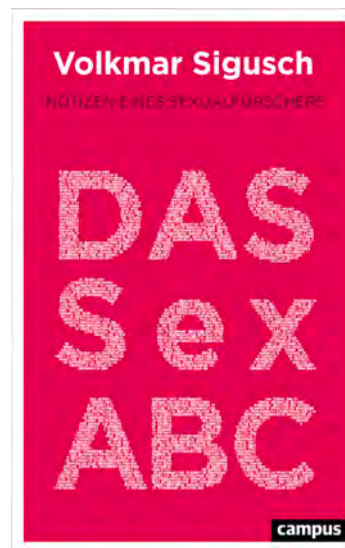


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Life

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Hermann Scherer

Focus!

Provocative Ideas for People Who Want to Accomplish Something

The new Bestseller by Hermann Scherer!

About the book: If there is life before death, then why aren't we actually living it? In this book, best-selling author Hermann Scherer provides an honest answer to this question, making it very clear that we are simply allowing our lives to happen. For the most part, we are determined by outside influences and dissatisfied. Yet it doesn't have to be that way. In his customary inspiring style, the author holds up a mirror and shows us how to improve:

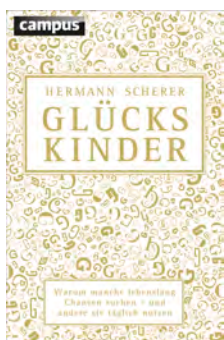
- how to think big
- how to overcome our self-imposed limitations
- how we can evolve into autonomous individuals

Hermann Scherer's new masterpiece addresses problems, anxiety, broken promises, and self-abasement—but it focuses far more on solving problems, courage, self-determination, freedom, and boundless happiness.

• **An entertaining gift book by a Spiegel best-selling author**

• **Nobody gives you a friendlier kick in the butt than Hermann Scherer!**

- August 2016
- 296 pages
- Hardcover



Hermann Scherer
The Lucky Ones

**Sold over
75.000 copies**

Rights sold to:
China, Japan, Korea,
Poland, Taiwan,
Thailand, Russia



Hermann Scherer
Treasure Finders

**Sold over
35.000 copies**

Rights sold to:
Korea, Poland



Hermann Scherer is a business expert and sought-after speaker who has given more than 3,000 lectures before total audiences of roughly 1 million. He has published 50 books that have been translated into eighteen languages and has lectured at several European universities.

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- September 2016
- 256 pages
- Softcover



Gina Schöler

The Small Pleasures of Your Life Are Ready for Pick-Up

222 Incentives from the Ministry of Happiness and Well-Being

Gross national happiness for everyone!

About the book: Gina Schöler, Minister of Happiness, has embarked on a heartfelt mission to make people happy, which she now demonstrates for the first time in this sensual page-turner full of little, everyday moments of happiness. Her mini-essays and “inducements” from the *Ministry of Happiness and Well-Being* will let you hear the silence amidst the whooshing, taste the sweetness in the sour, and once again experience the delight of secret joys. Just reading this book will slow the pace of your life in a wonderful way. A spirited read for greater happiness in the land.

About Gina Schöler: She has set out to increase gross national happiness. As Minister of Happiness, she travels extensively, motivating people to address the topics of happiness and contentment. Her playful shows and workshops encourage us to take charge of our own happiness and increase our sense of contentment. She maintains close contacts to numerous experts, scientists, and politicians. The minister’s credo: we must revise our thinking to achieve greater happiness per capita.

About the Ministry: The *Ministry for Happiness and Well-Being* is an interactive artistic project and a multimedia campaign. Using a creative approach, it strives to motivate people to reflect and take action. What kind of lives do we want to live? Which values really count? What brings us joy, and what proactive changes can we make to achieve it?



- September 2016
- 224 pages
- Hardcover

Ferdinand Dudenhöffer
Who Will Make the Turn
Sea Change in the Automotive Industry

Upheaval in the automobile industry. Who will shape the future of mobility?

