

## SPRING 2017

	<b>Page</b>
<b>Economy &amp; Society</b>	<b>1</b>
<b>Self Help: Life/Finance</b>	<b>4</b>
<b>Job &amp; Career</b>	<b>6</b>
<b>Business</b>	<b>9</b>
<b>Exclusive Agents</b>	<b>11</b>

Gunter Dueck

## **Dull and Shallow**

I Have a Brain, Let Me Out of Here

### **Having a brain means meeting certain standards!**

There's a new distraction every second. The Internet constantly bombards us with sensations, and as a result we are firing back with ever greater intensity. Never before has it been easier to produce commotion, whether in politics, the economy, or other areas of society. Speed, volume, and stupidity are on the rise. Shallowness rules!

In his new book, Internet thought leader Gunter Dueck introduces us to the methods of the professional attention-grabbers and guides us with his sharp pen through the messy areas of the Web, where every piece of junk becomes an event. But he also shows readers a way out, namely, using more intellect in the scramble for attention and taking greater responsibility. Genuine content can be sexy, too. Is there anything preventing us from recapturing what's real online?

- **A comforting book for stressed-out Internet users**

- **Ironical, nasty, brilliant - the new Dueck!**

»Dueck is a precise and merciless observer. He has no trouble combining the laws of mathematics, philosophical discourse, American poets, and caustic side notes.«  
*Harvard Business Manager* on »Schwarmdumm« (»Swarm Stupidity«)

**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.



- February 2017
- 262 pages
- Hardcover

Philip Siegel

## **Three Rooms, Kitchen, and Porn**

Why More and More People Are Entering the Sex Business

### **The amateurs are coming!**

For increasing numbers of men and women, pornography has become a leisure time adventure, a new variation on expressing themselves and living their sexuality to the fullest. Amateur platforms serve as networking forums, sales spaces, and advertising venues. The professionals in a field that was still booming just a few years ago have become losers, and normal everyday people have turned into amateur actors and mini-producers of porn. Not only can you have virtual meetings with them, but real sex too.

In his book Philip Siegel embarks on a unique expedition into a cosmos where normality and eccentricity are as close as one apartment door to the next. He looks behind the scenes of a hidden field of business that not only reflects our relationship to sexuality but is increasingly exerting influence on it.

- **Quirky, »square«, and entertaining: on the set with Jane and John Doe**
- **Pornography in the digital age**

**Philip Siegel** is an editor for public sector TV and an independent author. He specializes in reporting, works as a trainer for TV journalists on a regular basis, and lives in Cologne. For *Three Rooms, Kitchen, and Porn* he met with more than 100 women and men during porn shoots.



- February 2017
- 275 pages
- Softcover

Börries Hornemann and Armin Steuernagel (eds.)

## **Social Revolution!**

Includes texts by Robert Reich, Yanis Varoufakis, and Erik Brynjolfsson

### **We need a new social safety net!**

What will happen when robots perform more and more of our work, if full-time employment continues to erode, and steady jobs are increasingly replaced by gig work and international service marketplaces? Since our social safety system will be unable to handle these developments, a pressing question emerges: globally speaking, how are other social welfare systems structured? Do we need a new type of group solidarity, possibly even an unconditional basic income?

In this book, 13 international thought leaders call for a new social welfare system for the digital age. With articles by Yanis Varoufakis, Robert Reich, Erik Brynjolfsson, and Gerald Hüther.



- March 2017
- 209 pages
- Softcover

- **The age of globalization has made a new social net indispensable**
- **Social welfare systems must be adjusted to the new realities of work!**
- **Articles by internationally renowned experts**

The two editors, **Börries Hornemann** and **Armin Steuernagel**, are the founders of the Neopolis research network and the »purpose movement«. Their international interests focus on questions pertaining to the future of social safety nets.

Christian Thiel

## »Sweetheart, I Beat the Index!«

How I Set out to Buy the Best Stocks in the World

### You can't top this for relaxed investing!

Are you still investing your money at the bank? Well, then you also know that the interest wouldn't even cover a fancy dinner with your family. After having the same experience, Christian Thiel turned to the stock market. Counseling psychologist that he is, he understands how to deal with a feared opponent, in this case, stocks. His »Sweetheart, I Beat the Index!« is an entertaining account of why investors so often bet on the wrong horse and explains how they can avoid fatal errors in reasoning. Thiel's excursions through the vagaries of the financial world led him to investment professionals of all sorts, from traders and ETF fans to the owner of a gold mine. His goal was to discover the best stocks in the world. And the crazy thing was that he, of all people, actually found them and beat the index.



- February 2017
- 224 pages
- Softcover

- **A completely different kind of investment book with an original approach**
- **Better, more successful, and significantly less expensive than any bank advisor**
- **An entertaining advice book for small investors**

**Christian Thiel** has occupied himself with the stock market for more than 18 years. Until now, he has indulged his passion for the world of investing at his blog »Großmutter's Sparstrumpf« (grandma's piggy bank). He writes books, works as a counselor for singles and couples, and lives in Berlin with his wife and two children.

