

# campus

Frankfurt. New York

## Foreign Rights Catalogue Spring 2014

Business · Job and Career · Self Help ·  
Politics and Current Affairs

## Backlist Autumn 2013



Oliver Janz

### **14 - The Great War**

2013. 415 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.

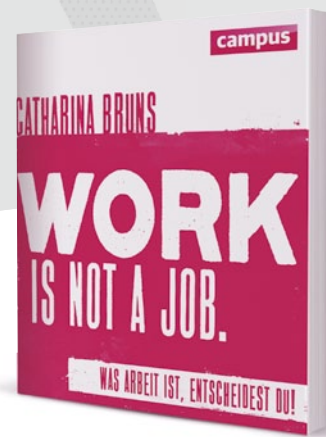
In an age shaped by the experience of accelerated globalization, the globe-spanning dimension of the First World War must necessarily take center stage. As the »original catastrophe of the 20th century« the Great War was not only the first total war, mobilizing all of the available societal forces and economic resources, but also the first global war in world history.

Various historical approaches from economic, social and everyday history to the history of mentalities and emotions are all brought together in this book.

*»The work by Oliver Janz has the potential to become part of the core literature on this subject.«* *Neue Züricher Zeitung*

**Oliver Janz** is professor of Modern European history at the Free University of Berlin and has published several works on various aspects of the First World War.

Rights sold to: **Italy**



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.

**Catharina Bruns** is a designer. In 2010, she launched [workisnotajob.com](http://workisnotajob.com), a creative studio with the mission of inspiring a new form of entrepreneurship.



Fredmund Malik

**When Limits Aren't Limitations.**  
Management and Mountain Climbing

2014. 256 pages, hardcover,  
with illustrations

Perseverance, self-motivation, performance, responsibility – the connections between managing and mountain climbing are stronger than most people assume. In his new book, Malik presents mountain climbing as a multifaceted school of life where people can gain key insights for both effective management and a fulfilled life. The author is convinced that professional and personal life can be reconciled; success and quality of life do not contradict one another. With his customary sharp-wittedness, Malik casts his vote against a permanent state of »being at the limit« and the notion that top executives must be constantly moving mountains. He speaks out in favor of deriving greater joy from one's performance.



For 15 years, **Fredmund Malik** has ranked at the top of the bestseller lists. His management books represent an indispensable set of tools for business leaders. A recipient of numerous awards, Malik heads the largest think-tank for holistic general management. Since he is a passionate alpinist, the interrelationships between climbing mountains and managing businesses have occupied him for years.

