

GABAL

Backlist Highlights



GABAL. YOUR PUBLISHER.

Motivating. Sympathetic. Pragmatic.

Motivating.
Sympathetic.
Pragmatic.

GABAL.

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.

YOUR PUBLISHER.

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 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.

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.

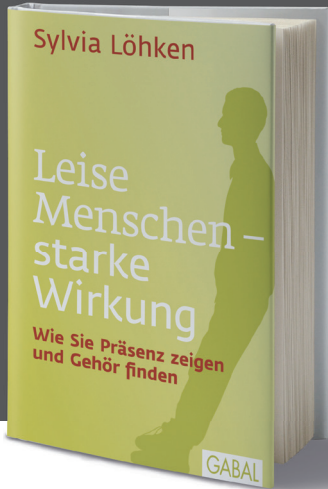
GABAL Publications Around The World





YOUR LIFE.

INTERNATIONAL BESTSELLER



Sylvia Löhken
Quiet Impact
How to Be A Successful Introvert
288 pages
ISBN 978-3-86936-327-1

30-50% of any population are introverts. Sylvia Löhken helps quiet persons find their strong points – and shows ways for both introverts and extroverts to achieve the best in their joint efforts and collaborations. With their own means. And with all the differences.

Advice literature on the subject of communication is usually based on the „Extros“. This book takes a different approach: It helps introverted persons to find their own strong points as well as typical obstacles in communication. What's good for quiet people? What makes them successful? How can people show silent presence: at work and privately.

“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



Photo: Live Klessing

Dr. Sylvia Löhken 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.



Sylvia Löhken
Power of Personality
 How Introvers and Extroverts Can Combine
 to Amazing Effect
 360 pages
 ISBN 978-3-86936-549-7

This book is intended to consider intros, extros, and centros next to each other in their strengths, interests, and obstacles in dealing with one another. Our reality is the mixed team: in relationships and in family, with friends and colleagues, bosses, and employees. You will learn about the differences, strengths, priorities, and needs of intro- and extroverted people – and you will know what it means to be a centro.

Learn what the differences mean in daily life and how Intros and Extros can deal with themselves and others.



15 - 20% of the Population Are Highly Sensitive – Undeniably a Significant Minority

To be strong despite being highly sensitive – this is a wish for many highly sensitive people who experience their high sensitivity as a burden.

Discover and identify your own high sensitivity and accept yourself with all the challenges and strengths. Reflect on and process your experiences with the help of authentic stories for different situations in life. Get up and use resources, strategies, and concepts that make you strong, and integrate them into your everyday life. The aim: living a sensitive and strong life.

The book is divided into three parts:

1. What is high sensitivity? What makes these people special?
2. What does this mean for different areas of life such as family, job, health, leisure, friends?
3. What are the strengths of highly sensitive people? The book contains tips and tricks for how to deal with high sensitivity; it is encouraging, and meant for everyday use.



As an ambassador for high sensitivity, **Kathrin Sohst** advises highly sensitive people and organizes information and networking evenings, roundtables, workshops, seminars, and lectures. Her topic: High sensitivity + strength.





Kathrin Sohst
The Power of High Sensitivity
Take Advantage of Your Strengths
336 pages
ISBN 978-3-86936-688-3

“Many of those affected by high sensitivity feel overwhelmed by their higher-than-average levels of emotion. Kathrin Sohst shows why – contrary to popular belief – high sensitivity is not a weak point, but a strength. Her book aims to give highly sensitive people the courage to “stand by” their sensitivity and to approach their presumed weakness as a positive thing. When a highly sensitive person encounters the oft-heard allegation “You’re so sensitive!”, they should learn to respond with a confident “Yes – and what’s the problem with that?!””

Buchjournal

“The faster and more efficiency-oriented our society becomes, the more significant the topic of high sensitivity. Author Kathrin Sohst is a highly sensitive person. In this book, she explains what it means to be highly sensitive, how people deal with the issue of high sensitivity and how she learned to perceive and live her high sensitivity as a strength.”

Emotion



Every day a little stronger, happier and more effective – this book provides compelling motivation for becoming the best version of yourself. It encourages readers to bring greater energy and clarity to their own lives. With original motivational mantras, inspiring success stories, checklists, illustrations and daily tasks, *The Best Version of You* focuses on what's really important when we want to achieve more.