Angelika Gulder

## Peaceful Mind

Twenty-One Inspiring Ideas for Greater Joy of Life

### Keep calm and read Gulder!

She finds herself in the midst of life but constantly feels drained and stressed - as if she were living in the wrong movie. Reaching out like an octopus, the self-confident woman of today tries to juggle as many things as possible at the same time, and »Hey, if I can handle eight, then I can handle ten, too . . . but wait a second, no, that won't work after all.« Crash, boom, bang!

Angelika Gulder knows these cases only too well from her coaching practice. To prevent readers from creating a state of persistent, self-induced overload she developed the Peaceful Mind Self-Coaching Program. It provides 21 inspiring ideas to help us stay composed amidst the chaos of day-to-day life. Whether it has to do with your work, your life, or your personal development, the source of your strength is a peaceful mind.



- February 2017
- 157 pages
- Softcover

- **An inspiring self-coaching book for people who are in the thick of life**
- **Concrete instructions for staying relaxed and becoming happy**
- **A first aid kit for difficult times**



**Angelika Gulder** is a psychologist/coach and Germany's premier job finder. At her Engelsfarm facility in Engelschoff near Hamburg, she offers coaching and coach training for people who are living their calling or want to support others who are doing so.

Sven C. Voelpel, Fabiola H. Gerpott

## **The Positivity Effect**

Revolutionizing Executives by Changing Their Attitude

### **Why so negative?**

After all, you would if you could, but your team isn't on board. Not only that, the competition has already figured out a strategy. And the company's image? Well, let's not even talk about it. As an executive, how are you supposed to be effective under circumstances like that? Psychologists, doctors, and athletes have long known about the power of conviction in your own effectiveness. It's only in the business world where the message hasn't hit home yet. In *The Positivity Effect*, authors Sven Voelpel and Fabiola Gerpott show how executives can unleash the effect of a positive attitude in themselves, their employees, and their organizations.



- February 2017
- 216 pages
- Hardcover

- **A management approach that incorporates insights from the fields of psychology, medicine, and organizational science**
- **Provides numerous practical examples from major corporations (e.g., Opel) that are harnessing the positivity effect**

**Sven Voelpel** is a professor of business administration at Jacobs University in Bremen and a visiting professor in more than 12 countries across four continents. **Fabiola Gerpott** is a research assistant and doctoral candidate at Jacobs University in Bremen and the Vrije Universiteit Amsterdam.



Jack Nasher

## **Convinced!**

How to Show Competence and Win People Over

### **Show them what you've got**

So now, after all the training I've had, that jerk from the cubicle next door is promoted before me! What went wrong here? In his new book, Jack Nasher shows what lies at the heart of the matter, namely, the way your competence is perceived. It doesn't depend on your credentials alone; what you project matters as well. In *Convinced* you will learn how to win the respect of others and achieve success as an expert. Verbal and nonverbal communication is only half the battle. Becoming a winner involves using psychological phenomena and effects to improve your standing - and you don't have to sell your soul as part of the deal.

- **Earn the respect of your fellow human beings**
- **Ensure that no one ever underestimates you again**
- **Use psychological effects to improve your standing**

»Nasher has mastered the art of a light writing style . . . fluid and readable, it is seasoned with many anecdotes and a host of case examples from everyday life.«

*Hamburger Abendblatt*



- February 2017
- 256 pages
- Hardcover

#### **Backlist**



**20.000**  
**German**  
**copies sold**

Jack Nasher  
**Deal!**  
You Give Me What I  
want

Rights sold to:  
China, Korea, Russia, Taiwan

**Jack Nasher** was born in 1979. He is a professor, an internationally best-selling author, and an acclaimed speaker. He attended and taught at Oxford University and is currently professor at Munich Business School. A »natural born dealmaker,« he numbers among the top negotiation experts of the German-speaking world. His book *Durchschaut! (Exposed!)* is a *Spiegel* bestseller. A popular guest on numerous radio and TV shows, Jack Nasher fascinates an audience of millions with his psychological knowledge.



Ulf Brandes

## **Social Energy**

Inspiration for Those Who Are Designing  
the New World of Work

### **Become part of the solution!**

The employment world is changing. Hierarchies are being questioned; common effort is what counts. Employees want to be appreciated and participate actively. This generates a new energy - social energy - that can propel businesses forward faster than any incentive program. Yet the energy can't be released by employing simple tools. It requires managers to develop a new identity based on sound knowledge of human behavior. With its combination of field-tested reflection tasks and the use of exceptional examples, this book presents an inspiring self-coaching program for executives. They learn how to create an environment where their teams assume responsibility for their actions and perform effectively.