#### Backlist

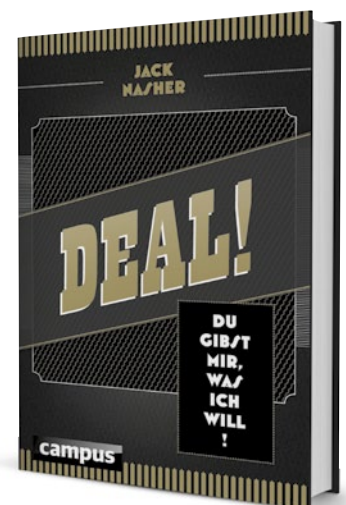


Fredmund Malik

**Managing, Performing, Living**

2013. 400 pages, paperback

Rights sold to: **Italy, France, Russia, Czech Republic, China, Taiwan**



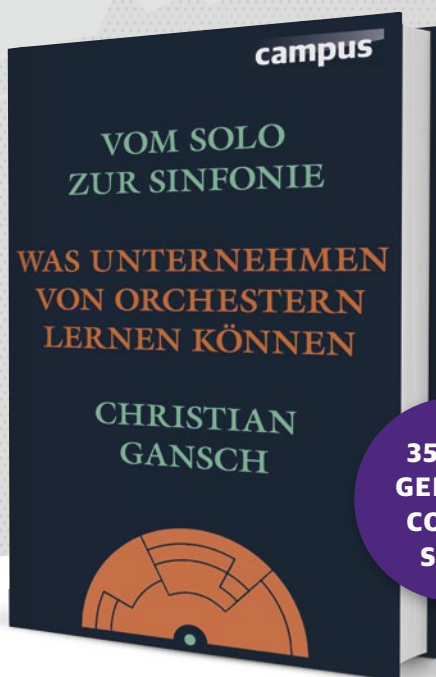
Jack Nasher

**Deal!**

You Give Me What I Want

2013. 224 pages, hardcover

Rights sold to: **Korea, Russia, Taiwan**



35.000  
GERMAN  
COPIES  
SOLD



Christian Gansch

**From Solo to Symphony**

What Companies Can Learn from the Orchestra

2014. 208 pages, hardcover

A functioning symphony orchestra is a prime example of efficient management, leadership, and conflict resolution strategies. Nowhere else do highly qualified individuals work together in such close quarters everyday. How many soloists can a team tolerate? How does one create a climate where individuals use their talent for the wellbeing of all? How are decisions reached? How does communication occur?

Drawing on numerous examples, communications expert Christian Gansch explains what businesses can learn by observing orchestras.

- Discusses successful interactions in a team
- A long-selling book in a new, updated edition

Rights sold to: **Japan**



**Christian Gansch** was born in 1960. A classically trained musician, he is also a music producer and conductor. Due to his wealth of experience in the area where art and business interface, the author has enjoyed a long and successful consulting career.

© Regina Gansch

Gunar M. Michael

**Straight Talk from the Executive Floor**

Fifty True Stories that Provide Greater Insight into Day-to-Day Management Work

2014. 224 pages, paperback, with numerous cartoons

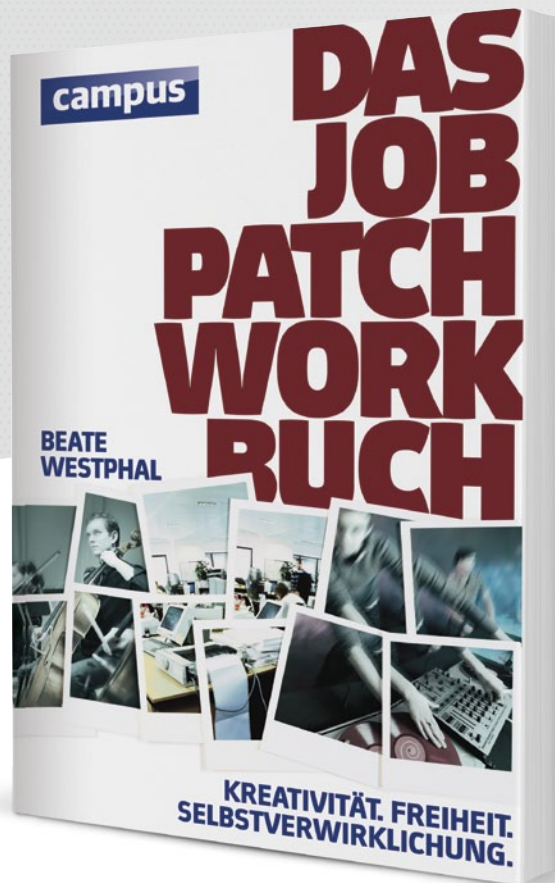
Gunar M. Michael's maxim, »Management begins where consensus stops,« is based on more than 20 years of managerial experience. It seemed there was no cure for the day-to-day conflicts and executive encounters – until now, that is!

Read 50 authentic, absurd and entertaining stories about executives who left the beaten path to overcome everyday insanity and finally start being leaders. Every manager should know how to tame a dinosaur and why pizza is the ultimate problem solving tool.

- Offers straight talk instead of a soft line approach; provides orientation for difficult management questions
- For executives who want to learn from real-life situations



Following a track from journeyman to member of the board, **Gunar M. Michael** learned management from the bottom up. The author apprenticed as a concrete and ironworker, made his mark in various construction companies, and was ultimately appointed to the executive board of Köster AG. Today he works as an executive sparring partner and shows managers how to get down to straight talk.



