

Fall 2019

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Contact / order reading copies:

Annette Prassel

prassel@campus.de

Tel: +49-69-97 65 16 47

Campus Verlag GmbH · Kurfürstenstrasse 49 · 60486 Frankfurt/Main · Germany

Peter Modler

Talking to Blockheads

Sometimes Arguing Means Losing

CONTENT

Rules for smart resistance

Everybody saw Donald Trump pulling faces behind Hillary Clinton’s back. We’ve all witnessed a boss brush aside well-reasoned objections with a short putdown or a colleague using grand gestures to rule the meeting room. All of these are clear signals of power. Discussion is never just about the power of argument—some people seem to get by without any reasoned arguments at all. But there is a way to resist such people.

Peter Modler, a renowned coach and bestselling author, analyses situations in business and politics in which bullies seem to have the upper hand. And he uses these examples to develop ten concise rules for standing up to them. Beat the blockheads by turning their own weapons against them: It’s all a matter of technique!

- **How to beat the blockheads and show you won’t be pushed around!**

“Modler has become the go-to expert in matters of interpersonal conduct in professional situation. The curious thing is that he seems almost to be alone in Germany with his knowledge.” Stern Online



August 2019
224 pages; 19,95 EUR

Rights sold: **France, China, Korea and Russia**

AUTHOR

Peter Modler has been running his own consultancy in Freiburg, Germany since 1998. He specializes in corporate restructuring and coaching. More than 2.000 executives have participated in his workshops and training. He reached a wider audience as the inventor of *Arrogance Training® for Woman Leaders*. His last book was *The Friendly Foe* (2017).

TYPE OF BOOK

Great combination of guidebook and narrative non-fiction

TARGET GROUP

Readers interested in communication, arguing, convincing

Heike Buchter

Oilquake

How America is Jeopardizing our Future

CONTENT

Full speed ahead—against the world

While the rest of the world is discussing the ins and outs of climate change, Donald Trump is leading the world's largest economy into a new age of oil, creating dirty facts where others just talk. Vast tracts of land from Alaska to the Gulf of Mexico are being turned into industrial wastes, and the consequences are global in scale. America has won the battle for oil and is pursuing its aims with little regard to old alliances. Heike Buchter, an expert on the global economy and financial markets based in New York, has visited the scenes of this battle to see for herself what American energy dominance means for us and our environment—but also for our security. She reveals how Wall Street is driving the boom and how fracking for oil is reshaping the world.

- The only book to address this dangerous US policy
- A timely contribution to the upcoming presidential elections



September 2019
288 pages; 24,95 EUR

Rights sold: Korea

AUTHOR

Heike Buchter has been reporting from Wall Street since 2001. She is now the business correspondent for the Hamburg weekly *Die Zeit* in New York City. She was the first on her paper to predict the 2008 financial crisis. In 2015, her book *Blackrock. A Global Power is After our Money* again took the lead in bringing the activities of the US investment firm to under scrutiny.

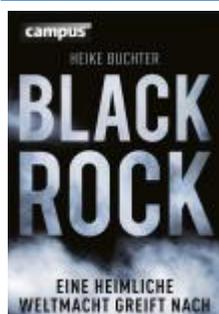
TYPE OF BOOK

General non-fiction

TARGET GROUP

Readers interested in economy and politics

ALSO AVAILABLE



Heike Buchter
BlackRock
A Global Power is After our Money
2015. 280 pages

20.000 copies sold
Rights sold to China, France

Cordula Nussbaum

My Happinezz Factory

Simply Making Myself Happy!

