

Spring 2020

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Gisela Schmalz

My Unfree Will

Why we choose to surrender while the tech elite cashes in

CONTENT

Why do we choose to submit?

A small coterie of likeminded and incredibly rich CEOs from Silicon Valley and China is playing God and looking to automate anything and everything that could possibly be automated. And all the while, we are merrily playing along, using their algorithms to run our professional, social, and romantic lives. In doing so, we are their willing accomplices. But what, asks internet specialist Gisela Schmalz, is behind the fascination that makes this possible? Why do we allow our lives to be run by technologies operating in the interest of the clique that controls them?

Gisela Schmalz shows how artificial intelligence, robotics and neuro-toys are increasingly turning us into remote-controlled man-machines. But she also shows us how we might resist this »libertarian« view of society that an increasingly remote tech elite is silently enforcing across the globe.

- **The tech elite vs the user on the street: the new class division**
- **Silicon Valley business models exposed by a media economist**
- **The fightback against technological colonization begins with this book**



March 2020
256 pages; 19,95 EUR

AUTHOR

An economist and philosopher, Gisela Schmalz has been Professor of Strategic Management and Business Ethics at Cologne since 2006. She has also been a science journalist and strategy consultant and is interested in the power structures in a technified world. For more information, see www.giselaschmalz.com

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in society and technology.

Wolfgang Hirn

Shenzhen

Tomorrow's Global Economy

CONTENT

Zoom in on the high-tech mega city

Shenzhen is the city of superlatives: The world's fastest-growing metropolis and China's youngest and richest, most open and most expensive city. Whether in the field of electric mobility, genetic engineering or artificial intelligence, this is where the trends in principal technologies of the future are created.

In describing Shenzhen, Wolfgang Hirn, a noted authority on China, also draws a picture of the city of tomorrow. He has been travelling in the region for many years and observed its breathtaking development at close hand. More and more global corporations—Airbus, Apple, Daimler, Lufthansa—are setting up labs in the booming megacity. Shenzhen is a new center of gravity for the global economy, and »Shenzhen Speed« is its new unit of measurement.

»Highly readable, rich in facts, and up to the minute.«

Deutschlandfunk (German Public Radio) on *China's Bosses*

- **A thrilling portrait of China's youngest, most open and expensive city**
- **From workshop to the world to high-tech center in its own right**
- **Best-selling author and noted authority on China**



March 2020
288 pages; 25,00 EUR

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 »China's Bosses« (»Chinas Bosses«), 2018 Campus.

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in international economy.

ALSO AVAILABLE



Wolfgang Hirn
China's Bosses
2018, 284 pages

6.000 copies sold

Gunter Dueck

Have You Optimized any Processes Today?

Management is eating its workforce

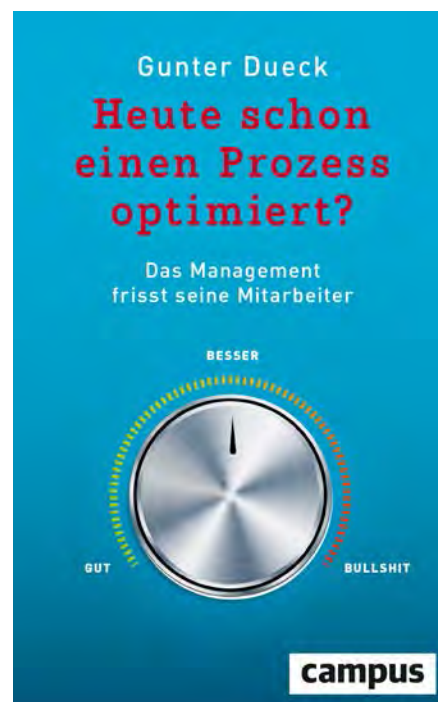
CONTENT

We are the robots

The Human Being 4.0 is the order of the day. Though creativity, independence, and initiative are held up as the virtues to aspire to, in truth we are being relentlessly trained to work with the toughest of systems. Process orientation, regimentation, targets, and incessant control interfere with everyday work. The big systems have made robots of us. And these same human beings are the ones who are supposed to be innovative and curious? These are, after all, the preconditions for the digital transformation.