Christo Foerster

The Best Version of You

Inspiration for a life powerfully lived

248 pages

ISBN 978-3-86936-723-1



The reader receives 44 suggestions for more serenity in the form of inspirational questions, stories from around the world. Serenity is a beautiful and desirable sense of life, which this book contributes to. In each story and encounter we dive into a new aspect of serenity and receive at the end a large number of suggestions that we can incorporate into our daily lives.

Steve Kroeger

Serenity

44 Suggestions for more Motivation and Serenity in your Life

200 pages

ISBN 978-3-86936-628-9



While we might think that we think that our brain thinks what we want it to, it uses familiar thought patterns to manoeuvre us into thinking traps with alarming reliability. An exciting non-fiction book for brain training, full of examples and tools for better thinking: science applied to the way we think every day.

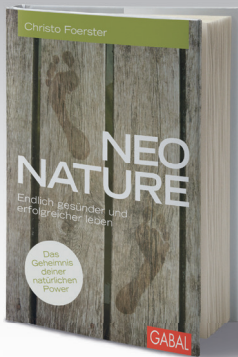
Carl Naughton

Learning to Think

Deciding, judging, solving problems without falling into the usual thinking traps

304 pages

ISBN 978-3-86936-699-9



To live healthily, happily, and successfully, we need neither a gym nor the perfect life plan. All we need is within our very own nature.

Christo Foerster puts human nature at the center of the book, and questions a large part of our learned behavior. He compresses the secrets of a healthy life to 9 Power Roots for more satisfaction and success. *Neo Nature* is a fascinating inspiration for a healthy lifestyle.

Christo Foerster
Neo Nature
The Secret of Your Natural Power
176 pages
ISBN 978-3-86936-629-6



Again and again in our daily lives, we find ourselves in situations in which it would be easy to fly off the handle – but we don't have to! We always have the ability to choose how we react to a situation. The key to this? Mindfulness. In this practical little guide, Katharina Maehrlein explains the most important elements of mindfulness and how you can apply it practically in any life situation you encounter.

Katharina Maehrlein
Mindfulness Made Practical
How to keep your head, not lose it
136 pages
ISBN 978-3-86936-759-0



What is your current „Won't-Work“-project? In this book, you will be given the appropriate strategies in order to do what you really want to do. Five key questions help the reader find the right course for them on the sea of possibilities. Turn off your “Won't-Work-Mentality,” and realize that a lot more is possible than you think. The aim of this book is to get you doing more and more of what is really important to you.

Cordula Nussbaum
Ready, Set, Go!
5 Questions that will change your life
336 pages
ISBN 978-3-86936-626-5



This book affords readers a clearly written look “behind the scenes” of self-confidence, doing away with the need for psychological jargon and getting right to the heart of how – step-by-step – we can increase our level of trust in ourselves.

- Practical inspiration for a more self-confident life
- Numerous exercises to help you put advice directly into practice
- No superficial, one-size-fits-all recipes for success

Steffen Ritter

Self-Confidence

Why others have it – and how you can get it, too

216 pages

ISBN 978-3-86936-724-8



It can be really scary, if we look at the list of Stupid Thinking Errors in which we so often walk right into. The effects are felt in all areas of our lives. The personal mind check: many optical illusions, puzzles, and examples illustrate and help the reader to understand that his thinking and his decision-making authority function only poorly.

Hermann Scherer

Thinking is Stupid

How You Still Can Act Intelligently

184 pages

ISBN 978-3-86936-384-4



How can we master the demands of the modern working world? The essentials have changed in the last few years and will continue to change dramatically. Most of us find ourselves confronted with these tasks either poorly or not at all prepared. The ISLAND model introduced in this book attempts to provide answers to five dimensions based on modern neuropsychological research: Information, Network, Self-Management, Ethics, and Leadership.

Markus Vöth

Cooldown

The Future of Work and How to Master It

280 pages

ISBN 978-3-86936-514-5



Burnout is becoming a more and more relevant phenomenon in business and society, the costs of which are reaching into the billions. Burnout affects us all: Leadership personnel and business managers looking for ways out of the “keep-on-going-mentality” and not least of all “normal” employees. This book analyzes these corporate and societal deficits and explains how we can create a more humane and productive working world.

