

**GABAL.  
YOUR PUBLISHER.**

**YOUR LIFE EFFECTIVENESS  
IS OUR MISSION.**

GABAL provides proven practical knowledge and publishes media products on the topics of **business, success, and life**. With over 600 experienced, international authors from various industries and education, we inspire businesses and people to move forward.

**Motivating  
Sympathetic  
Pragmatic**

**These three adjectives describe the core brand of GABAL.  
They describe how we think, feel, and work.  
They describe the style and mission of our books and media.**

**GABAL is your publisher**, because we want to bring you forward. Not with finger-pointing, not divorced from reality, not pointy-headed or purely academic, but motivating in effect, sympathetic in appearance, and pragmatically-oriented toward results.

**Our readers: people who want to develop personally and/or professionally**

As a modern media house GABAL publishes books, audio books, and e-books for people and companies that want to develop further. Our books are aimed at people who are looking for knowledge about current issues in business and education that can be put into practice quickly.

**Motivating.**

**Sympathetic.**

**Pragmatic.**

## GABAL Subject Books

### Your Life

### Your Success

### Your Business

#### *Your Life*

The Your Life books help the reader make more of one's life by exploring new directions and ways of thinking, testing one's own potential, and learning to get both large and small everyday problems under control. The books are entertaining and inspiring with practical tips that will make the reader's life easier, richer, and more beautiful.

#### *Your Success*

What determines success? What necessary tools and skills are in demand today? The Your Success books cover soft skill topics such as motivation, public speaking, self-management, and mental strategies for success.

#### *Your Business*

Your business offers books about current trends and developments in the areas of sales, marketing, management, entrepreneurship, and corporate governance. How do companies have to position themselves strategically in a global economy? How should teams be structured in order to make their business sustainable? The subject books Your Business provide comprehensive and innovative solutions.

## To Benefit Only From The Best

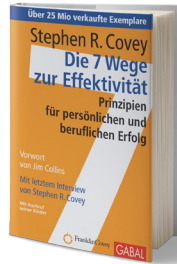
With over 600 experienced, international authors from various industries and education, we inspire businesses and people to move forward.

Most of GABAL's authors are highly professional trainers, motivational speakers or executives and are all outstanding leaders in their fields with many years of hands-on experiences, their competence reflected in their success and therefore mirroring GABAL's philosophy 'to benefit only from the best'.



**From Practice  
For Practice**

OUR  
AUTHORS  
HAVE  
ONLY ONE  
CONCERN:  
THEY WANT  
TO HELP OUR  
READERS  
IMPROVE



**Stephen R. Covey** was an American educator, author, businessman, and keynote speaker. His most popular book *The Seven Habits of Highly Effective People* has sold more than 25 million copies worldwide since its first publication in 1989.

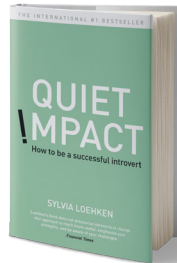


**Dr. Lothar Seiwert**, CSP, is Europe's leading and most well-known expert in the field of new time and life management. Millions of people learned from Lothar Seiwert how to better manage their time.

*"The leading time management expert."* **CAPITAL**

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*„Sylvia Loehken formulates the essential questions in creating the perfect biotope for quiet people.“*

**Frankfurt Allgemeine Zeitung**

*„Introverts can excell as speakers in front of crowds. Sylvia Löhken herself is the best example: She was elected Speaker of the Year 2012.“*

**WAZ**



# WHAT OUR AUTHORS SAY ABOUT GABAL



*"For my matter of the heart "Women and Career" I have found in GABAL a perfect partner for my two books – both on the domestic and international market."*

Barbara Schneider, bestselling author of **Diligent Women Work, Smart Women Climb the Ladder**

*"An author always lives a little in his own world. The people at GABAL always realistically and professionally proof and accompany a book concept. Only then the book can become a success: for the reader, the publisher and of course for the author."*

Markus V  th, author of **I'll have a free night once I'm dead**



*"Publishing my books with GABAL was one of the best decisions regarding my books. My impression is that any person I am involved with at GABAL really cares about my books and knows about the content. What I like best is that I am not just a name on a cover. The contact between GABAL and its authors is amazing and outstanding."*

Sylvia Loehken, author of the bestselling books **Quiet Impact** and **The Power of Personality**

*"Working together with GABAL is always a great experience. The whole team is very professional, they have a huge expertise in publishing books worldwide and – most important to me – are really nice people."*

Ilja Grzeskowitz, author of **Think it. Do it. Change it.**



# INTERNATIONAL BESTSELLER

## How To Be A Successful Introvert



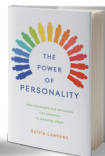
**Dr. Sylvia Loehken** is a highly in-demand coach and speaker who specializes in how introverts and extroverts can work together. She is convinced that introversion and extroversion are a highly relevant diversity topic. After receiving her Ph.D. in linguistics, she worked for 10 years as a manager in Germany and Japan.



