

## Spring 2019

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Philip Meissner

**Making Decisions is Simple**

If you know how it's done

**CONTENT****The little guide to help with the big decisions**

As a researcher into the problem of decision-making, Philip Meissner knows that decision-making is something that can be learned. If tackled methodically, it is something that can be accomplished with ease and speed—especially, in fact, when the stakes are high. In this book, he gives a precise account of the strategies that make it possible to act in a manner that is decisive, long-term, and confident.

**However big the decision may be:**

- This book will put an end to the endless loop of weighing up the pros and cons
- Reach the best possible decision in seven easy steps!
- An entertaining gift for managers that makes hard choices easy

February 2019  
192 pages; 20,- EUR**Rights sold to Korea****AUTHOR**

Philip Meissner heads the Chair of *Strategic Management and Decision Making* at *ESCP Europe Business School* in Berlin, where he studies the influence of distorted perception on our actions. His research is situated at the intersection of psychology and strategy, and he develops methods that help improve decision-making processes.

**TYPE OF BOOK**

Guidebook

**TARGET GROUP**

Readers interested in decision making

Boris Thomas

## Never Start Stopping

The Mindset for Managers und Doers

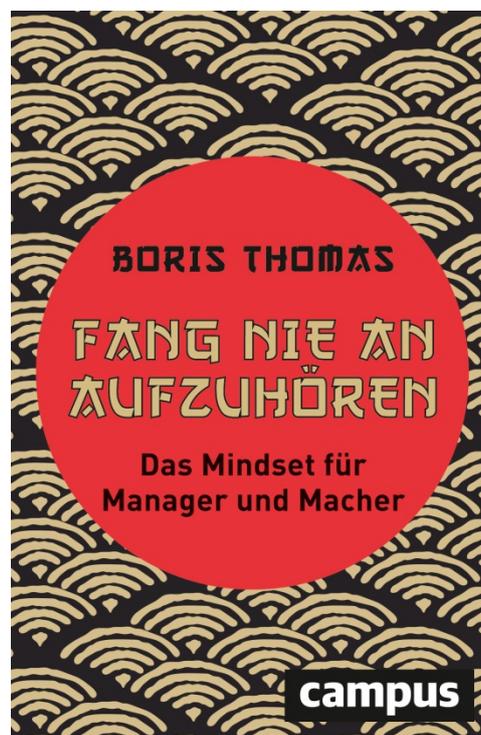
### CONTENT

#### Prepared for all eventualities

*“Nobody posts on Facebook, that his company is about to go bust and that, as a manager, he can’t see a way out. Nobody posts a selfie on Instagram showing themselves lonely, desperate, and crying on the couch. Nobody tweets: 3 a.m. Can’t sleep. Don’t know how to pay my staff at the end of the month. #crisissucks #toomanyproblems.”*

As a manager, Boris Thomas has been where it hurts and where nobody would choose to go. And he knows that the next crisis is always just around the corner. But he doesn’t mind anymore, for he has acquired the Zen mindset that helps him calmly solve whatever may be thrown at him. This book shows you how.

- **The author shows how to turn a crisis into an opportunity in seven concrete steps**



February 2019  
256 pages; 22,- EUR

### AUTHOR

Boris Thomas was born in the *Year of the Dragon*, which is said to be particularly witty. For over 25 years, he has been at the head of *Lattoflex*, a manufacturer of beds and mattresses based in Bremervörde, Germany. As a carpenter, economist, and speaker, he sees his job not just as relieving his customers’ backaches, but also sparing managers headaches.

### TYPE OF BOOK

Inspirational Guidebook

### TARGET GROUP

Executives, managers

Doris Märtin

## Getting it Right

Are you ready for the leap to the top?

### CONTENT

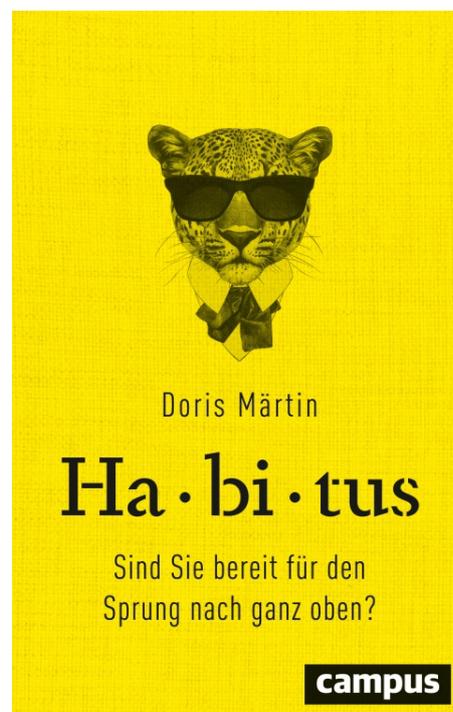
#### Don't be caught out in sweatpants ...

