

An aerial photograph of Rio de Janeiro, Brazil, taken from a high vantage point. In the foreground, a cable car is suspended from thick cables, moving downwards. The city's dense urban landscape is visible below, with numerous buildings and a large body of water filled with many small boats. In the background, the iconic Christ the Redeemer statue is visible atop a mountain peak. The lighting is warm, suggesting a sunset or sunrise.

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History
Business
Job & Career
Self Help
Sociology

Best of Backlist



Jack Nasher

Deal!

You Give Me What I Want

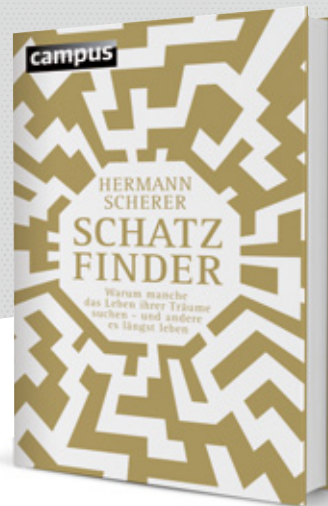
2013. 224 pages, hardcover

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.

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

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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.

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

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Oliver Janz

14 - The Great War

October 2013. 404 pages,
hardcover

For the centenary of the First World War, historian Oliver Janz has written an up-to-date standard work and suggests a new set of central themes. In an age shaped by the experience of accelerated globalization, the globe-spanning dimension of the First World War must necessarily take center stage. As the »original catastrophe of the 20th century« the Great War was not only the first total war, mobilizing all of the available societal forces and economic resources, but also the first global war in world history. The goal of this book is to make this significance clear to a broad readership. Various historical approaches from economic, social and everyday history to the history of mentalities and emotions are all brought together in this book.

The thesis of the first global war primarily follows an economic dimension. Great Britain's declaration of war yielded results for trade and financial systems in every country in the world, regardless of whether they were involved in the war or not.

The second aspect is worldwide militarization: the war developed into a global conflict because France, Great Britain and Russia mobilized the resources from their empires outside of Europe, not just in an economic sense but also in a military sense. Last but not least, the opposing sides' efforts to find additional allies quickly led to the expansion of the war. Thus more and more regional conflicts flared up that had nothing to do with the central action, see e.g. Romania, Italy, Portugal, Japan and the Ottoman Empire.



© Frédéric Chauvin

Oliver Janz is professor of Modern European history at the Free University of Berlin. He has published works on various aspects of the First World War and is the Chief Editor of a transnational encyclopedia on this subject, www.1914-1918-online.net. About 50 leading experts from all over the world work on this project which is currently by far the largest and most important global network on the history of the First World War. For his book Janz is able to draw on this research association and its latest findings which are certain to set new standards.



Reinhard K. Sprenger

There Is No Bypassing the Freedom of the Other

2013. 287 pages, hardcover, 11,5 x 17,5 cm

No other German author has shaped management thinking during the last 20 years as profoundly as Reinhard K. Sprenger. His ideas on topics such as freedom, self-responsibility, trust and the correct approach to motivation continue to be highly topical. This anniversary volume commemorating his 60th birthday compiles excerpts from his most important works and places them in a new, cohesive context. Sprenger's central concept is freedom. It is the unifying factor because we, as human beings, are endowed with freedom – not only in the workplace as employees, entrepreneurs, or managers, but in all other aspects of life as well. This book is an invitation for everyone who is eager to learn more about Reinhard Sprenger, since it represents an inspiring new compilation of his central thoughts.



Reinhard K. Sprenger holds a doctorate in philosophy and has earned the reputation of Germany's most distinguished management expert and executive consultant. Born in 1953 in Essen, he lives and works in Zürich and Santa Fe, New Mexico. His client list includes nearly every major DAX corporation. Sprenger is known as a maverick who emphatically challenges us to think and act in new ways. His books became bestsellers which were translated into many languages.

© Sabine Felber

Backlist



Reinhard K. Sprenger

Radical Leadership

2012. 296 pages, hardcover

Does exerting more leadership lead to success? Only if you've read this book! Reinhard K. Sprenger knows better than anyone else what really matters in leadership. The author provides the first comprehensive description of this enormously complex subject. 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. A book for everyone who wants to learn what leadership really is and how it works.

Rights sold to: **China**



Jens Weidner

Tough, but Fair

How to Stand Your Ground in the Workplace

2013. 224 pages, paperback with flaps

In your imagination, you're a killer with your finger on the trigger, but when you're facing the boss across his desk or arguing with a colleague, you run out of ammunition without fail. Next time that will be different. Seriously! A little more aggression is OK, says renowned aggression expert and management trainer Jens Weidner, who has finally dispelled the myth that aggression has no business in the workplace. When you're dealing with power-thirsty colleagues, annoying clients, or abusive bosses, don't just tough it out, the name of the game is to fight it out. Want to have things your way? Then cause some discomfort. Slip out of your sheep's clothing and bare your teeth.

