends in trade and consumption, demographics and urbanization?

Pilny’s conclusion is striking: We are witnessing the birth of a multipolar world, in which four of the world’s five richest and most powerful countries will be Asian.

A unique overview of the growing role of Asia’s economic powerhouses

AUTHOR

Dr. Karl Pilny is one of the foremost Western experts on Asia and spent many years working in the region. He is a business lawyer in Berlin as well as working as an investment adviser for emerging markets and an entrepreneur in Zurich. He is also a keynote speaker, cross culture coach, and author of several books, of which the following are published by Campus: »The Asian Century« (»Das asiatische Jahrhundert«, 2005, sold to Korea), »Giants’ Dance« (»Tanz der Riesen«, 2006, sold to China), and »Leaping Tiger« (»Tiger auf dem Sprung«, 2008).

TYPE OF BOOK

General non-fiction

TARGET GROUP

Readers interested in economy
Timon Krause
You’re a Mentalist!
Reading Minds Gives You the Edge

CONTENT

Learn to read minds in 24 hours

Haven’t you always wanted to know what makes other people tick and how you can win them over? Timon Krause, reigning »Best European Mentalist« and at 23 the youngest ever recipient of the title, reveals the most effective tricks with which you can

• Read people
• Recognize lies
• Influence others and
• Use your own mind to the fullest

The 24-hour course will teach you step by step, how to acquire the mentalists’ tried and tested tricks and bring people to follow your lead. And part of the trick is that nobody will feel manipulated, but rather convinced.

Timon Krause will help you read minds

AUTHOR

Timon Krause, was born in Germany in 1994, educated in New Zealand, and lives in Amsterdam. He is an expert mind reader and the youngest ever holder of the title »Best European Mentalist«. He has performed in all continents and offers seminars and personal coaching sessions all over the world. Radio and TV audiences are regularly enchanted by the charming young mentalist - which is no surprise, for magic is his life’s passion.

TYPE OF BOOK

Guidebook

TARGET GROUP

For everyone who wants to gain successful negotiations skills - at work and outside of work

September 2018
224 pages; 18,00 €
Softcover
Axel Berger and Thorsten Thews
The Burning Hamster
Burning Up for the Love of Your Job?

CONTENT

Not just another book on preventing burnout

Have you ever felt like a hamster going around and around in a wheel, with no escape in sight? The authors Axel Berger and Thorsten Thews have. They know how smoldering stress can turn into a blazing fire - and how to put it out.

Self-confessed hamsters, their entertaining mixture of memoir and guide shows how the quest for personal success and a fulfilled life need not end in disaster. This boundary-breaking book will help you develop your own hamsterplan—your key to escaping the hamster wheel. Beat burnout before it happens!

- An unconventional and funny departure from other books on burnout
- The quest for success need not turn sour

AUTHOR

Axel Berger, an expert of failing and bouncing back, runs the advertising agency Mangoblau and is a crime writer.

Thorsten Thews was an engineer for a decade and a half before setting up as a coach and therapist in 2007. His psychotherapeutic practice specializes on putting out burning hamsters.

TYPE OF BOOK

Guidebook

TARGET GROUP

For people who are confronted with Burnout - directly or indirectly
Lothar Seiwert
Slow down to speed up
How to manage your time and rebalance your life
With illustrations by Werner Tiki Küstenmacher

CONTENT

Fully revised and updated edition, redesigned with an up-to-date look

Our daily lives are hectic and complex. Merely saving time has long ceased to be enough, which is why Lothar Seiwert, the dean of time management, believes in holistic life management. In this new, fully revised edition of his best-selling book he shows how we can improve the quality of our lives through better self-organization, not least in light of the impact digital technology is having on our everyday lives.

The author reminds his readers that the time allotted to our lives is our most precious possession. In a 4-step process he outlines how to apply the right strategies so that we gain control on a day-to-day basis and create better structure in our lives:

1. Develop a life vision
2. Define life roles
3. Create a priority list every week
4. Exert control over daily tasks and routines

Seiwert writes about living life actively instead of passively, about taking the initiative, about shaping every day, consciously creating more pleasant moments and bearing in mind that »Today is the first day of the rest of your life!«

AUTHOR
Professor Lothar Seiwert, Ph.D. (left), a CSP (Certified Speaking Professional) and Global Speaking Fellow, has for over 30 years been Europe’s leading expert for time and life management. Millions of people across the world have seen him lecture and been inspired by his bestselling books to focus on the essential.

Werner Tiki Küstenmacher is a protestant minister and trained journalist. Since 1990, he has been a freelance cartoonist, author, and columnnist. Together with Lothar Seiwert, he wrote the bestselling »simplify your life«.

TYPE OF BOOK
Guidebook

TARGET GROUP
Readers who search for valuable ideas for managing life and daily activities
Marius Kursawe
Moving Mountains for Beginners
Time to do what you want!

CONTENT

Now, that’s what I call motivation

Dreams of a better life can provide encouragement and motivation, but they can also be a burden. Yet it really is shockingly simple to become a doer! All you need is to trick yourself a little - and to read Marius Kursawe’s book, which offers small and easily applied mind hacks to get you off to a good start, plus the tools and methods that will help you stay the course.