Markus Vãth
I'll have a free night once I'm dead
Why we are falling victim to burnout
240 pages
ISBN 978-3-86936-231-1



Self-love is the basis for everything positive in your life – and lack of self-love is the root cause of all negative thoughts. Self-love means to love, to live, to laugh. These three steps are part of this book, which shows you how you can live a life full of meaning, passion, love and humour, even in times of crisis.

Jumi Vogler
Live, Love, Laugh
A Manual for Loving Yourself, With All Your Strengths and Weaknesses
144 pages
ISBN 978-3-86936-698-2



In his new book, Marco von Mũnchhausen 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
- Why it's so hard to remain focused in today's world
- How concentration can be practiced and honed

Marco von Mũnchhausen
Konzentration
How to relearn the art of focus
184 pages
ISBN 978-3-86936-719-4

YOUR BUSINESS.

»“*Your Next Big Thing*” has the potential to become 2016’s “business bible”.«

Die Ratgeber

Whether you want to realize an ingenious business idea, host a cool event, develop a new app or even become a surfing instructor – Matthew Mockridge helps you pursue your goals and shows you the steps to take to achieve success. The book provides countless ideas for getting your next big project underway.

YOUR NEXT BIG THING takes you by the hand on a journey through 60 killer-applications, that will allow you to produce remarkable ideas, acquire completely unexpected skills and will most importantly create the foundation for your best possible life, full of adventure and inner fulfillment.

This book helps you to see opportunities, ideas and potential, where others only find problems and obstacles. *YOUR NEXT BIG THING* does not relate to ideas, it touches all parts of you as a person.

You will learn how to live your best life and the ways in which this life will give you ideas. You will learn that a single idea can lead you to truly special people and allows you to understand how that encounter will unfold. Your ideas create your business! Money will become a tool and you will learn to master it. Your days will become unparalleled as you truly start living.



At only 28, the young entrepreneur **Matthew Mockridge** has created one of the biggest electronic dance music touring giants, Europe has ever seen. His NEONSPLASH – Paint-Party® concept, rolled across the continent in record time and hit over 60 cities in its first 24 months.



Matthew Mockridge
YOUR NEXT BIG THING
Creating BIG Ideas From Scratch
264 pages
ISBN 978-3-86936-692-0

“This book wins you over through its direct address, optimism and energy. Mockridge builds his world out of many colorful blocks: a little business, some Zen, a portion of fitness and workout, and much, much more. While reading, you absolutely realize what’s behind it all: boundless ambition, discipline and diligence.” **EKZ**

“Mockridge’s book “YOUR NEXT BIG THING” is a overflowing piñata that’s packed to the brim with surprises – yet at the same time is 100% serious and relevant to everyday practice. A must-read for anyone who wants to be more than a 9-5 employee.” **managementbuch.de**



Entrepreneurship Made Easy



Stefan Merath
The Road to Becoming a Successful Entrepreneur
How You and Your Company Gain New Dynamics
464 pages
ISBN 978-3-89749-793-1

**#1
Bestselling
Author
on Amazon**

After a life-changing experience in 2003, author Stefan Merath began to wonder how to transform himself from a regular entrepreneur into an outstanding one – to have a self-employed career distinguished by meaningfulness and passion. The key lies in the character of the entrepreneur. If the company grows, you have two options: either grow along with it and succeed, or allow the company to outgrow you and fall.

The book tells the story of the entrepreneur Thomas, who remodelled his company and himself and finally rediscovered the feeling of freedom and enthusiasm that led him to become an entrepreneur in the first place. Today, the book is in its 11th edition and is a standard reference work for small and medium-sized enterprises.

Stefan Merath has changed thousands of entrepreneurs' lives; his readers have reduced their working hours and multiplied their profits at the same time. Ultimately, these readers prove not only that his methods work, but that they help entrepreneurs to be their best and find personal fulfillment and freedom.