Gunter Dueck shows just how pitiless the reality of modern business is. His eye is unsparingly sharp, his view close and compelling. Far from reinventing themselves for the digital world, by standardizing their workforce, businesses are undermining their own future.

- Dueck reveals the harsh reality of modern business
- A highly entertaining read in Gunter Dueck's signature style: witty, acerbic, incisive



February 2020
256 pages; 24,95 EUR

AUTHOR

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.

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in economy, technology and digitization.

ALSO AVAILABLE



Gunter Dueck
Swarm Stupidity
2015, 324 pages

28.000 copies sold
Rights sold to: China, Korea

Susanne Westphal

The Courage of One's Convictions

How to win each time by being both charming and uncompromising

CONTENT

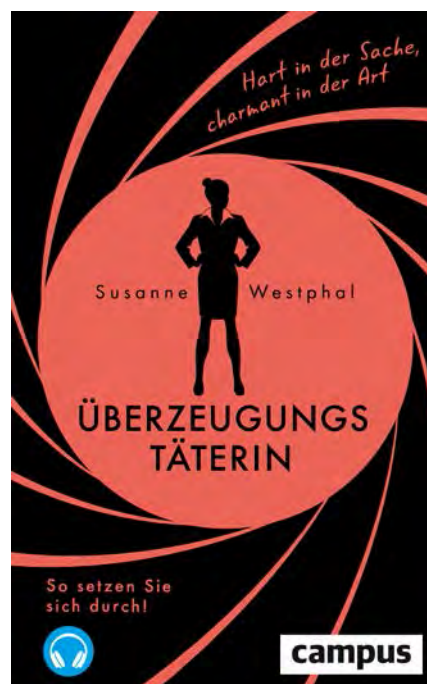
No more Ms. Nice Guy

To communicate—and to make demands—clearly and directly is not the same as being rude. It does, however, help you get your way, especially professionally. People who want only to be liked by others are likely to be underestimated or even ignored when it comes to staffing exciting new projects.

Susanne Westphal shows how women can make their interests known and pursue their goals in everyday professional situations. She offers encouragement for those looking to try something new and helps readers always to find the right words to make themselves understood.

Her book provides numerous concrete suggestions for strategic advancement and advice on how to think on your feet: to respond wittily to provocation or to say no with charm. Assertiveness is something every woman can learn—and who knows, perhaps even every man.

- **After reading this book, women no longer need to feel underappreciated**
- **How to assert yourself without playacting**
- **Well-founded advice from a smart career woman**



March 2020
224 pages; 18,95 EUR

AUTHOR

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.

TYPE OF BOOK / TARGET GROUP

Inspirational guidebook for readers who wants to gain (more) authority.

Thomas Achenbach

Staff in Exceptional Situations—Grief, Care, Crises

A guide for executives and HR managers

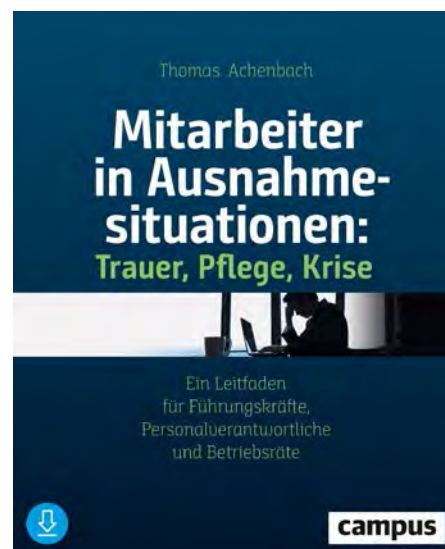
CONTENT

Fast help in sad situations

Executives are often at a loss as to how to deal with staff in situations of personal crisis—grief, taking care of relations, illness, and other emotional challenges. Drawing on a wealth of examples, Tomas Achenbach shows how businesses can make dealing with such situations of crisis a part of a healthy and caring corporate culture, and how looking after grieving or caring staff can be integrate into systems of corporate health management.