CONTENT

Finally: Happiness the way I like it

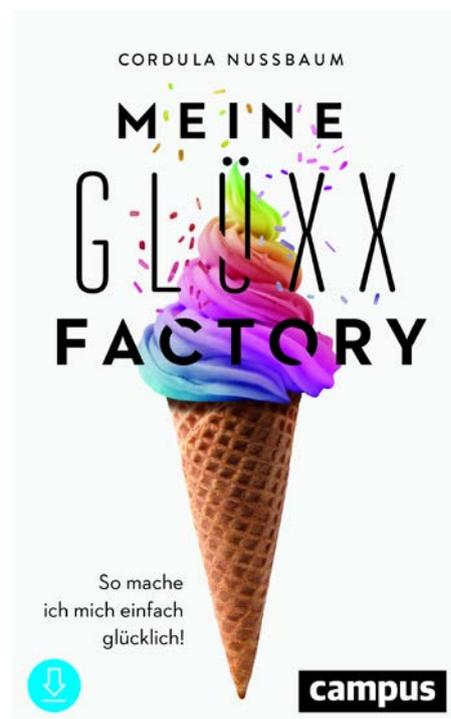
You can't have too much of a good thing, the saying goes—and how could you ever have too much happiness? After all, it doesn't even make you fat! Yet the pursuit of happiness can be disappointing and painful. The reason for this is all too simple: Other people's happiness just isn't ours!

Cordula Nussbaum invites us into her little self-coaching workshop, where she introduces us to the six key ingredients. She shows us how to achieve the perfect mix and crown it by adding our own personal flavor. This book contains a personalized path to happiness for each of its readers.

The six-step program for your happiness boost:

1. Passion
2. Self-worth
3. Clarity
4. Relationships
5. Health
6. Action

- **How to create happiness for yourself in all spheres of life**
- **A popular author and a topic for lifestyle and women's media**



August 2019
256 pages; 18,95 EUR

AUTHOR

Cordula Nussbaum is a speaker, trainer, and coach in matters of career and time- and self-management. A business psychologist, in 2014 she received the highest global accolade for professional speakers: the title of *Certified Speaking Professional (CSP)*. In 2019 she was voted one of the *TOP 10 Trainers & Influencers in Management*. Her first bestseller was *Still Organizing, Or Have You Started Living Yet?*

TYPE OF BOOK

Guidebook

TARGET GROUP

For Readers who seek for (more) happiness

Horst Conen

Be Good to Yourself, We Need You

How to be Kinder to Yourself

Third, updated edition

CONTENT

A long-time bestseller, now updated!

We are our own most valuable possession. But stress and the high demands we make on ourselves take their toll, and we are often far from gentle with ourselves in everyday life. How to change that?

Horst Conen shows us how ...

- better to cope with stress and build up new energy,
- to do away with harmful behavior patterns and prevent self-sabotage,
- to be less hard on ourselves, and
- to unleash dormant potential and reach our personal goals happier and more relaxed.

His “Take Care Principle” has been giving people a positive self-image for nearly 15 years—and with it the scope for change and the components for a contract with our own self.

- **Over 100.000 copies sold to date—the ideal gift for anyone who’s stressed**
- **A bestselling title in an updated new edition**



October 2019
256 pages; 17,95 EUR

Rights sold to **Korea** and
Netherlands (expired)

AUTHOR

Horst Conen is one of Germany’s most respected personality coaches and personal consultants. His clients include entrepreneurs and executives, athletes and media personalities. His books provide key impulses for positive thinking and are bestsellers.

TYPE OF BOOK

Guidebook

TARGET GROUP

Readers who search for valuable ideas for managing life much better and less stressful

Daniel Rettig

Why Perfectionism is Pointless and There's Something to Every Rumor

77 Tough Truths from the Workplace

CONTENT

Work ~~hard~~ smart!

Would you have thought that empathy is overrated, that lies can enhance reputations, that organizations need hierarchies, that stress can be beneficial, or that quitting in frustration is bound to backfire? Daniel Rettig explains these and some 70 other truths in his new book—all based on rigorous scholarly studies or experiments. Readers will find common myths exploded and learn to understand themselves and their colleagues better—and to do better for themselves. An indispensable read for anyone hoping to get through the mad world of work alive and sane.