Stefan Merath
The Art of Loving Your Customers
Neuro-Strategies for Entrepreneurs
376 pages
ISBN 978-3-86936-176-5

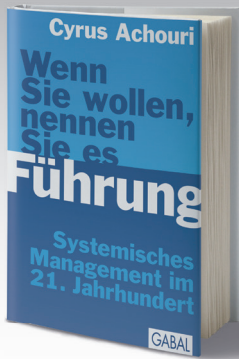
According to the latest findings from the neurosciences, man is an emotional being who is emotionally defined and whose decisions occur subconsciously 70 to 99 percent of the time. While neuromarketing applies these findings only to clients, the renowned author Stefan Merath translates them into strategies for entrepreneurs.

“Stefan Merath chooses a refreshing perspective for his instructional book: the first-person perspective of the entrepreneur. The reading experience is not that offered by a theoretical compendium, but allows the reader to witness the road to becoming a successful entrepreneur, with all the ups and downs that that entails.” **Jochen Mai, WirtschaftsWoche**

“... the entrepreneur’s bible for small and medium-sized businesses ...”
Norbert Glaab

“... one of the best books in its field ...”
managementbuch.de





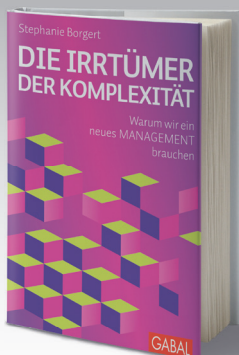
This book presents systemic leadership as an efficient approach corresponding to the nature of living systems. The reader develops a modern understanding of systemic leadership. Achouri offers the reader not only an exciting look into current system theory, but also a practice leadership handbook that closes with a 30-Point plan on systemic leadership.

Cyrus Achouri
Sure, you can call it leadership
Systemic Management in the 21st Century
312 pages
ISBN 978-3-86936-174-1



Mentoring is “in”: countless tandem programmes have been established in recent years in businesses, schools and universities, aiming to support individuals in matters such as career planning or achieving an improved work-life-balance. The content of the book is drawn from more than 3,800 successfully overseen mentoring partnerships and encapsulates over 20 years of mentoring know-how.

Tinka Beller, Gabriele Hoffmeister-Schönfelder
Success In Tandem
The definitive work for mentors, mentees and personnel development managers
328 pages
ISBN 978-3-86936-727-9



Learn what is necessary to succeed in a holistic sense as a manager and leader, despite or perhaps because of the complexity. There are numerous errors within complexity, the book informs the reader about these errors, provides relevant background knowledge, and is always focused on practical examples. The book summarizes what skills, attitudes and competencies are necessary to cope with complexity.

Stephanie Borgert
The Complexity Trap
Why we need a new management system
256 pages
ISBN 978-3-86936-661-6



This book is a pragmatic guide for managers at all levels whose priority is the development of their team to create highly motivated and efficient employees.

- The first structured account of appraisal interviews
- This book shows the specific approach for individual situations, including the risks

Thorsten Bosch

Leadership made in Germany

A roadmap for the leadership of tomorrow

272 pages, 4-color, with numerous illustrations

ISBN 978-3-86936-662-3



Customers expect suppliers to provide targeted needs assessment and tailor solutions accordingly. This book helps you better understand both your business customers and consumers. You will be able to identify those customers where success should be easy as well as those areas where you will have to adapt your methods to changes in the market or its customers.

Franziska Brandt-Biesler, Rainer Krumm

Value-based Selling with 9 Levels

224 pages

ISBN 978-3-86936-665-4



There are few things more annoying and frustrating in work than dealing with a piece of complex machinery or a cumbersome process which will not do what you need done. From complexity comes stress, anxiety and frustration – even rage – followed by apathy and exit. But you don't have to be a victim anymore. Now you can get the tools and support to move your company in exactly this direction. Simplicity is a new course which is invaluable to companies looking to uncomplicate their business processes and thus, their lives.

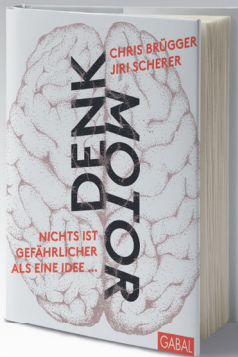
Chris Brügger, Michael Hartschen, Jiri Scherer

Simplicity for business success!