About the book: The automotive sector is entering a completely new world—the one of Apple, Google, and other IT corporations. In the future, cars will be powered by electricity; they will be smart and rely on streaming data from the Internet. But are the major automobile manufacturers of today equipped to maintain their leading roles? Or will their megalomania (see VW) lead to their downfall? What are the forward-looking business models, and which social, legal, and ethical questions need to be clarified? Ferdinand Dudenhöffer, Germany's »Car Pope« shows how the automobile industry can take the curve and who will determine the future of mobility.

»Ferdinand Dudenhöffer probably knows more about the automotive industry than any other person in the world.« *Die Zeit*



© Poland Wehrauch/picture alliance

Professor Ferdinand Dudenhöffer is director of the CAR Institute at the University of Duisburg-Essen, where he holds the chair in general business administration and automotive business. He has established a reputation as the »Car Pope« and the »professor of horsepower«, and is Germany's best-known and most widely quoted automotive expert.



- September 2016
- 224 pages
- Softcover

Claus-Peter Niem and Karin Helle

Making a One Touch Pass

What Managers Can Learn from Professional Football

Through balls for managers

About the book: It's July 13, 2014, and the 88th minute of play in the 2014 World Cup football final, the score is still 0:0. Making football history, German national trainer Joachim Löw sends in substitute Mario Götze, and Germany takes the World Cup. Football coaches are under immense pressure every day; it's not just during finals. They have to function not only as sports instructors and strategists of the game, but also as motivators par excellence, conflict managers, and sources of energy. It's the same in business, where executives can't simply set themselves up in niches. This book reveals how readers can develop managerial qualities, improve communications, establish relationships and increase their expert know-how. Let the magic of football inspire you to learn from the people making key decisions, on the field as well as the sidelines.

- **The »Five Keys« to good leadership**
- **Achieving top performance in business; what we can learn from professional football methods**



Claus-Peter Niem and **Karin Helle** have always been enthusiastic about the world of football. After completing their studies in education, psychology, and sociology, they initially worked as teachers. In 1999/2000 they founded an agency in Dortmund named Coaching for Coaches. Since then they've worked with numerous high-profile athletes including Jürgen Klinsmann, Joachim Löw, Stefan Kuntz, and Sebastian Kehl.



- September 2016
- 224 pages
- Hardcover

Günther Höfeld
The Cardio-Coach
How Heart Disease Can Help Executives Grow

When the heart stops pumping

About the book: When your heart starts skipping beats, everybody experiences the same thing: fear. »Am I going to make it?« »And afterwards, what will I still be able to do?« »Does this mean it's over for good . . .?«

Cardio-coach Günther Höfeld shows how executives can reenter their management positions after having heart disease. His HEART model—Hope, Engagement, Achievement, Relationships, and Transcendence—strengthens personal resilience and is the driver behind significant change in day-to-day management practices. The cardio-coach also provides support for those who experienced a shot across the bow, resigned, and would now like to start something completely new.

• **The HEART model is an innovative consulting approach for business executives**

• **An executive coach and psychologist shows managers and their family members how to perform successfully in spite of heart disease.**



Günther Höfeld is a psychologist, theologian, and executive coach. After overcoming a life-threatening heart tumor, he began to specialize in providing support for executives with heart conditions. Together with his wife, he runs Höfelds Hof, a center for self- and health management in Dolgesheim near Mainz.



- September 2016
- 256 pages
- Hardcover

Christiane Brandes-Visbeck

Create Your Future

How to Become a Digital Leader and Guide Your Team to Success

Competently managing the transition to digital

About the book: Tomorrow's executives will have to be outstanding networkers and communicators. How else will they master the digital challenges of their profession, such as employees across multiple locations, the use of online collaboration tools, and agile innovation methods? They will need more than a smart phone and an iPad; this calls for a strategy. The Digital Leadership Canvas allows managers to expand their digital leadership competence, systematically eliminate deficits, and develop their strategy for the coming years. Whether they are sticking Post-Its on a wall or working digitally on a screen, using the Canvas lets executives secure their future.

• **Guides experienced executives into the new digital domain**

• **Introduces a new method, the Digital Leadership Canvas**



Christiane Brandes-Visbeck is CEO of Ahoi Consulting in Hamburg. A sought-after speaker and blogger, she is very involved in Digital Media Women. It is the largest network of women in the digital sector and won the Viral Marketing Award at the 2015 Frankfurt Book Fair.