- Entertaining insights into the workplace that leave readers smarter



August 2019
224 pages; 16,95 EUR

AUTHOR

Daniel Rettig edits the "Success" section at the weekly business magazine *Wirtschaftswoche*. Besides having already published several well-received books, he runs *alltagsforschung.de*, a blog about psychology.

TYPE OF BOOK

Well-informed and entertaining storytelling

TARGET GROUP

For all employees

Veronika Hucke**Fair Leadership**

The First Practical Guide to Fair Leadership

CONTENT

The more diverse the team, the more controversial its members' opinions and needs are bound to be—but the greater the potential for the entire company's success! For executives, diversity initially represents a challenge: How to assemble such a team? How to avoid dreaded groupthink? How to make sure that not always the same people do all the work? And how to lead fairly across sites and offices?

Veronika Hucke takes a practical approach to the issue of justice. She tells stories from everyday life in the workplace and offers universally applicable solutions. These principles ensure that everybody gets a fair hearing and feels valued.

- How executives avoid the most common errors in communication
- The only leadership guide to teach “valuing leadership”



October 2019

224 pages; 24,95 EUR

Rights sold: **Korea****AUTHOR**

Veronika Hucke spent nearly 20 years in leading positions in corporate communications and branding in a number of major corporations, most recently at central HR for *Philips* in Amsterdam. Today, she is a consultant supporting various companies listed in the German DAX share index as well as the *United Nations* in matters of diversity and inclusion.

TYPE OF BOOK

Guidebook

TARGET GROUP

For young leaders & executives, human resource professionals

Dorothea Assig, Dorothee Echter

Ambition

What Makes Great Careers Successful?

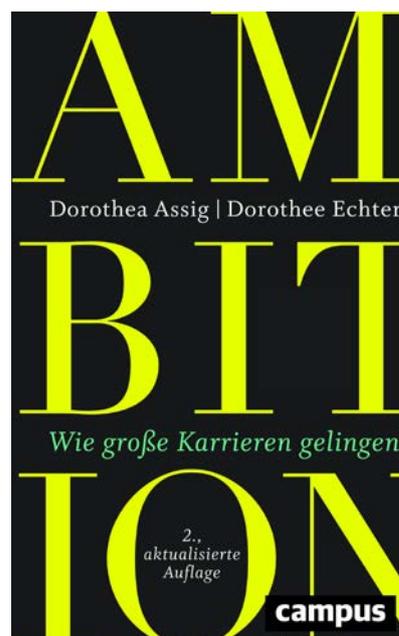
Second, updated edition

CONTENT

Making it big in your chosen career

There is career advice, and then there are career myths. Anyone hoping to reach heights of success needs to know that it's not just about know-how, but about do-how. How else to explain that of two people turning in an equal performance, one is promoted to head of department, but the other to CEO? Dorothea Assig and Dorothee Echter explain this seeming puzzle in their bestselling book *Ambition*. The two leading consultants show how managers can use their performance and motivation in a targeted manner to forge their careers, pursuing both their goals and their values. Now updated with lots of new examples!

- **How to build, sustain, and secure great careers**
- **The leading consultants for top-level personalities**
- **An established success: over 10.000 copies sold**



August 2019
280 pages; 29,95 €

AUTHOR

Dorothea Assig and Dorothee Echter are specialized on advising leading managers around the world. Their clients include prominent personalities and businesses—among them most companies listed in the DAX-30 index—as well as dynamic, internationally operating medium-sized businesses and consultancies.