This book contains numerous checklists and documents to download as well as a list of no-goes to prevent doing more harm than good. With this book in hand, executives, managers, and HR professionals can be sure of acting competently and giving their staff the support they need and deserve.

- **The first guide for businesses on this topic**
- **Essential insights into the human aspect of »human« resources**
- **Helpful advice from a professional grief counsellor**



March 2020
224 pages; 28,00 EUR

AUTHOR

Thomas Achenbach is a writer, blogger, and a professional grief counsellor certified by the *German Federal Association of Grief Counsellors*, of which he is a member. He is specialized in men's grief and grief in professional situations.

TYPE OF BOOK / TARGET GROUP

Guidebook for executives, department heads, managers, human resource professionals.

Klaus Puth



The Magic Suit
When everyday life in the office seems like an opera



From Bayreuth to Boardroom
Wagner and the world of business



This Job is Heaven Sent
Biblical quotations for divine moments in the office



And They Worked Happily Ever After
This job is no fairytale



Here I am, here I dare to be the boss
Goethe for classic business situations



The Good, the Bad, and the Meeting
Gunslingers beware: quotes fired at point blank range

March 2020; 65 pages; 12,00 EUR

CONTENT

What does an opera by Richard Wagner have in common with a team meeting? A Grimm's fairytale with profit maximization? A spaghetti western with the career ladder? But the parallels are truly remarkable, as Klaus Puth's cartoons show—each with a quotation for every occasion in business life. Drawing one of these out the hat may even advance your career—assuming, that is, you don't demand the Rhinegold for your troubles.

- Mozart and Wagner, Goethe and the Brothers Grimm, the movies and the Bible all throw light on everyday business situations
- Gift books full of cartoons and verbal wit

AUTHOR

A graduate of *Offenbach University of Art and Design*, Klaus Puth is a freelance writer and cartoonist who has produced some 200 books, calendars, cards, and other works. When he is not busy making seemingly disparate worlds collide, he lives near Frankfurt with his family.

Marco von Münchhausen

How to Tame Your Inner Saboteur

Turn your worst enemy into your best friend

Updated edition

CONTENT

Eighteen years of the little saboteur

We know him all too well: the little saboteur who keeps us from completing unpleasant tasks or making important decisions. The little saboteur has now come of age. But age has done nothing to tame him.

Marco von Münchhausen has studied the behavior of the little saboteurs:

- Where is the little saboteur active in your everyday life?
- What are the tricks, tactics and cruises he uses to scupper your projects?
- And, most importantly of all: how do you turn your worst enemy into your best friend?

On the occasion of the little saboteur's eighteenth birthday, we are delighted to present this completely revised edition, expanded to take account of such issues as disruption and digitalization.

- **New edition of this successful and long-selling titles**
- **Over 100.000 copies sold**

»We can all use this book!« Cosmopolitan

»Amusing and effective.« BusinessBestseller

»This book exposes the saboteurs' tactics.« Die Zeit



April 2020

240 pages; 24,95 EUR

Illustrated

Rights sold to Poland, Thailand

(Expired: China, Japan, Korea, Brazil, Taiwan)

AUTHOR

Marco von Münchhausen holds a doctoral degree in law. He is professionally active as both an attorney and a publisher. He also lectures and presents seminars on motivation, self-management and work-life balance.

TYPE OF BOOK / TARGET GROUP

Practical self-help book for readers who want to achieve more privately and professionally.

René Esteban

Do Epic Stuff!

Leadership after Change Management

CONTENT

Reach out for that big goal!

The methods of change management are outdated - today focus and inspiration matter the most. René Esteban shows leaders how to make their team give their all for an attractive goal, how they keep it in sight against all odds and work towards it with zeal and enthusiasm. René mixes his own tried and tested experiences from the corporate world with surprisingly effective psychological methods.

Do Epic Stuff explains how leaders develop the kind of outstanding team which will be at the foundation of future organizations. There is nothing more attractive than a goal full of purpose, which makes everyone move in the same direction. The insights from this book will be the tools for your great breakthrough success as a leader!