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FALL 2016
Job & Career

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- September 2016
- 239 pages
- Softcover
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English sample translation available

Alexander Groth
Strong Leadership During Changes
Change Leadership for Middle Management
Updated Edition

How to make change really happen!

About the book: Change processes are thought up by the top management – but it is the middle management who have to implement these measures with the staff. In this practically oriented guide, Alexander Groth answers questions such as:
»How will I credibly present the top executives' change project to my staff?«
»What motivates employees to support and implement change?«
»How do I deal with the obvious ›losers‹ of this change?«
Leadership expert Alexander Groth addresses the critical areas of change management. In this completely revised new edition, he shows how to carry out change so that it is adopted at lower levels.

• **A standard work of management**

• **Large target audience: middle management**



Alexander Groth is an expert on leadership. As a professional speaker he gives executives new impulses for their work through his presentations at conferences. He is in charge of the Master's degree module on leadership at the University of Stuttgart as well as lecturing on change management at the Department of Economics of the University of Mannheim, Germany.

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- September 2016
- 220 pages
- Softcover

Maren Lehky

Everything's Great. And How about You?

Strategies that Provide Greater Energy for Your Leadership Role

Leadership—full speed ahead

About the book: Executives experience enormous pressure. Slaves to their calendars and often simply exhausted, in their mid-40s they ask themselves whether their remaining careers are meaningful. Leadership expert Maren Lehky reveals sources of new energy to meet demands, and she presents ideas on self-reflection, self-help, and preventing burnout. Drawing on numerous examples from her executive coaching activities, the author guides readers through the wide range of areas that stress today's managers.

• **A coach who specializes in executives**

• **Instructions for achieving a successful work-life balance**

• **Includes numerous suggestions and best-practice tips**



Maren Lehky enjoyed a long career as a human resources manager, ultimately holding an executive committee position in a multinational industrial corporation. Since 2002 she has been the owner of a personnel management consulting firm where she provides executive leadership training and coaching.

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FALL 2016
Business

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- September 2016
- 224 pages
- Hardcover

Simon Sagmeister

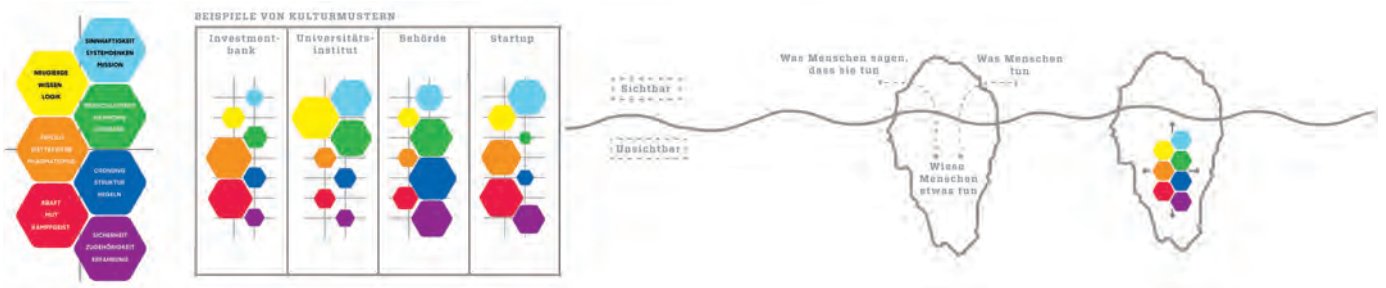
Business Culture Design

Create Your Corporate culture with the Culture Map

Culture as visible strategy

About the book: Although culture is what gives companies the ability to survive, it is often addressed only after problems have emerged. While it is true that corporate culture cannot be put into numbers, it can be visualized and modeled using the author's Culture Map. The values underlying all corporate cultures are represented in seven colors which combine to form individual patterns. The Culture Map can be used as a basis for successful change and innovation processes, mergers, and integrations. When managers and employees see where they are trying to go, it enables them to take the appropriate decisions and actions.