... if you want to get ahead in life. You don't need Karl Lagerfeld to tell you that. Other codes might be subtler. Doris Märtin, an expert on style, language, and etiquette, lays open the dos and don'ts of getting ahead in society and succeeding at work. Her book offers an entertaining mixture of stories, interviews, and sociological research. In it, she explains...

- what makes elites tick
- what codes signal belonging
- how each of us can learn the art of living from those at the top of the ladder

Once learned, these lessons will stay with you for good.

- **The elite's secret manners and codes explained simply**
- **Performance is not enough to get ahead in society**
- **The seven types of capital for social advancement: knowledge, money, culture, social milieu, language, body, and mind**



February 2019  
256 pages; 22,95 EUR

**Rights sold to Korea**

### AUTHOR

Doris Märtin, PhD, studied languages and literature and made a profession of finding the right words. Her books are about language and appearances, about the good life, and about awareness in dealing with oneself and others. She is an expert on communication and personality, a systemic coach, a member of the *German Council on Manners and Etiquette (Knigge-Rat)* and a presence in the media. As an adviser on corporate language, she helps businesses appeal to customers emotionally and intelligently.

### TYPE OF BOOK

Guidebook

### TARGET GROUP

For Readers who want to achieve more privately and professionally

Svenja Hofert

**Mindshift**

Get Ready for Tomorrow's World of Work

**CONTENT****Creativity is the currency of tomorrow**

An alarming study by Oxford scientists concluded that in 20 years' time, fifty per cent of jobs will be done by robots. An alarming prospect, but it also means that the skills needed in the future are likely to be those that play only a small part in today's workplaces: creativity, intuition, and empathy.

Svenja Hofert, a widely-regarded expert on careers, believes that this calls for a *mindshift*—the keys in our minds need to be reassigned. Her new book encourages readers to rethink, think different, think outside the box. Mental yoga, if you will. Each of the 22 mindshifts she proposes targets an aspect crucial to the future of learning, working, and living. New perspectives are needed on change and on broadening our own possibilities. The great thing is: What keeps us up to date is reviving our human capacities!

- **Stay ahead in the modern workplace**
- **If computers are about to be smarter us, we need to find a new way of thinking**



March 2019

224 pages; 19,95 EUR

**AUTHOR**

Svenja Hofert is a management and careers consultant. Over the past 20 years, she has written 35 books, running up to 8 editions. For several years, her focus has been on personality development and digitalization.

**TYPE OF BOOK**

Guidebook

Selected chapters: Thinking different: turning ideas inside out; Seize the day: no iron too hot to grasp; Differentiate: change your view, see the details; Make ideas dance: overcoming your resistance to change; Time to update: adapting obsolete thought patterns to a changed reality; Rulebreakers do it differently

**TARGET GROUP**

Readers who want to stay ahead while digitalization takes place

Anja Henningsmeyer

## For They Know What They Are Doing

How Women can Negotiate Successfully

### CONTENT

#### Turn yourself into the queen of negotiation!

Every year, the news is the same: Women are paid less than men for doing the same jobs. One reason for this is to be found in different negotiating skills. Women and men don't communicate alike, which is why it's worth knowing how better to reach one's goals.

In her book, Anja Henningsmeyer explains:

- into what traps women keep falling,
- how to deal with emotions when negotiating,
- how to see through mind games,
- when it might be better to call off negotiations, and
- how to prepare profitably for negotiation success

In doing so, she provides the toolkit for successful negotiating—whether it's about a pay rise, a new client, or just where next to go on vacation. Anja Henningsmeyer will show you how to become a master negotiator who knows just what she is doing!

- **How women can negotiate without losing sight of who they are**



March 2019  
224 pages; 19,95 EUR

### AUTHOR

Anja Henningsmeyer has made a success of a variety of jobs: working as a journalist, managing a film festival, and running a picture agency in Hong Kong. Each presented her with new challenges that required her to develop her negotiating skills. Today, she is head of the *Hessen Film and Media Academy* and offers seminars in successful negotiation, especially for women, throughout Germany.