Beate Westphal

**The Job Patchwork Book**

Creativity. Freedom. Self-Fulfillment.

2014. 224 pages, paperback

Very few people have only one big dream; many people have a number of different dreams. Why, then, should we limit ourselves to one dream job when we can merge several together?

Beate Westphal shows readers how to assemble their individual patchwork careers, use them to become independent from employers, and derive greater satisfaction by having professional lives of their own. Includes numerous self-tests, practical examples from the field, and exercises for creating one's own, highly personal job portfolio.

*»Beate Westphal, the job fairy, helps make career dreams come true. The more unusual, the better.«* Cosmopolitan

- **Targets the young, urban generation**
- **Provides a new definition of self-determined work**



**Beate Westphal** has already found her own personal dream job. For more than ten years, she has been running the »Talentcafé« in Berlin. Over cookies and cappuccino, she helps people discover their abilities and arrive at their personal dream jobs. After taking a degree in cultural and media management and economics, she herself spent a long time searching for the profession that was meant for her.

**Backlist**



Angelika Gulder

**Find the Job that Makes You Happy**

2007, 203 pages, paperback



Jens Weidner

**Tough, but Fair**

How to Stand Your Ground in the Workplace

2013. 224 pages, paperback with flaps



Marc Stollreiter

**Act Big!**

The Self-Coaching Program  
to Win the Award for  
Lifetime Achievement

2014. 256 pages,  
paperback with flags

You say you're actually completely different, but you just can't get around to being that way? It's time to stop making lame excuses.

»Act Big!« is a successful, tested self-coaching system that explains how to leave self-sabotage behind and discover your true greatness. You will make better decisions and become an inspiration for others.

How does it work? By feeling, thinking, and behaving like a movie hero! And you're the one who writes the script for your own life.

Win Best Screenplay, Best Director, and Best Actor in a Leading Role. In fact, why not win the award for Lifetime Achievement, too?

- **An effective self-coaching program that lets readers make the most of demanding situations**
- **Presents an extensive program of exercises that sharpen personal self-presentation**



© Simon Meteling

Motivational psychologist **Marc Stollreiter** earned his doctorate at the University of Vienna. He is the author of successful self-management books and director of the Stollreiter Academy in Essen, Germany, where he trains business and life coaches. As a trainer and consultant, he is also in demand as a speaker.



Reiner Klingholz

**Slaves of Growth.**

The Story of a Liberation

2014. 224 pages, hardcover

Our resources are on the verge of depletion. The ecological catastrophe is already a reality. But because we are unwilling to admit it to ourselves, we continue to invoke endless growth and soothe our conscience with sustainable consumption. Renowned futurologist Reiner Klingholz warns that this »will drive us into a wall.« His scenarios for the future emphatically demonstrate that in a post-growth society the remedies of old will no longer enable us to turn things around and take a new tack.



© Sabine Sütterlin

**Reiner Klingholz** is a chemist, molecular biologist, and director of the Berlin Institute for Population and Development. He has been observing complex relationships in society for 30 years and poses crucial questions about our future.



René Zeyer

**Poverty Is Theft**

Why the Poor Are Driving Us into the Ground

2013. 211 pages, paperback

»The best and most effective way to fight poverty is to not assist the poor.« With this assertion, author and journalist René Zeyer ventures into a taboo area. Nevertheless, to this day all the approaches to fighting poverty have one thing in common: they are ineffective, both in developing countries and the industrialized world, where they lead to a redistribution that places an undue burden on the general public. And where a growing poverty industry is imposing restrictions on free thought and ruining the social state.



© Rolf Edelmann

Journalist **René Zeyer** was based in Havana as a foreign correspondent for *Neue Zürcher Zeitung*. He has now returned to Switzerland where he continues to work as a journalist for *Frankfurter Allgemeine Sonntagszeitung*, *Geo*, and *Stern*, among others. He is a bestselling author and has been an independent communications consultant for many years.