TYPE OF BOOK

Guidebook

TARGET GROUP

Executives, department heads, managers, human resource professionals

ALSO AVAILABLE



Dorothea Assig and Dorothee Echter
Freedom for Managers
How Control Freakery Stands in the Way of Business Success
2018. 288 pages

Lasse Rheingans

The Five-Hour Revolution

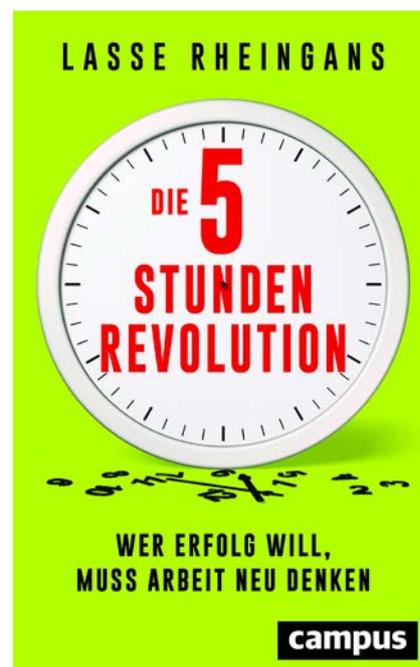
Want Success? Rethink Work!

CONTENT

Imitation recommended!

A 25-hour working week on full pay? No way! Or so you might think. The entrepreneur Lasse Rheingans gave it a try and stuck with it. The trial was a resounding success: productivity went up, as did employee satisfaction. His staff proved more creative and productive. Rheingans explains why the five-hour day is the future, but also warns against the pitfalls: How to convince customers, for instance, who expect to reach you at all times? How to keep colleagues talking and exchanging ideas when there's no time for office banter? Rheingans himself had many hurdles to clear. But after all, he is more convinced than ever that if we want to be successful in the future, we need to rethink work.

- [The five-hour boss speaks to employees' secret wishes](#)
- [The author is in demand for interviews](#)
- [For readers of Timothy Ferris](#)



August 2019
224 pages; 24,95 EUR

AUTHOR

Lasse Rheingans studied media science and is CEO of Rheingans *Digital Enabler*, a consultancy and digital agency based in Bielefeld, Germany. His name was all over the German media (*Süddeutsche Zeitung*, *Die Zeit*, *ZDF*, *Die Welt*, *WDR* etc.) in 2018, when his company introduced the 25-hour working week on full pay.

TYPE OF BOOK

Guidebook

TARGET GROUP

Executives, CEOs, department heads, managers, human resource professionals

Sebastian Klein, Ben Hughes

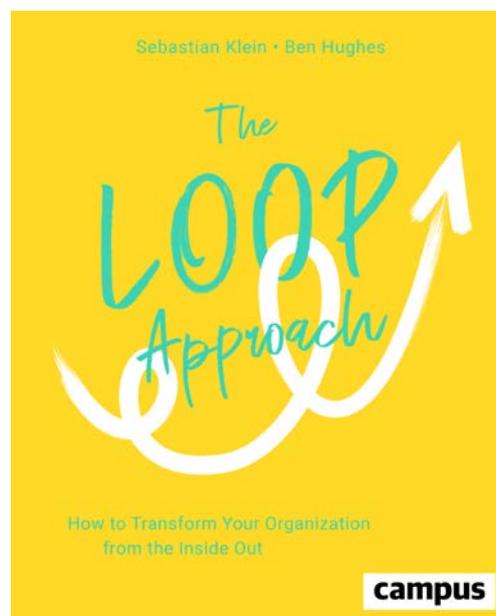
The Loop Approach

How to Transform Your Organization from the Inside Out

CONTENT**Going round in circles to get ahead ...**

What sounds like a contradiction at first turns out to be the secret of success for established companies. For years now managers and consultants have been debating the issue of how to make long-standing companies future-proof. That is especially difficult for organizations that have become a bit stiff in the joints and are now expected to move nimbly and be agile in a VUCA world. After all you can't teach an old dog new tricks—or can you?