### TYPE OF BOOK

Guidebook

### TARGET GROUP

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

Insa Klasing

## The Two-Hour Boss

Harnessing the Autonomy Principle for More Time and Success

### CONTENT

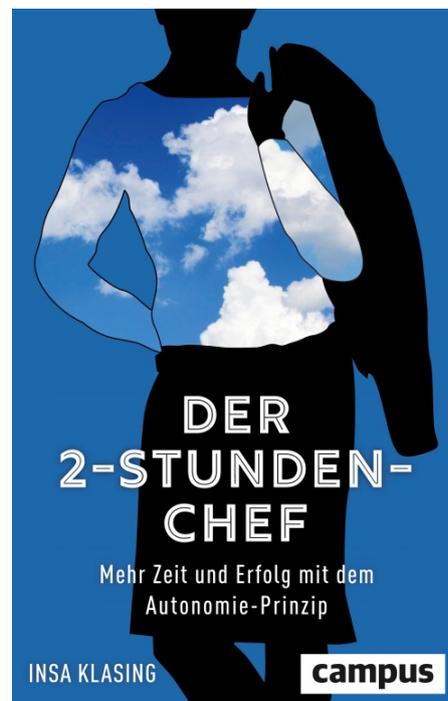
#### Lead better by leading less

Insa Klasing learned to let go the hard way—by breaking both arms. But what about the workforce of thousands she was supposed to lead? The forced break gave her an opportunity to try out what she had heard so much about: giving staff free rein to make their own decisions. And—surprise: not only did her team do just fine with their two-hour boss, she herself suddenly found herself with a lot more time to invest in taking care of her company's future. This newly-won freedom made her an even better CEO.

In her book, she now shares these insights with her fellow executives:

- how to benefit from the autonomy principle
- how to get better results by leading less
- how “two-hour leadership” sets free unexpected potential among staff while giving much-needed breathing space to executives

- **A step by step guide to better leadership, no broken bones required.**
- **Control less, get better results**



March 2019

224 pages; 24,95 EUR

### AUTHOR

Insa Klasing is CEO and Co-Founder of the startup *TheNextWe*, a former manager of *KFC's* operations in Germany, Austria, Switzerland, and Denmark, as well as *Young Global Leader 2017*. Her new leadership style has won applause from the world of big business as well as among startups.

### TYPE OF BOOK

Guidebook

### TARGET GROUP

Executives, managers, department heads, human resource professionals

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



May 2019  
256 pages; 19,95 €  
Softcover

### 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.

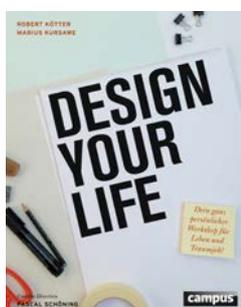
### TYPE OF BOOK

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

Christian Schneider  
**Sahra Wagenknecht**  
The Biography

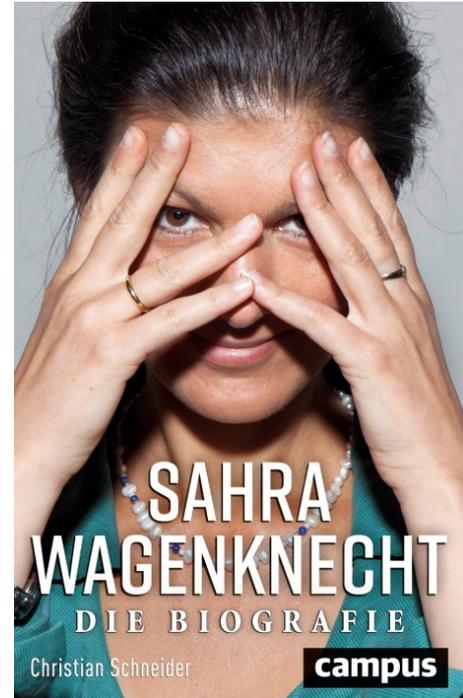
## CONTENT

### Close-Up Sahra

Who is Sahra Wagenknecht? One of Germany's most popular and controversial politicians, a political popstar, a fixture in the media, an eloquent speaker in talk shows, yet surrounded by an aura of unapproachability.

But why did a highly gifted theoretician, who taught herself to read and studied Goethe and the classical philosophers independently before gaining a PhD in economics, decide to go into politics in the first place? Christian Schneider met her and many of her friends, comrades, and associates to figure out why. Ms. Wagenknecht granted her biographer access to her closest circle and allowed to speak to her mother, her husband Oskar Lafontaine, and a childhood friend.

- A multi-faceted look at one of Germany's most exciting personalities
- The first biography of the popular politician



May 2019  
256 pages; 22,95 EUR

## AUTHOR

Christian Schneider, PhD, is a social psychologist, management coach, and founder of the discipline of "psychoanalytic generational studies." He has taught at the University of Kassel and established himself as a psychoanalytic coach. He has written numerous works in the psychoanalytic theory of culture as well as profiles of politicians. He lives in Frankfurt.

## ALSO AVAILABLE



**Over 120.000 copies sold**

Sahra Wagenknecht  
**Wealth without Greed**  
How We Can Save Ourselves from Capitalism  
2016. 291 pages

**Rights sold to: Finland and Korea**

Bettina Volkens, Matthias Fifka

## Ready for Take-off

How Lufthansa is Preparing its Staff for the Future

### CONTENT

#### Get your personnel management ready for takeoff!

Anyone wanting to know how Germany's largest airline keeps flying high need look no further. This book offers a comprehensive view of a global process of transformation. The steps involved in planning and implementing the internal cultural change are discussed here, as are potential pitfalls and failures.