• **How to unleash the potential of your aggression**



Jens Weidner is a criminologist, professor of educational science, and the best-selling author of »The Pepperoni Strategy«. He knows how to use aggression constructively. Weidner developed an anti-aggression program that has been used to treat violent offenders in more than 100 projects. Since 1994, he has been offering a modified version of the seminar for executives who want to strengthen their bite.

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Jens Weidner

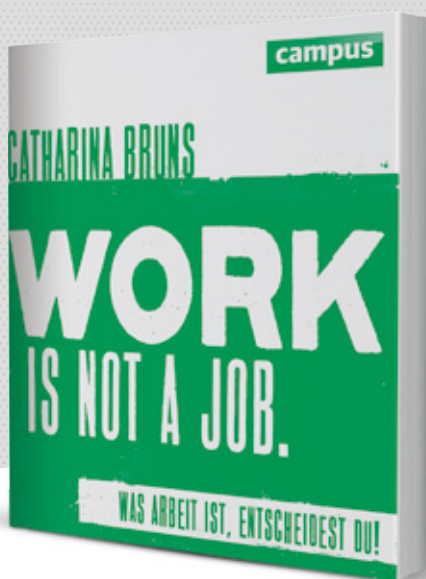
The Pepperoni Strategy

Putting Your Natural Aggressiveness to Constructive Use

2011. 222 pages, paperback

Standing up to the daily demands of the workplace requires not only professional competence but above all the power to assert oneself. The author shows why aggression – correctly dosed – is not harmful but instead provides daily work activities with just the right amount of seasoning.

Rights sold to: **Korea, Poland, Russia, Spain, Taiwan, Turkey**



Catharina Bruns

Work Is Not a Job

Whether It's Work Is Your Decision

2013. 224 pages, paperback with illustrations by the author

Since most of life is spent working, it makes sense to ask yourself a question: Can I really identify with my occupation? This book is based on the fundamental desire to move away from the externally imposed concept of »9 to 5« and to develop a work and lifestyle of your own—one that goes beyond classical employment relationships and is suited to the changes in today's workplace. »Work Is Not a Job« is an inspirational book that provides food for thought on self-realization.

- **Life is more than just your job**
- **Inspiration for greater flexibility in dealing with work**



Catharina Bruns is a designer and media scholar. She is also the founder of www.workisnotajob.de, a creative design studio with the mission of inspiring a new, positive definition of the concept of work and awakening the enjoyment of one's own accomplishments.

© Sophie Pester

Ursula M. Wagner

The Kairos Principle

Finding the Right Moment for Restarting Your Career

2013. 192 pages, paperback

»Kairos« means the right moment for a decision. It is when optimal internal and external conditions coincide; thus seizing kairos is the right thing to do. Ursula Wagner teaches readers how to recognize their own, highly personal kairos in their professional lives. She presents a new career approach that allows people to make optimal professional and vocational decisions based on their individual backgrounds.

- **Finding the right moment for a career change**
- **A practical, tried and true coaching method**
- **Numerous case examples**



Ursula M. Wagner holds a graduate degree in psychology and is an entrepreneur, coach and author. She is CEO of Coaching Center Berlin where she develops her own coaching methods and has been training coaches according to international standards for many years.



Renate Dehner, Ulrich Dehner

Don't Stand in Your Own Way!

Overcoming Mental Blockades

2nd edition, 2013. 204 pages, paperback

Mental attitude plays an important role, not only in sports but in daily life as well. In the end, it determines success or failure. The authors Renate and Ulrich Dehner have developed a method that helps to uncover negative thought patterns and overcome them. Using their simple mental exercises, you can take steps that will transform your life. It's easy! The Check-Your-Mind-Method can be applied in many different life situations, both personal and professional.

Rights sold to: **Lithuania**



Ulrich Dehner holds an advanced degree in psychology and specializes in the areas of leadership and communication training, conflict management, and coaching. **Renate Dehner** is a personality development trainer.



Michael Hartmann

Social Injustice

Is It a Topic for the Elites?

250 pages, paperback

In Germany, the gap between rich and poor is constantly widening. Michael Hartmann, a researcher who focuses on elites, has written a book that describes the parental homes of Germany's 1,000 most powerful people and sets forth their views on social inequality in the country and the causes of the financial crisis. It becomes apparent that many survey participants—in contrast to the general population—consider the prevailing conditions to be just.

This book presents the results of a survey that was conducted in 2012 and covered the top positions in the most important sectors. Here's the bottom line: the ever increasing alignment of the German political sector with economic interests and the rich is threatening to erode our democracy.



Michael Hartmann is professor of sociology at the University of Engineering in Darmstadt, Germany. His research activities focus on the particularities of elites, globalization and management sociology. He has already published several books with Campus: »The Myth of Elites« (2002), »Elites and Power in Europe« (2007).

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