- May 2017
- 256 pages
- Softcover

- **A modern approach to change: attitude as a key business resource**
- **In a business, change begins with the way executives present themselves**
- **Includes a wide range of successful, practice-based examples**

**Ulf Brandes** is a physicist who holds a degree in behavioral economics and draws on experience in mid-sized and international corporations. As an organizational consultant and keynote speaker, he last drew attention to himself with his book *Management Y* and a film project entitled *Augenhöhe* on an equal footing.

Sabine Hübner

## **The Joy of Service**

Using Magical Moments to Capture a Customer's Heart

### **How to provide good customer service**

In terms of customer service, we've come closer to the goal but there is still a lot that isn't working. We have to wait for taxis, appointments, and packages, and pay outrageous prices for saving small amounts of time. Customers miss the magical moments, those personal, human encounters that make excellent service unforgettable. How do we get there? Drawing on a host of illustrative, astonishing, and amusing examples from her practice and everyday life, Sabine Hübner shows that excellence in service can only be achieved when companies transform their customer contact management from a technical tool into an emotional one, and she explains how that works.



- March 2017
- 282 pages
- Hardcover

- **The art of creating magical customer service moments**
- **How to turn service into sales**

**Sabine Hübner** is a service specialist, entrepreneur, and keynote speaker who has been named the »number one service expert« by [www.prosieben.de](http://www.prosieben.de). She combines her extensive experience and practical orientation as a business owner with her expertise in consulting and strategy development

Klaus Doppler

## **Change**

Making Transition Work

### **The most important facts about change management in a convenient format**

No other business topic is as ubiquitous as change. Klaus Doppler, a pioneering international thinker in change management, knows precisely where the difficulties lurk when it comes to implementing change projects. He is increasingly noticing that change managers are no longer able to see the forest for the trees. The abundance of information, methods, and trends is simply overwhelming.



- January 2017
- 255 pages
- Hardcover

- **No business owner who is banking on the future can ignore this topic**
- **Read the most important facts about change management in a single day**

**Klaus Doppler** is a theologian, psychologist, and organizational consultant. He is a leading expert in the field of change management and co-author, together with Christoph Lauterburg, of *Change Management*, a standard work that Campus Verlag has now published in a 13<sup>th</sup> edition (2014).

**Foreign Rights are exclusively handled by our agents within the following territories:**

## **Brazil**

Paul Christoph Literary Agency  
Paul Christoph  
Rua Lopes Quintas 476  
Jardim Botânico 22460-021  
Rio de Janeiro  
Brazil  
[paul@paulchristoph.com](mailto:paul@paulchristoph.com)

## **China**

Andrew Nurnberg Ass.  
Susan Xia  
Room 1705, Culture Square  
No. 59 Jia, Zhongguancun Street  
Haidian District, Beijing 100872  
China  
[susan@nurnberg.com.cn](mailto:susan@nurnberg.com.cn)

## **Netherlands**

Internationaal Literatuur Bureau  
b.V. Linda Kohn  
Keizersgracht 188  
1016 DW Amsterdam  
Netherlands  
[lkohn@planet.nl](mailto:lkohn@planet.nl)

## **Hungary**

Andrew Nurnberg Associates  
Blanka Engi  
Gyori út 20  
1123 Budapest  
Hungary  
[rights@nurnberg.hu](mailto:rights@nurnberg.hu)

## **Italy**

Reiser Agenzia Letteraria  
Roberto Gilodi  
Via XXV Aprile 65  
10133 Torino  
Italy  
[roberto.gilodi@reiseragency.it](mailto:roberto.gilodi@reiseragency.it)

## **Poland**

Graal Ltd.  
Tomasz Berezinski  
Pruszkowska 29/252  
02-119 Warsaw  
Poland  
[tomasz.berezinski@graal.com.pl](mailto:tomasz.berezinski@graal.com.pl)

## **Romania**

Marilena Iovu Literary Agency  
Marilena Iovu  
Str. Sibiu nr. 10/ OS1 /186 061543  
Bucharest  
Romania  
[marilena.iovu@literated.ro](mailto:marilena.iovu@literated.ro)

## **Russia**

MEDIANA Literary Agency  
Luba Berezovskaya  
38, Leningradskaya Street 196607  
Pushkin, St. Petersburg  
Russia  
[lb@mediana-agency.com](mailto:lb@mediana-agency.com)

## **Spain, Portugal & Spanish**

**America** Ute Körner Literary Agency S.L.  
Iñigo Cebollada  
C/Aragó, 224-pral-2  
08011 Barcelona  
Spain  
[i.cebollada@uklitag.com](mailto:i.cebollada@uklitag.com)

## **Taiwan**

Andrew Nurnberg Ass.  
Whitney Hsu  
9F-2, No. 164, Sec. 4, Nan-King  
East Road  
10553 Taipei  
Taiwan  
[whsu@nurnberg.com.tw](mailto:whsu@nurnberg.com.tw)