Top executives from the likes of Allianz, BMW, E.ON and Deutsche Telekom are adding their expert knowledge on how to inspire teams and how to make them reach that big unknown goal.

»Inspired and focused. René Esteban shows how ambitious goals really can be reached in big companies.« Brian Tracy, Author of the New York Times Bestseller *»Eat that frog«*

- **How to take responsibility for reaching ambitious goals**
- **Clear and simple language, directly addressed at the target audience**
- **Storytelling provides easy access for a young generation of managers**

AUTHOR

Following his commercial training, René Esteban was not even 30 years old by the time he was in charge of global e-commerce and digitalization of marketing & sales at a DAX-30-listed company. His own company, *FocusFirst*, now helps businesses to reach their goals by taking a human approach: inspiration and focus.

TYPE OF BOOK / TARGET GROUP

Guidebook leadership for executives, CEOs, department heads, managers, human resource professionals.



February 2020
256 pages; 34,95 EUR

**The book is available
in English and German**

Ulrich Lichtenthaler

Integrated Intelligence

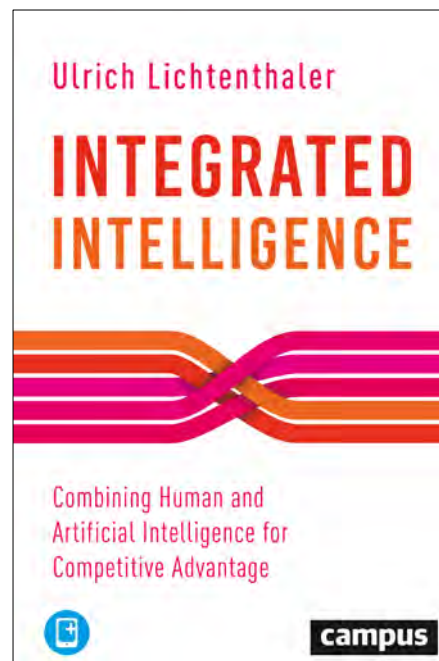
Combining Human and Artificial Intelligence for Competitive Advantage

CONTENT**Integrated Intelligence as a competitive advantage**

How can companies profit from artificial intelligence? So far, most firms use AI tools primarily for enhancing efficiency and automating jobs. However, artificial intelligence provides many more opportunities!

This book will show executives, HR professionals, and consultants how to gradually develop Intelligence in large and medium-sized organizations and how to use SMART leadership principles and the *Integrated Intelligence Incubator* as tools for building a unique intelligence architecture.

With detailed guidelines for implementation and with many examples from the world's most innovative companies as well as from start-ups, »Integrated Intelligence« reveals how executives can achieve a sustainable competitive advantage through intelligence-based business models.



February 2020
270 pages; 49,95 EUR

**The book is available
in English and German**

AUTHOR

Ulrich Lichtenthaler is Professor of Management and Entrepreneurship at *ISM - International School of Management* in Cologne, Germany.

TYPE OF BOOK / TARGET GROUP

Reference book management for executives, CEOs, department heads, managers, human resource professionals.

Thomas Mrozek / Daniel Seitz / Kai-Uwe Gundermann / Matthias Dicke
Digital Supply Chains

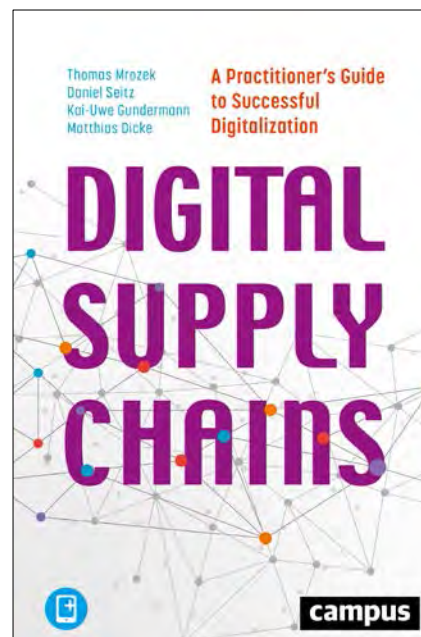
A Practitioner's Guide to Successful Digitalization

CONTENT

Supply Chain Management is without question deeply affected by the disruptive forces of a modern organization, positively as well as negatively. Between advanced analytics and AI, agile role models and autonomous warehouses a senior executive is often in danger of losing track in the digital jungle.

