

campus

Frankfurt. New York

Foreign Rights Catalogue Spring 2015

MARKET
FOCUS:
MEXICO

Life
Job & Career
Economy
Society



Every lie conceals a truth.

Where did your partner spend last night? Did your neighbor put a scratch on your car? How much could your boss really afford to pay you? How does a person uncover these hidden truths? In this book, Jack Nasher has compiled the most effective interrogation techniques used by psychological researchers and international intelligence agencies, and you can apply them immediately in everyday life. Based on the latest findings, he reveals the hard-hitting maneuvers, questioning techniques, and behavioral analyses of the professionals. This is a potent mixture of espionage and psychology. Every bit as exciting as *CSI*, *Lie to Me*, or *The Mentalist*.

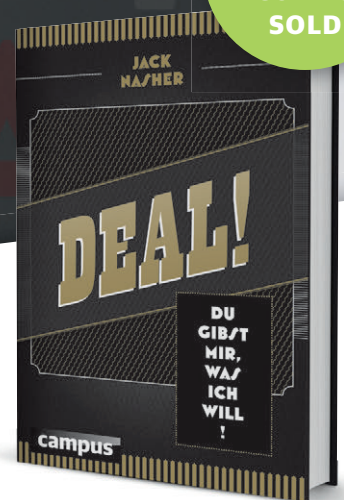


Jack Nasher
Exposed!
How to Learn the Whole
Truth in Every Conversation
2015. 256 pages, hardcover



20,000
GERMAN
COPIES
SOLD

Backlist



Jack Nasher

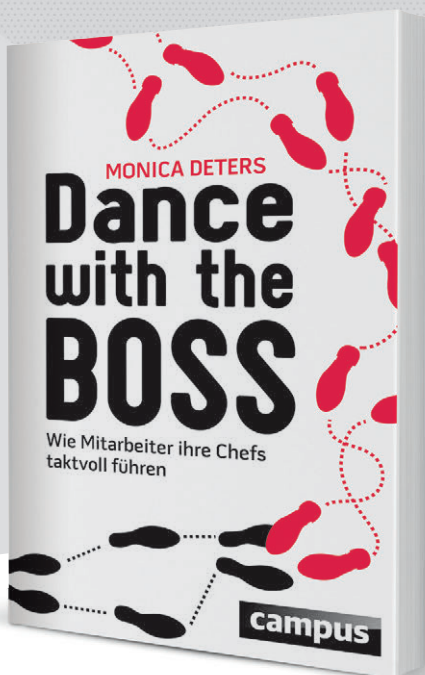
Deal!

You Give Me What I Want

2013. 224 pages, hardcover

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

Jack Nasher was born in 1979 and works as a business psychologist and lawyer. He attended and taught at Oxford University and is currently professor of Leadership and Organizational Behavior at Munich Business School. Jack Nasher is a consultant to international corporations such as Daimler, Siemens, Bosch and BASF. He lectures and presents seminars on communications and negotiation techniques, which are highly in demand, all over the world.



Monica Deters

Dance with the Boss

How Employees Can Tactfully Manage Their Bosses

2015. 224 pages, softcover

Employees often complain about how poorly their superiors perform as leaders. But how does one improve a problem boss? This book is a dance course for employees who want to lead their bosses—tactfully, so that both parties look great on the dance floor. Find out what type of dancer your boss is, learn the steps, and you're good to groove. Includes immediate measures you can take against the worst, most common types of stumbling a boss will do. People who can lead their bosses will be good bosses themselves someday.



Monica Deters has 20 years of experience working for international corporations. She is certified as a coach in the Asgodom solution-oriented short-term coaching method, a trainer at the Asgodom Academy, an author, and a professional speaker.

Maren Lehky

New Strength for Executives

Strategies that Provide Greater Energy for Your Leadership Role

2015. 224 pages, hardcover

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.



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.