For every phase of implementation, readers are given specific and remarkably simple motivating tips, helping everybody to reach their goals, and illustrated by captivating examples of successful doers in sports, science, and everyday life to complete your mental toolkit: e.g. a guide leads ordinary people up Mount Everest or a 68-year old retiree learns to play the piano.

There’s no excuse for standing in the way of your own happiness!

A motivational book with captivating examples drawn from sports, science, and everyday life

AUTHOR

Marius Kursawe is co-founder of Work-Life-Romance and shows his clients how to turn the new facts of work and life to their advantage. He makes regular appearances in the media and has been interviewed by Bild, Cosmopolitan and Frankfurter Allgemeine Zeitung, to name but three.

TYPE OF BOOK

Guidebook

TARGET GROUP

For people who catch themselves dreaming of a better life

ALSO AVAILABLE

Over 7.000 copies sold

Robert Kötter and Marius Kursawe
Design Your Life
A Highly Personal Workshop for Life and a Dream Career
2015. 278 pages
Ömer Atiker
The Digital Transformation Survival Handbook
How to Face Up to Madness, Keep a Grip on Life, and Get Your Business Ready for the Future

CONTENT

Helps where digitalization hurts

Digitalization is where it’s at, so we’d better get with the program. But in practice, it turns out results often lag far behind expectations—resistance, ignorance, fear, politics: It’s not technology that stands in the way of the digital transformation, but organization. All those shiny new machines are of little use if staff don’t know what to do with them.

Ömer Atiker shows where the real problems of digitalization lie and how to solve them. He offers specific, practical solutions to commonplace problems of everyday business life. This box of tricks will help executives to get their teams moving—to keep madness and may and ensure that the digital transformation really works!

- Immediate remedies to the most frequent difficulties of the digitalization process
- The author is the perfect mediator between established managers and the generation of digital natives

AUTHOR

Ömer Atiker is a speaker and consultant, who has been online since the stone age. Born in 1969, he builds bridges between established executives and the up-and-coming digital workforce. Click Effect, his agency, offers digital marketing solution to medium-sized and large companies.

TYPE OF BOOK

Guidebook

TARGET GROUP

Executives, department heads, managers
Dorothea Assig and Dortothee Echter

**Freedom for Managers**
How Control Freakery Stands in the Way of Business Success

**CONTENT**

Love your executives - set them free

Why do companies still put their experienced executives through assessment centers and make them jump through other pointless hoops? Are they really trying to make them hand in their notice, if only mentally? Dorothea Assig and Dortothee Echter offer a clear answer: Contemporary personnel management is on the wrong track.

Their ambition management system is a clear alternative, one that gets by without tests and controls—and thus makes achievement possible. And how are such novel insights won? In practice! Day after day, these authors are consulted by some of the most influential senior managers, entrepreneurs, and board members - and with them, they have re-written the book on management.

- Unique new system of personnel management that does away with tests and controls
- The authors are consultants to executives around the world, including numerous managers working in nearly all companies listed in the DAX-30 stock index

**AUTHOR**

Dorothea Assig and Dortothee Echter help outstanding personalities in business, politics, and science to develop great careers and lasting reputations. They advise organizations on how to inspire staff to perform to their fullest and with greater ease. Dorothea Assig and Dortothee Echter lead seminars, give talks, and publish their findings in scholarly journals, their blog on linkedin.com, and their own newsletter.

**TYPE OF BOOK**

Guidebook

**TARGET GROUP**

Executives, department heads, managers, human resource professionals

**ALSO AVAILABLE**

**Over 7,000 copies sold**

Dorothea Assig and Dortothee Echter

**Ambition**
What Makes Great Careers Successful?
2012. 320 pages
Franz X. Eder

Eros, Lust, Sin

A History of Sexuality from the Ancient World to the Early Modern Age

CONTENT

Beautiful bodies, silent penitents

Does King Sex rule the world? And has he always done so? What shape did sexual relations take before the eighteenth century - before, in, and outside marriage? What problems were posed by contraception and sexually transmitted diseases? How were prostitution and pornography addressed? How could same-sex and queer desire find expression in premodern times?

This is the first book to give a broad perspective on European cultures of sexuality from classical antiquity to the early modern age. Countless examples and sources support Franz X. Eder’s claim for the central position sexuality occupied for couples and communities in centuries past, for individuals’ view of themselves and others, and for the perpetuation of the social, economic, and political order. He draws a line from the politicization and socialization of Eros in Greco-Roman antiquity via the skeptical attitude to sexuality taken by the early Christians to its regulation and disciplining during and after the Reformation.

- The first comprehensive history of European sexuality from antiquity to the seventeenth century
- New perspectives for the discipline of history, cultural studies, and social sciences

AUTHOR

Franz X. Eder is professor of economic and social history at the University of Vienna. His research addresses the history of the family, the organization of work and consumption, of the body and sexuality.

TYPE OF BOOK

Monograph; Professional

TARGET GROUP

Academic readers, students
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