*“For so long we have been taught that bigger is better, brash is best and shouting the loudest gets you the goods. But there has been a shift in the zeitgeist towards a more measured approach and with it comes the rise of the introvert. Sylvia Löhken’s book, Quiet Impact, looks at 10 strengths that introverts display as well as helping extroverts to understand their quieter counterparts”* **Woman’s Way**

*“Löhken’s book does not pressurize introverts to change. Her approach is much more useful: emphasize your strengths, and be aware of your challenges.”* **Financial Times**

## International Editions



# New Book by Bestselling Author Marco von Münchhausen

## Never-ending Interruptions? How to Regain the Power of Concentration

We are continuously distracted and find it hard to get anything done. Our concentration suffers never-ending disruptions; we react without fail to each and every stimulus we encounter. In recent years, this loss of concentration has become a major problem in workplaces across the world – it often takes us as long as 30 minutes to get back to the task at hand. According to the Gallup Institute, the resulting economic losses run into the billions. In his new book, Marco von Münchhausen teaches readers how to escape the minefield of constant distraction and demonstrates clearly how we can focus better in our day-to-day lives.

- Why the ability to concentrate is so essential for our day-to-day lives
- Why it's so hard to remain focused in today's world
- How concentration can be practiced and honed



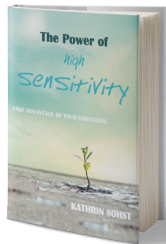
**Dr. Marco Freiherr von Münchhausen** is a lawyer, coach, consultant and author of multiple bestsellers. His books, talks and seminars focus on various important aspects of a successful, fulfilled life. To date, he has helped more than half a million people put their personal resources to best use.

With the self-test *How good is my concentration?*



Marco von Münchhausen  
**Concentration**  
How to Relearn the Art of Focus  
Approx. 200 pages

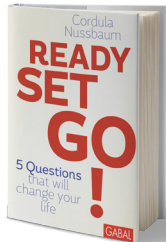




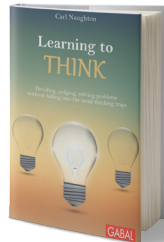
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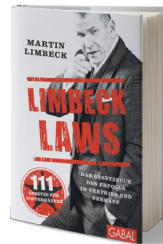
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## Your Life

The *Your Life*  
books make  
the reader's life  
easier, richer,  
and more  
beautiful

# Your Business

The subject books *Your Business* provide comprehensive and innovative solutions



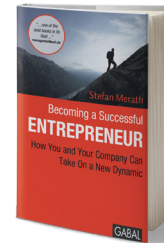
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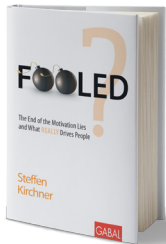
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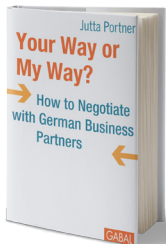
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## Your Success

The *Your  
Success* Books  
Offer Strategies  
for Success and  
Helpful Shortcuts  
on the Way to  
Your Target

# Know More in Just 30 Minutes

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The books give you the tools to gain key competencies in a special field at an advanced rate – and leave you with skills you can keep on using. Knowledge in a short time sold for a cheap price – that's the concept of the 30 minute titles. The content on 96 pages can be perfectly read in 30 minutes. By now we have about one hundred 30 minute titles in our publishing program.



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Achieve your Goals	Emotional Intelligence	Taking Risks
Resilience	Self-PR	Managing Change
Burnout	Enthusiasm	The 16 Life Motives
Self-Coaching	Self-Sabotage	Personality
Business Meditation	Error Awareness	Time-Management
Self-Confidence	Self-Trust	Power Nap
Business Yoga	Fear of Flying	Time-Management for Anarchists
Self-Knowledge	Serenity	Power-Memory
Business-Qigong	Feng Shui at Work	Will-Power
Self-Learning Method	Stage Fright	Problem Solving
Charisma and Charm	How do I come across to others?	Work-Life-Balance
Self-Motivation	Stress Management	Relaxed Eyes while working at a PC
Decision-Making	Knowledge of Human Nature	
Self-Organizing		

## Leadership

Basic Knowledge Management  
Millennials  
Motivation  
Product Management  
Project Management  
Design Thinking  
Quality Management  
Strength-based leadership  
Leading with Emotional Intelligence  
Successful Mentoring  
Management Task Control  
TMS Team Management System  
Mediation  
Value-based Leadership  
Meetings  
Value-based living

## Marketing and Sales

Acquisition of New Customers  
Marketing 50-plus  
Advertising  
Marketing Cooperations  
Basic Knowledge Marketing  
Marketing-Events  
Basic Knowledge Customer Acquisition  
Online-Marketing  
Branding  
Positioning  
Price Negotiation  
Sales Psychology  
Customer Enthusiasm  
Selling with NLP  
Emotional Selling

## Communication

Arguing Fairly  
Assertiveness  
Be Convincing  
Quick-Wittedness  
Rhetoric  
Creative Networking  
Self-Assertion  
Small Talk  
Storytelling  
Handling Objections  
Taming Assholes  
Intercultural Competence  
Learning to Read Facial Expressions  
Understanding Body Language  
Negotiating  
NLP in every-day-life

## Job and Career

Business Etiquette  
New Fathers – New Careers  
Factor of Success 50plus  
Power Games at the office  
Flow  
Success  
Women Power at Work  
Working Abroad  
Mobbing

# FULL LIST OF TITLES

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