Christian Scholz, Joachim Zentes

The Schizo-Economy

Only Radically Revising the Ways We Think and Act Can Help

2015. 288 pages, hardcover

Companies, employees and consumers are players divided against themselves. Depending on which role they happen to be playing at the moment, their actions are covertly opportunistic and run counter to their own long-term interests. Taken together, they create a self-destructive market dynamic. Drawing on topical examples, Christian Scholz and Joachim Zentes demonstrate how we can free ourselves from this dilemma and find our way to a new logical basis for society and business.



Christian Scholz (left side) and **Joachim Zentes** are professors of business administration at Saarland University. Additionally, Christian Scholz is director of the Institute for Management Competence; Joachim Zentes is director of the Institute for Commerce & International Marketing and co-editor of *Marketing ZFP – Journal of Research and Management*.



Joerg Bartussek, Oliver Weyergraf

Mad Business

What Really Goes on at the Top Echelons of Corporate Management?

2015. 240 pages, hardcover

Experience a week of corporate insanity from the perspective of Paul Hecht, a fictitious protagonist created from the actual voices of dozens of top executives. Encounter the glamorous and dark sides of power from combative rhetoric, bootlegging projects and silo mentality, to the question: what is the boss's hand doing on my knee? An entertaining portrait of a typical high achiever meets anonymized quotations from the top echelons of major corporations—collected from countless interviews by two insiders.



Joerg Bartussek (left side) enjoyed a long career in major corporations as an executive in consulting, Internet services, and mobile communications. Today, he is an independent business owner and lives in Vienna. **Oliver Weyergraf** holds an MBA, was the CEO of several Internet companies, and served as an executive in international corporations for many years. He now heads his own company and lives in Berlin.

The Von der Leyen System



Peter Dausend,
Elisabeth Niejahr
Operation »Little Rose«
Ursula von der Leyen's System

2015. 256 pages, hardcover

She is conservative and modern, disciplined and unpredictable, cosmopolitan and attached to her homeland. In the next federal election, she could succeed Angela Merkel as chancellor. Nicknamed »Röschen«, or Little Rose, Ursula von der Leyen is Germany's Minister of Defense. Following her career allows one to discern important aspects of the way politics works today. Over the last decade, almost no other politician received more media coverage. Almost no other woman is a more prominent role model for combining career and family life. Their book provides eye-opening insight into her system and reveals the rules of the game as it is played in Berlin. Would Germany blossom under the »Little Rose«? The book has the courage to risk an answer.



© Nicole Sturz



© Oliver Kleinschmidt

Peter Dausend and **Elisabeth Niejahr** are Berlin correspondents for *DIE ZEIT* and have experienced von der Leyen at close range for years. Peter Dausend is an expert on security policy. Niejahr has known von der Leyen from her first days in politics, witnessed her successes and failures first hand.



Wilfried Buchta

Terror at the Gates of Europe

The Islamic State, the Disintegration of Iraq, and America's Lack of Power

2015. 220 pages, softcover, 10 maps and charts

The advancing militias of the self-proclaimed Islamic State represent a new aspect of the terror that is threatening to spill over into Europe as Jihad, the Holy War, is exported. Yet how did this ominous development arise? Wilfried Buchta, an established expert on the Near East, traces the disastrous events in the region. He sheds light on the role of the most important players and power factors, and lays out the options that are still open to the West.



Wilfried Buchta holds a doctoral degree in Islamic Studies. From 2005-2011, he worked as a political analyst for the UN-mission in Iraq. As a witness to contemporary history and an expert in the region and its political background, he experienced firsthand and on a daily basis the events that fortified the terrorist militia now called the Islamic State.



Gunter Dueck

Swarm Stupidity

We Can Only Be this Stupid if We All Work Together

2015. 320 pages, hardcover

Instead of magnifying our intelligence, swarms of humans are often ruled by the principle of »too many cooks spoil the broth«. In businesses and organizations, senseless meetings, painful compromises, and half-baked outcomes are not the exception but the rule. Maverick Gunter Dueck, an expert in the world of work, calls this »swarm stupidity«. The author explains why the individual members of a team often make better decisions than the team itself, and how something brilliantly simple can arise amidst the masses.



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.