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- February 2016
- 300 pages
- Hardcover

- **English material available**

Reiner Klingholz, Wolfgang Lutz

Who will survive?

Education and the Future of Humanity

Education: a must for survival

About the book: The key factor in the survival of humanity is not the climate, not natural resources, but education. Today, societies that promote broad-based education face off against those in part fundamentalist ones that discourage education and mount no response to the social and ecological challenges of our times. According to population development experts Reiner Klingholz and Wolfgang Lutz, we find ourselves surrounded by a war of educational cultures. And it impacts all of us, because poverty, despair, and terror do not stop at borders. It is time to invest globally in education.

- **Education will combat and conquer the likes of ISIS and Boko Haram**

- **Portrays the international links between education and the economy with greater clarity than ever before**



© Sabine Sütterlin

Dr. Reiner Klingholz is the director of the newly founded Berlin Institute for Population and Development, Germany's leading think tank for demographic issues. He has worked as a science editor and has won a number of journalism awards. His last book »Slaves of Growth. The Story of a Liberation« (»Sklaven des Wachstums. Die Geschichte einer Befreiung«) was published by Campus in 2014.



Prof. Wolfgang Lutz, one of the world's leading demographers, is the Director of the Vienna Institute of Demography of the Austrian Academy of Sciences and Professor of Statistics at the Vienna University of Economics and Business.



- February 2016
- 224 pages
- Softcover

Evi Hartmann
How Many Slaves Do You Own?
On Globalization and Morality

You can't outsource morality!

About the book: Whether it's the clothing you wear, the food you eat, the car you drive, or the smartphone you use, there are currently about 60 slaves working for you, and for me—whether we like it or not and without our making them do so. How do you feel about that? This is the question economics professor Evi Hartmann is asking, and not just rhetorically. Our economy has turned all of us into slave owners, as every 3.00 € T-Shirt plainly shows. We still go along with it anyway. But even though we can't abolish globalization, and we can't change the rules of the game, this expert in global networks demonstrates that we can play the game differently. Drawing on personal, day-to-day business life, this book is drastic and original. Here's the bottom line: fair play is possible, starting fresh every day!

- **An economics professor and mother of four shows how fair play functions in globalization**
- **The most personal globalization critique you have ever read**
- **How to think critically and act pragmatically**



Evi Hartmann is a professor of economics who specializes in supply chain management at the University of Erlangen-Nuremberg. The mother of four and a member of Generation CEO, a network for women in executive positions, her teaching and research focuses on the interface between science and business. She publishes a blog titled "Weltbewegend" (world-shaking).



- February 2016
- 292 pages
- Hardcover

Sahra Wagenknecht

Wealth without Greed

How We Can Save Ourselves from Capitalism

A design for a new economic order

About the book: »It is time to turn away from capitalism«, claims Sahra Wagenknecht. We are living under economic feudalism that has nothing to do with a free or social market economy. And the innovations that would help to solve our truly important problems are not materializing. The author declares that we must reward talent and genuine achievement and promote business founders with good ideas, regardless of their origins. Presenting a crystal-clear analysis and concrete suggestions, she opens up a political discussion about new forms of ownership and outlines how an innovative and just society might look.

Press comments on Sahra Wagenknecht's previous book »**Freiheit statt Kapitalismus**« (2011) (»*Freedom instead of Capitalism*«):

Süddeutsche Zeitung (06.11.2012)

»Sahra Wagenknecht's book succinctly captures the essential, economically damaging aspects of the deformation of banks—based on a wealth of facts and using clear language that would also have been good to hear from representatives of the major political parties.«

Handelsblatt (07.01.2011)

»In her new book, Sahra Wagenknecht draws on liberal foundations to outline a creative socialism. She praises competition, profit, and true entrepreneurs . . . showing . . . a deeper understanding of economic relationships than many politicians in the parties commonly considered to be business oriented and economically competent.«



Sahra Wagenknecht holds a doctoral degree in economics. She is a journalist, politician, a member Germany's Partei *Die Linke*, which she represents in Federal Parliament, and chairperson of the Left faction in the European Parliament.



- March 2016
- 282 pages
- Softcover

Judith Kösters, Heike Ließmann, and Karl-Heinz Wellmann (Eds.)

The World of Business

Simple Explanations for New Questions

New impulses—new answers

About the book: Shopping, retirement planning, downloading apps—business defines our daily lives, and yet we still tend to leave many things up to the supposed experts. Meanwhile, the recent crises show how quickly certainties can be shaken. Do the economic players truly behave in a rational manner? When do markets regulate themselves, and when do they fail miserably? Is business shaping the Internet, or the Internet shaping business? How are globalization and digitalization affecting the workplace? Be it background knowledge, cross connections, or food for thought, this knowledgeable book on the economy leaves no questions unanswered.