In these exciting times, with their many turning points, h&z aims to share insights around digital supply chains, their application in business and the so vital transformation to successfully prepare organizations for this challenge. This book provides insights into best practices current supply chain and how CSOs apply technologies and advancements. It also makes daring forecasts about how processes and leadership must be designed so that the digital transformation does not fail in its infancy, but leads to a truly agile organization.

- Concrete instructions for digital transformation in business
- Developed from practice: with many case studies from major companies
- Also suitable as an introduction for businesses that are only now embarking on their digital transformation.



Mai 2020
 250 pages; 49,95 EUR

Published in English

AUTHOR

Thomas Mrozek and Daniel Seitz are both partner at *h&z* and are responsible for supply chain management. Mrozek's specialization is making supply chains future-proof, and he works with major corporations and medium-sized businesses to make sustainable improvements to service. Seitz' is the co-founder of *h&z* Supply Chain Innovation Forums. He works to make businesses and organizations reach higher levels of performance by developing innovative concepts.

Kai-Uwe Gundermann, Senior Expert and Project Leader at *h&z*, combines expert knowledge with practical experience for supply chain management. His emphasis is on planning, logistics, production and operating model optimization.

Matthias Dicke is a consultant and part of Supply Chain Practice at *h&z*. In his capacity as digital native and a member of Generation Y, he is particularly interested in working with clients to institute new practices along the supply chain.

TYPE OF BOOK / TARGET GROUP

A Guide to digitalization for executives, CEOs, department heads, managers, human resource professionals.

Gerd Kommer

Investing with Confidence Before and During Your Retirement

Using ETFs to secure your standard of living and your assets

CONTENT

Regardless of whether you started early on to increase your savings by means of ETFs or whether you are new to the game: Gerd Kommer is sure to have an investment strategy for you! Especially if you have hitherto relied on a state pension, bank savings, or a capital life insurance, investing in ETFs offers the perfect means of closing the pension gap.

Of course, retirement will confront with other investment decisions: ensuring that your partner is taking care of, moving to a retirement home, making gifts to children and grandchildren, or even starting a family foundation. The book contains everything you need to know about planning your finances for the second half of your life!

- **The benefits of ETFs: no money worries in retirement**
- **Avoid negative interest: using ETFs to secure your assets**
- **The author is the recognized authority for investing in ETFs**



April 2020
256 pages; 24,95 EUR

AUTHOR

Gerd Kommer studied business administration, tax law, political science, and German in Germany, the United States and Liechtenstein. He runs a financial consultancy in Munich. His book »Investing with Confidence with Index Funds and ETFs« (»Souverän investieren mit Indexfonds und ETFs«) was awarded the *German Finance Book Prize* in 2016.

TYPE OF BOOK / TARGET GROUP

Guidebook Finance for everyone interested in successfully securing their retirement.

Martin Weber / Heiko Jacobs / Christine Laudenbach / Sebastian Müller / Philipp Schreiber