March 2019

288 pages; 39,95 EUR

### AUTHOR

Matthias Fifka, PhD, is chair of the *Institute of Economics* at the *University of Erlangen-Nuremberg*, where he is Professor of Business Administration.

Bettina Volkens holds a doctorate in Law and is *Chief Officer Corporate Human Resources and Legal Affairs* and a member of the executive board at *Lufthansa AG*.

### TYPE OF BOOK

Guide to strategic change management

### TARGET GROUP

Executives, managers, department heads, human resource professionals

Hans-Werner Bormann, Marcus Benfer, Gabriela Bormann

## **Change Through Co-Creation**

How to Double Your Transformational Project's Success

### CONTENT

#### **Success is a joint effort**

More than two thirds of transformational projects fail. What keeps going wrong? This trio of authors has formulated a clear answer and promises to push up the success rate of change processes by 100 per cent. They argue that anyone wanting to implement change must first make the effort to fully understand their own business and its particular culture. The best way of doing this is co-creation, relying on the close participation of management and staff alike.



May 2019

256 pages; 39,95 EUR

### AUTHOR

Hans-Werner Bormann, Markus Benfer, and Gabriela Bormann work for *WFSB*, a consultancy based in Wiesbaden, Germany, which recently was awarded the “Best Consultancy” prize in the category of “change management, strategy development, HR, organization and banking”.

### TYPE OF BOOK

Guidebook change management

### TARGET GROUP

Executives, managers, department heads, human resource professionals

Jörg Bürkle

## **Branding is a Matter for the Boss**

Why Brand-Centered Leadership is Crucial for Success

### CONTENT

#### **When a brand can save a business**

If a brand is strong and prestigious, the company will benefit. But if the company finds itself in difficulties, that very brand can become a symbol of decline – but only if one fails to take advantage of its strengths. Drawing on many examples from his wide experience, interim manager Jörg Bürkle shows how business leaders can use the power of their brand to get the company as a whole back on track. The brand, he argues, has been unjustly neglected as an instrument of successful crisis management.



February 2019  
256 pages; 49,95 EUR

### AUTHOR

Jörg Bürkle is a freelance interim restructuring and teaches at the University of Applied Sciences in Kufstein, Austria. After studying business administration, he spent many years at Siemens, ultimately as commercial manager of a department. He then became partner in a restructuring consultancy before going freelance in 2017.

### TYPE OF BOOK

Guidebook

### TARGET GROUP

Readers interested in marketing, brand management

Franz-Rudolf Esch, Daniel Kochann

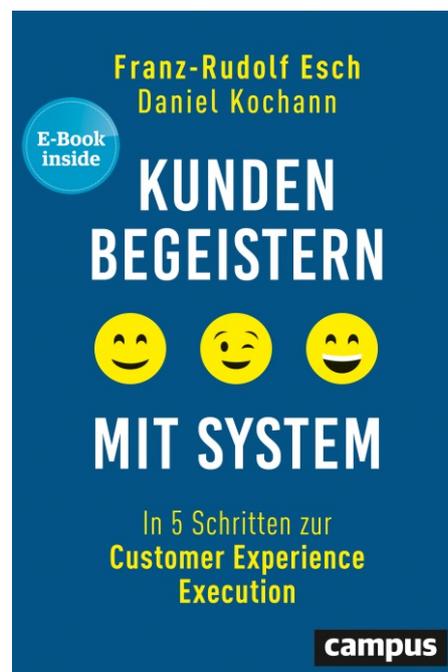
## **How to Thrill Your Customers – Systematically**

Reaching Customer Experience Fulfillment in Five Steps

### CONTENT

#### **Make frustrated customers come back happy**

Being kept on hold for what seems like hours on end. Finding barely any staff in a shop. Offers that seem to suit nobody quite right. When were you last really thrilled by your experience as a customer? Whether they operate brick-and-mortar stores or do business online, some companies seem not really to want customers at all—and then act surprised when the bottom line falls short of expectations. Branding experts Franz-Rudolf Esch and Daniel Kochann explain how businesses can better understand customers, recognize motivations for purchasing choices, and steer the experience at contact points so as to elicit a big “wow” from customers. At the end of this thrilling tide, customers will be happy to keep coming back—and all that in just five steps.



March 2019

224 pages; 34,95 EUR

### AUTHOR

The trade journal *Absatzwirtschaft* has called Franz-Rudolf Esch Germany's best-known marketing researcher in a teaching position. He teaches at the *European Business School* in Oestrich-Winkel on the Rhine and heads the consultancy *ESCH*, where Daniel Kochann is Director.

### TYPE OF BOOK

Guidebook

### TARGET GROUP

For everyone involved in customer service

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