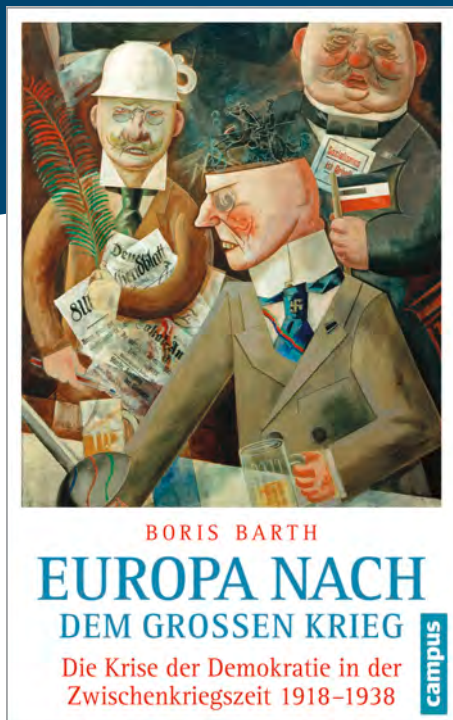
• **The most recent thinking on economics**

• **The latest status of research**

• **Concrete and eye-opening**



Editors **Judith Kösters, Heike Ließmann** and **Karl-Heinz Wellmann** produce science and educational programs at Hessischer Rundfunk, a German radio station. Their book is based on a series of business education broadcasts and was created with scientific support from the House of Finance Institute and the Department of Business Education at Goethe University Frankfurt.



- February 2016
- 361 pages
- Hardcover

Boris Barth

Europe after the Great War

The Crisis of Democracy during the Interwar Period (1918-1938)

The failure of democracy after 1918

About the book: At the end of the First World War, democracy as a form of government seemed to have established itself across all of Europe. Yet the new systems did not survive. The fascist takeover in Italy (1922) and the fall of the Weimar Republic when the National Socialists seized power in Germany (1933) are only the most spectacular examples of parliamentary forms of government that collapsed. To illustrate, on the eve of the Second World War there was only a single democratic state left in Central and Eastern Europe, namely, Czechoslovakia. Boris Barth investigates the deeper causes leading to the demise of European democracies during the interwar period. His account does not follow the national histories of individual countries but instead takes a problem-oriented approach that encompasses all the important topic areas of the interwar years, from the Treaty of Versailles and revisionism, to the experience of violence during the First World War and the world economic crisis.



Boris Barth is a professor of modern and contemporary history at the University of Konstanz.

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SPRING 2016
Life

6



- February 2016
- 230 pages
- Softcover

Ralph Caspers and Ulrich Hoffmann

Children Rule!

Boost Your Family Life

Thirty-three family stories that will happen if you simply let them

About the book: Why is it that children are only allowed to eat candy, watch TV, and play computer games when they're with their grandparents? And meanwhile, their parents are doing exactly the same things when the kids aren't home! This is how family gourmet days were born, and all of a sudden we're enjoying a fabulous family life. Children show us how it's done, say Ralph Caspers and Ulrich Hoffmann, and relate how simple everyday life with their children becomes an adventure. They build »dangerous« rockets, launch a lame-joke challenge, and ride the bus to the last stop simply on a lark. And if the bus doesn't come, they explore the neighborhood instead of getting mad. Thirty-three stories about special moments you can experience with your children, as long as they still want to experience things with you!

This book by Caspers and Hoffmann . . .

- . . . reminds us how great children are.**
- . . . is like a bag of gummy bears: once you open it, you can't get enough.**
- . . . lets you put aside your book of parenting advice and just relax.**
- . . . shows that genuine family life doesn't need to be planned with military precision**



Ralph Caspers is an author and moderator of the broadcasts »Wissen macht Ah!« (science goes ah!), »Sendung mit der Maus« (the show with the mouse), and »Du bist kein Werwolf« (you're not a werewolf) which won the Grimme Award.

Ulrich Hoffmann is a multi-bestselling author and meditation teacher.

Caspers and **Hoffmann** have six children between the two of them, although none in common.



- April 2016
- 244 pages
- Softcover

Catharina Bruns, Sophie Peters

Being Free instead of Having the Day Off

Using Your Own Creative Job Ideas to Achieve Independence

Imagine it 's Monday, and everyone actually wants to go to work...

About the book: It's Sunday again, and you're not looking forward to the workweek. But it doesn't have to be that way! On weekends, people who have jobs they love look forward to the coming Monday. The authors encourage readers to break out of their limiting lives as employees and to work independently at their favorite occupations. This book offers concrete support for developing a uniquely tailored business idea and offers valuable assistance for those who are soon to be self-employed. Yet it's more than just a book of going-into-business-for-yourself advice. It's an instruction manual that will give you a push, a source of inspiration and encouragement, a friend and a cup of calming tea on the path to professional independence.



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 is a designer and co-founder, with Catharina Bruns, of supercraft (DIY kits and a shop for creative do-it-yourselfers) and Lemon Books (individualized notebooks in a pocket format). In addition, she is the initiator of the »hellohandmade« market in Hamburg.



- March 2016
- 200 pages
- Softcover

Isabelle Pfister

Get Organized!

Your Tools for Clever Self-Management

How to be brilliantly organized for your first job!