The Brilliantly Simple Asset Strategy

How to achieve financial independence

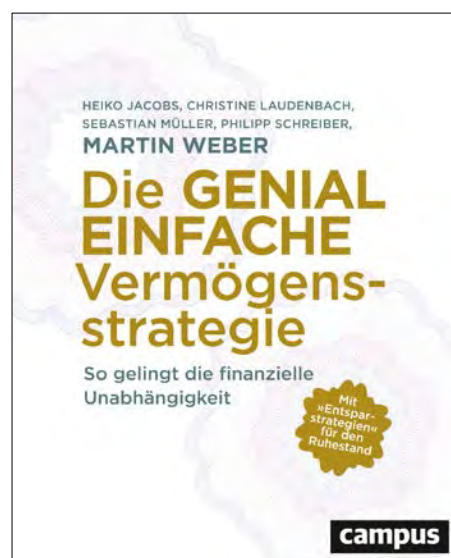
CONTENT

Worry-free investment made simple

It is easy to find the optimum investment for every situation and every risk level—provided a few simple ground rules are remembered. Martin Weber, co-author of the best-selling *Brilliantly Simple Investments (Genial einfach investieren)*, heads a team of authors contributing their expertise in private investment strategies. They all know what counts and what investors can do without. For example, it is far more important to understand one’s own level of tolerance for risk than to spend hours poring over share performance tables.

Besides showing the way to a retirement free from financial cares, the authors—all of whom are professors at German universities—also examine the various possibilities for »un-saving« in old age. It is not just this special combination of topics that makes this investment guide unique, but also the extent of the analyses of the financial markets that underlie its strategic advice and which are made transparent to readers.

- Answers to all relevant questions in connection with investment
- The only guide to offer advice on »asset depletion« in old age
- Martin Weber is among Germany’s most influential economists



April 2020
250 pages; 27,95 EUR

AUTHOR

Dr. Martin Weber is Professor of Finance at the *University of Mannheim*. He is an authority in the burgeoning field of Behavioral Finance and has already written the Campus Bestseller «Brilliantly Simple Investments».

TYPE OF BOOK / TARGET GROUP

A guide by expert authors for everyone who is or wants to be active in private investment strategies.

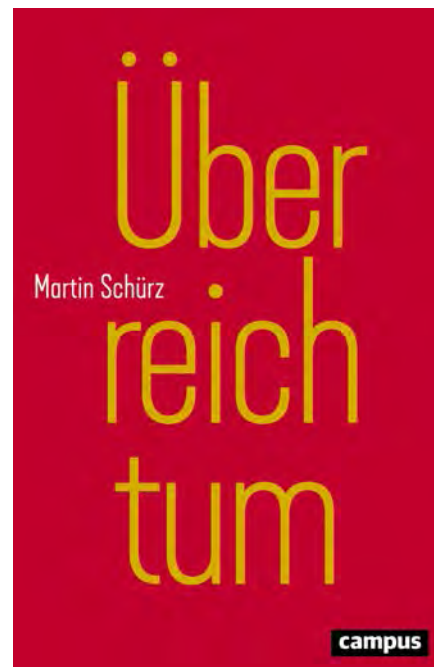
Martin Schürz
Hyper-Wealth

CONTENT

To the ancient philosopher Plato, an excess of riches was not conducive to happiness, because it did not entail a corresponding wealth of virtue. Old though this concern with »hyper-wealth« may be, it is still with us today—indeed, all the more so in a world in which the concentration and unequal distribution of wealth and the social issues arising from it are pressing concerns.

The distribution of wealth is a matter of public, not of private concern. Martin Schürz has done the calculations and explains why hyper-wealth is such a problem. That the privileges of the hyper-wealthy are so widely excepted is due not least to the language in which that privilege is framed: hatred and jealousy are vices commonly ascribed to the poor, whereas the rich portray themselves as generous and empathetic. Anyone looking to create a more just society must first understand how the concentration of wealth is perceived. Hyper-wealth is a danger to democracy and to political equality.

»A book that is rich in facts and makes an urgent emotional appeal.« Markus Marterbauer, Falter (Vienna), October 2019



September 2019
226 pages; 24,95 EUR

Rights sold to Korea

AUTHOR

Dr. Martin Schürz is an economist and psychologist based in Vienna. He has been researching the distribution of wealth in Europe for over two decades and is a lecturer at the *Vienna University of Economics and Business*. In 2015 he received the *Progressive Economy Award* of the *European Parliament*.

TYPE OF BOOK / TARGET GROUP

Controversial book about equity for readers of Thomas Piketty and Gabriel Zucman.