Those who have tried have often used randomly picked tools and methods from the world of start-ups within big corporate environments. Most of them have failed spectacularly because they lacked the necessary framework for a company-wide roll-out. The Loop Approach gives you just that. It presents a systematic approach based on constant iteration which slowly but surely will move that mountain of a business and set it rolling towards a brighter future. The Loop Approach has been successfully tried and tested at corporate giants such as *Audi*, *Deutsche Bahn*, and *Telekom*.

September 2019
256 pages; 34,95 EUR**The book is available in
English and German**Rights sold: **Russia****AUTHOR**

Sebastian Klein is a psychologist and developer of organizations. He is a Holacracy coach and partner in *The Dive*, a transformation consultancy in Berlin. He publishes *Neue Narrative*, the magazine for New Work.

Ben Hughes has a background in economics, psychology, and applied mathematics. He has worked for several international management consultancies and for five years has been at the head of *Blinkist*, a start-up rekindling thousands of people's passion for reading by offering condensed versions of non-fiction titles.

TYPE OF BOOK

Guidebook

TARGET GROUP

Executives, managers, department heads, human resource professionals

Mario Neumann

The Project-Compass

Navigational Aids for Confident Project Leadership

CONTENT

Read, listen, learn

The Project Compass is the leadership guide for anybody managing medium to large projects. Why would you need such a thing? Because every project is different, and so is everybody involved. The equation is as simple to grasp as it is tough to work out: the more people are involved, the more egos come into play. And it's for the project manager to deal with them all. Which is why this particular compass doesn't have just four points, but 56. 56 delicate situations, all of which demand calm and confident leaders. The good news: Every problem is sure to find its solution here.

- Situational leadership for project managers
- 56 tough situations and how to solve them



September 2019
304 pages; 39,95 EUR

Rights sold: **China**

AUTHOR

Mario Neumann is an adventurer in the world of projects, having spent 15 years as a manager of international projects at *Hewlett-Packard*. The knowhow he gained there forms the basis for a training concept in situational project management that has won several German Training Awards.

TYPE OF BOOK

Guidebook project management

TARGET GROUP

Everyone involved in project management

Mike Fischer

Success Comes From Leading With Love

From Selfishness to a Sense of Us

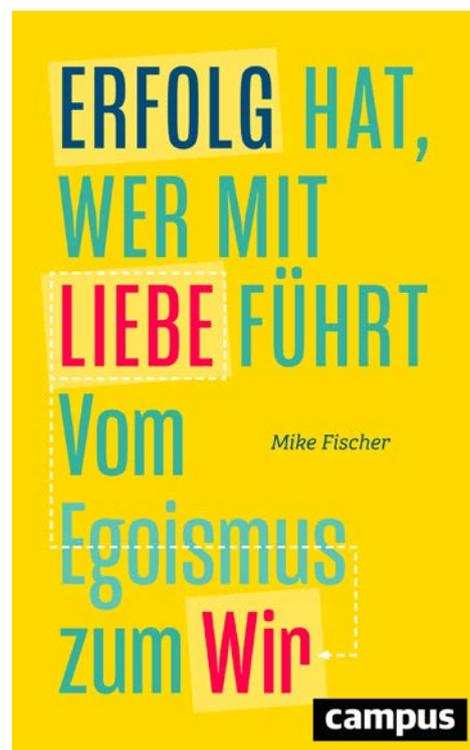
CONTENT

Rethinking team leadership

How to get your staff looking forward to Monday on Sundays? How can companies look beyond profiteering and exploitation to develop and enact a new style of leadership built around a meaning, purpose, and a sense of common destiny? Mike Fischer is an exceptional entrepreneur, and he has the answer.

In his career, he has found that an innovative spirit and a healthy disregard for hierarchy in spheres like budgeting, decision-making, and performance assessment can have a positive impact on all areas of a company's operations. The businesses he works for are taught to leave behind selfishness and self-obsession. The result is that employees no longer perceive their workplaces to be frustrating means to an end, but as places where they can exercise their gifts with a sense of purpose and satisfaction.