About the book: At the university there were guidelines for everything, but now you have your first job and all they say is, »OK, go ahead!«. As a recent graduate, you would like to tackle major tasks with great motivation, but all of a sudden you see yourself confronted with huge amounts of trivial detail. GetOrganized! provides outstanding advice on all aspects of time and self-management, from »How do I organize my inbox?« and »How do I set priorities?« to »What role do I play in my team?« Naturally, the book doesn't neglect your own well-being and includes sharp motivational tricks, cool stress neutralizers, and A1 networking tips.

• **The latest time management tools**

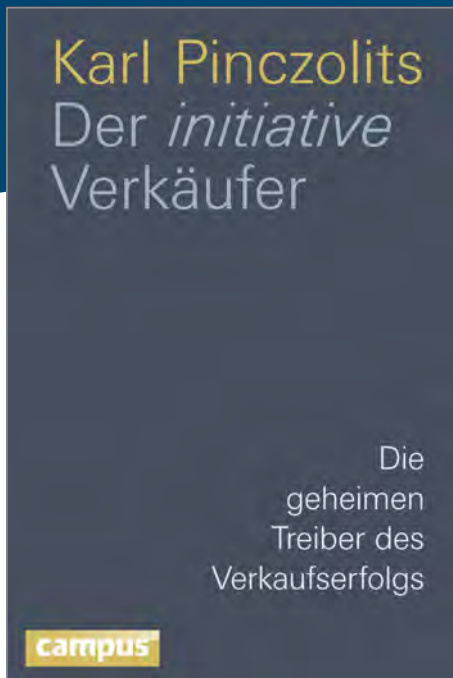
• **A practical self-organization workbook**

• **Ideal for young professionals**



Isabelle Pfister is a licensed psychologist.

Primarily, she coaches and trains university students and young professionals. Her goal is to prepare them for the workplace, so that they enjoy their jobs and find meaning in what they do.



- March 2016
- 195 pages
- Hardcover

Karl Pinczolits

The Initiating Salesperson

The Secret Drivers of Sales Success

Here's how to sell!

About the book: Every successfully closed sale begins with the first step. Consultant Karl Pinczolits identifies the most important skills required to become an initiator. How can one acquire these competencies and develop them? What should the beginning of the sales process look like in the first place? How can it be implemented? Karl Pinczolits provides illustrative answers to all these questions and outlines the perfect guidelines for successful sales.

- **The important first step in the sales process**
- **Here's how even experienced people improve their closing rate**
- **Five skills for taking the initiative and making successful sales**



Karl Pinczolits has been active in sales and consulting for 30 years. He advises American, European, and Japanese businesses, and is the founding CEO of MCD-Unternehmensberatung, a firm that specializes in growth consulting.



- February 2016
- 337 pages
- Hardcover

Daniel Stelter

The World Economy Has Entered an Ice Age

The Most Sensible Strategies for Rescuing Our Wealth

Rescuing wealth during a permanent crisis

About the book: For private investors, the financial crisis of 2008 seemed like a short snowstorm that would soon pass. In the meantime, however, the entire world economy has frozen solid, and that entails negative consequences for our personal wealth which is slowly but surely shrinking. What can we do to rescue our money? Daniel Stelter outlines the four most likely development scenarios we should anticipate in the near future: a great depression; restructuring through a debt cut; currency manipulation; and the introduction of positive money. From these he derives rational strategies that will help preserve our wealth, regardless of what happens.

- **Stelter's book teaches us how to think independently during the economic crisis.**
- **His analysis: the rapid collapse of our economic system did not materialize. A prolonged stagnation, an ice age, has begun.**
- **A book for investors who want to preserve their wealth over the long term.**
- **Stelter doesn't pretend to be a prophet: he is an authority!**



Daniel Stelter is an independent voice on the financial crisis. As a macroeconomist, he is drawing attention to himself through his blog »Think beyond the Obvious« and his column »Stelter strategisch« (Stelter on strategy) in Wirtschaftswoche. His articles are also published in ManagerMagazin, Capital, SZ, and Euro am Sonntag.



- March 2016
- 256 pages
- Hardcover

Thorsten Reiter

Revolution through Innovation

Getting Back on Top Using Corporate Entrepreneurship!

The competitive advantage of corporate entrepreneurship

About the book: Start-ups are outstripping established businesses. Consequently, the object is to tap into what makes the »young wild ones« so strong, namely, an entrepreneurial spirit. But how does one (re)awaken that? The answer lies in corporate entrepreneurship! A firm that creates space for entrepreneurs within the company can climb back to the top through innovation. Thorsten Reiter shows senior executives and CEOs the basic elements required and describes how some companies are already making the transition. Packed with numerous examples and interviews, this book fires the starting shot for a new age in conducting business.



© Lars Kehrel

Thorsten Reiter is an economist at the University of St. Gallen. He studied in Germany, the USA, and Great Britain and was active for many years as a social entrepreneur in the Enactus organization. His firm, Mannheim Business Consulting, currently advises companies on subjects that include dealing with Generation Y employees and job applicants.

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