Johannes Weyer

The Real Time Society

How smart technology governs our lives

CONTENT

All in real time

The last 20 years have witnessed the comprehensive digitalization of everyday life, the public sphere, and the workplace. Everything seems to speed up and at shorter intervals. The rapidity with which the pace of life is changing is comparable only to such historical revolutions as the Renaissance or the industrialization of the eighteenth and nineteenth centuries.

Many processes now occur in real time, based on an ever-greater availability of data. The lag between planning and acting is constantly decreasing. They live in the real time society may be less risky and easier to plan, it also threatens to be increasingly rigid, to leave less scope for flexible action.

In this book, Johannes Weyer considers the urgent questions connected with digitalization and the acceleration of our lives: our data-driven processes spinning out of control? And what might political control of the real time society look like?

»An exciting book full of case studies and interesting perspectives.« Michael Spehr, Frankfurter Allgemeine Zeitung, August, 2019



April 2019
194 pages; 24,95 EUR

AUTHOR

Johannes Weyer is Professor for the Sociology of Technology at *TU Dortmund University*.

TYPE OF BOOK / TARGET GROUP

Analyses of present times

Alexander Zinn

»Luck Always Came to Me«

Rudolf Brazda - Surviving the Third Reich as a Homosexual

CONTENT

Rudolf Brazda (1913 – 2011) was probably the last remaining Holocaust survivor who was interned in a concentration camp for being gay. Shortly after Hitler came to power, Brazda met his first real love and lived together openly with his boyfriend. Soon after, they were arrested and Brazda eventually got taken to Buchenwald concentration camp. It was his optimism, humour and a lot of luck that let him survive persecution and terror. Alexander Zinn's book combines personal memoir with the history of the persecution of gay people under Nazism.



August 2015
356 pages; 29,90 EUR
31 b/w photographs

Rights sold to Poland



Alexander Zinn

»Removed from the nations body«

Homosexual men in National Socialism

March 2018

AUTHOR

Alexander Zinn has a degree in sociology and works as a journalist and PR consultant. He was the spokesperson of the Berlin *Society of Lesbian and Gay People* when he got to know Rudolf Brazda in May 2008. For his research he conducted detailed interviews with Brazda, travelled with him to the significant places of his life and added archive material to complement the personal memories.

TYPE OF BOOK / TARGET GROUP

Autobiography for readers interested in gay history and National Socialism

BACKLIST

Economy & Society
Talking to Blockheads



<http://bit.ly/2U3sv3n>

Rights sold to China, France, Russia

7.000 copies sold
French sample available

Economy & Society
Brave New Money

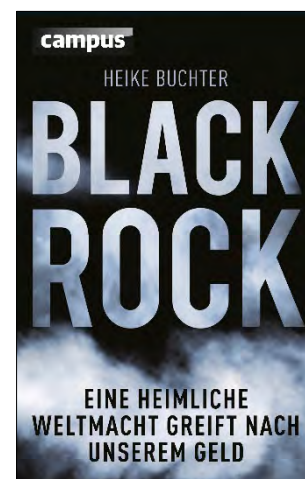


<http://bit.ly/2YxL5Am>

Rights sold to China, Korea, Vietnam

Over 10.000 copies sold
English sample available

Economy & Society
BlackRock



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

Rights sold to China

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English sample available

Job & Career
Making Decisions is Simple



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Rights sold to Korea

Over 4.000 copies sold

Job & Career
Fair Leadership

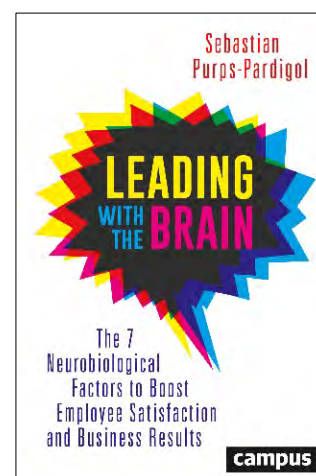


<http://bit.ly/2vLVljl>

Rights sold to Korea

1.000 copies sold
Book available in English

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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