- **A new, empathetic approach to leadership**
- **Target audience: mid-sized businesses**



August 2019
235 pages; 27,95 EUR

AUTHOR

Mike Fischer is truly an exceptional entrepreneur and a passionate thinker outside the box. He began by running a driving school in the small town of Gera, but soon realized that this was not enough for him. He tested his new approaches in a number of businesses and continued to build on his success, being an entrepreneur in a variety of fields. He is both a restless speaker and high-flying business pioneer as well as a modest family man who refuses to award himself salaries far above most of his employees. And most importantly: His example stands for his ideas.

TYPE OF BOOK

Guidebook

TARGET GROUP

Executives, managers, department heads, human resource professionals

BACKLIST

Business & Economy
Brave New Money



<http://bit.ly/2YxL5Am>

Rights sold to China, Korea, Vietnam

Almost 10.000 copies sold
English sample available

Business & Economy
Swarm Stupidity

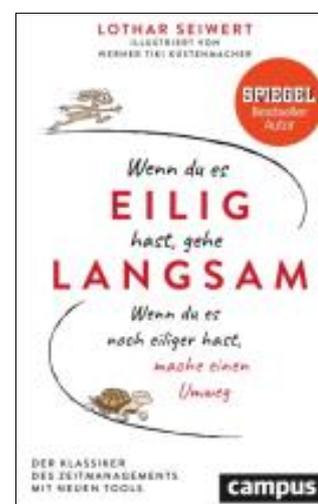


2015, 324 p.

Rights sold to China and Korea

Over 30.000 copies sold

Life
Slow down to speed up



<http://bit.ly/2YxL5Am>

Rights sold to France, Poland (12 translation licenses already expired). **Updated 2018**
300.000 copies sold (20 years)

Life
Don't leave your Brain unattended

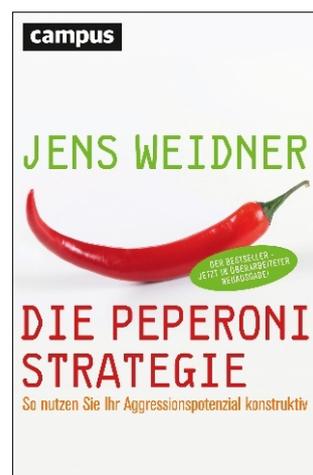


2014, 252 p.

Rights sold to China, Czech Republic, Korea, Netherlands

Over 100.000 copies sold
English sample available

Job & Career
The Pepperoni Strategy

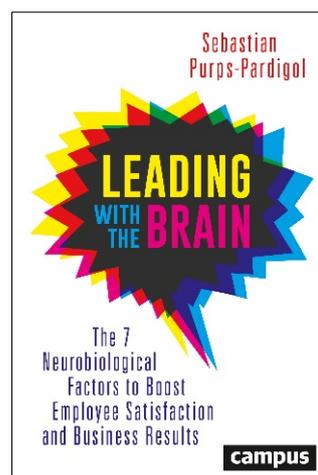


2011, 222 p.

Rights sold to Japan, Korea, Russia (Expired: Poland, Spain, Taiwan)

Over 50.000 copies sold

Business
Leading with the Brain



<http://bit.ly/2L5yKQF>

Rights sold to Taiwan

20.000 copies sold
Book available in English

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China

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

Romania

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

Taiwan

Andrew Nurnberg Ass.
Whitney Hsu
8F, No.129, Sec.2
Zhongshan N. Road
Taipei 10448
Taiwan
whsu@nurnberg.com.tw

France

Agence Deborah Druba
Deborah Druba
3 rue Roubo
75011 Paris
France
deborah@agencedeborahdruba.com

Russia

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

Italy

Reiser Agenzia Letteraria
Roberto Gilodi
Strada Valpiana 34
10132 Torino
Italy
roberto.gilodi@reiseragency.it

Spain, Portugal & Latin America

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