- **Corporate culture as the key to business success**
- **Target group: middle and top management**
- **Visualizes: the Culture Map method**



Simon Sagmeister is the »culture guy«. He is the founder of The Culture Institute in Zurich and a partner at Science House in New York. Fortune 500 corporations as well as mid-sized companies around the world place their trust in his Culture Map approach.



- October 2016
- 256 pages
- Hardcover

Calculate your human-touch ROI. What's the return on your leadership efforts?

Stephan Brockhoff and Klaus Panreck

The Human Touch Pays Off

Why Appreciation Determines a Company's Success

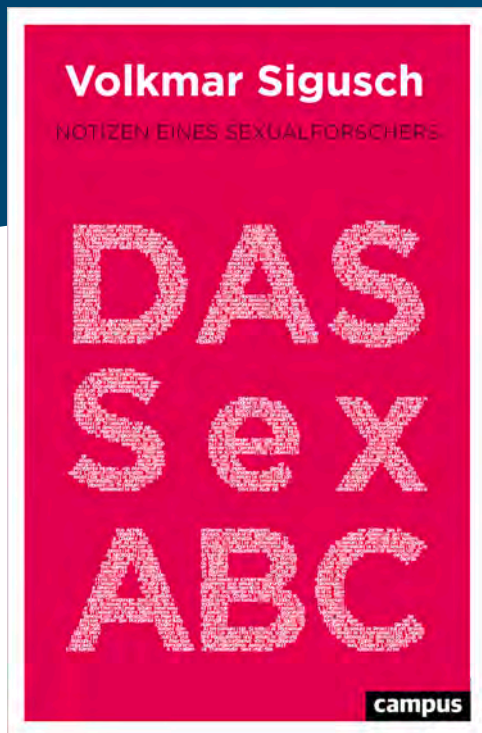
Humane leadership improves the bottom line

About the book: Executives who are still managing by issuing orders and demanding compliance need to wake up: times have changed. Yet there are still skeptics who doubt whether modern management approaches really work. Now, two tax consultants have developed a new business parameter they call the Human-Touch ROI. Citing numerous real-life examples, they prove down to the cent that a humane leadership style has a positive effect on the bottom line. Using the guidelines in this book, CEOs and top executives can quickly calculate how well their leadership efforts are already paying off.

- **A convincing proposition: committed employees - long-term business success**
- **Target group: middle managers with the courage to change their thinking**
- **A practical orientation: includes numerous examples and company profiles**



Stephan Brockhoff and **Klaus Panreck** are tax consultants and coaches who support companies that are implementing humane leadership styles. They are the organizers of the »Wirtschaft ist Leben« (business is life) convention and certified process advisors for Germany's *unternehmensWert: Mensch* (human resources as corporate value) personnel development program.



- August 2016
- 317 pages
- Hardcover

Volkmar Sigusch
The ABC of Sex
Notes by a Sexologist

About the book: Volkmar Sigusch is the founder and doyen of sexual medicine in Germany. There is hardly a day where he is not asked for an opinion: by German and international media, for whom he is a sought-after interviewee and one of today's most authoritative sources; by colleagues and patients across the world, as well as students and doctoral candidates. This unconventional »ABC of Sex« is a lexicon that compiles Sigusch's answers to frequently asked and out-of-the-way questions about sexual cravings and desires. In addition, it provides a readable survey of our current knowledge about sex and surprising insights into the contemporary world of neo-sexualities. A vade mecum for today's discerning readers. For your jacket pocket or your nightstand: it's up to you.

•An expert on sexuality delivers a summary

•The latest insights into the world of contemporary sexuality

•An entertaining read in an attractive book

»Sigusch has established an international reputation as one of the most important sexologists.« *Der Spiegel*

»Volkmar Sigusch is a brilliant essayist.« *Süddeutsche Zeitung*

»Sigusch shows how sexual science—currently wedged between mystification and sensationalism—can be led into the open.« *FAZ*



© Frank Röth/FAZ

Volkmar Sigusch is a physician and sociologist and one of the most respected sexologists of our times.

Appointed as the youngest professor of medicine to the first-ever independent professorship for sexual science, he has had an extraordinary national and international impact, particularly as director of the Institute for Sexual Science at Goethe University Frankfurt from 1973-2006.

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