Strategies for simple products, services and processes

280 pages

ISBN 978-3-86936-761-3



Think-Engine deals with the various facets of creativity. It is many things in one: a textbook, a reference work, an inspiration, a personal trainer, a motivator, and an encourager. The title symbolizes the force that can set things in motion through the use of creativity. Learn how our brain works, what creativity is, how to turn the knowledge of creativity into practice with the means of different creativity techniques.

Chris Brügger, Jiri Scherer

Think-Engine

Nothing is more dangerous than an idea, when it's the only one we have

192 pages, 4c printing

ISBN 978-3-86936-597-8



This book describes the new challenges faced by sales activities today. What are the qualifications and characteristics a salesperson needs in order to be successful? What kind of sales philosophy must a business adopt in order to motivate its people? What part does customer 3.0 play? What kind of products and services can still be sold today? And, most importantly, what does customer orientation mean today?

Andreas Buhr

Selling will never be the same again

How to wow customer 3.0

256 pages

ISBN 978-3-86936-230-4



In this book, Steffi Burkhart puts an end to stereotypical prejudices about Gen Y and offers a scientific and engaging plea to not write them off. According to her, Gen Y is taking on a trailblazing role in the transformation of the working world. This is the first book that does not just explain what makes Gen Y tick, but also offers solutions for businesses to help them understand Gen Y and keep them in their jobs.

Steffi Burkhart

These Young Ones Are Crazy!

A Manual For Better Understanding The Generation Y Talent In Your Organisation

272 pages

ISBN 978-3-86936-691-3



Good salespeople regard their customers as partners, not as advice-seeking laymen. With the right attitude and strategy, everyone can be a top seller.

Learn:

- What distinguishes the top seller from the rest of the group?
- What attitude creates success?
- Which steps should be taken after closing a contract?

Klaus-J. Fink
TopSelling
The Four Success Factors for Increasing Sales and Profits
224 pages
ISBN 978-3-86936-660-9



Project-Voodoo focuses on the perils of daily project routines and allows for difficult projects to be quickly brought back on track. It combines sound project management principles, classical leadership methods, systemic coaching approaches and creative crisis intervention. Project-Voodoo is a unique and successful project management method and facilitates the way to faster and more efficient project course in which you win people over for your cause.

Bianca Fuhrmann
Project-Voodoo®
Master daily project perils and turn even confusing projects into success stories
256 pages
ISBN 978-3-86936-515-2



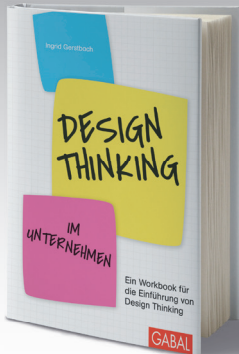
There are plenty of good manuals for consultants. But none of these books can give an outlook with which challenges the consultant of the next generation will face. This is where this book begins. It shows consultants the secure entry into the knowledge economy and how they can be successful, even the day after tomorrow.

Edgar K. Geffroy, Benjamin Schulz
Goodbye, McK ... & Co.
The kind of consultants we need in the future. And those we do not.
220 pages
ISBN 978-3-86936-664-7



In the age of digital transformation, the role of the employee has taken on a new significance – and it's become a key success factor for companies seeking to win over the best. That's why today, it's more important than ever to develop a contemporary strategy for winning and retaining employees. To this end, the book develops a system for recognising and attracting the right employees – in other words, for safeguarding the first and foremost success factor for your business.

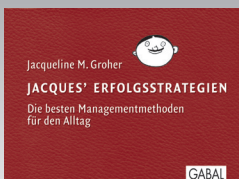
Edgar Geffroy, Barbara Geffroy
The New Power of the Employee
How to attract, inspire and retain employees
200 pages
ISBN 978-3-86936-756-9



“Design thinking” is a unique problem-solving strategy that will move your company forward. As part of a multi-layered process, design thinkers take conventional solutions and apply them to other areas or issues.

- The first book to incorporate design thinking into the everyday running of a business
- A beautifully designed guide for direct practical application of the design thinking method

Ingrid Gerstbach
Design Thinking in Business
A workbook for beginners in design thinking
320 pages
ISBN 978-3-86936-726-2



The book is set to enable the reader to quickly grasp the essence and practical use of today's relevant management know-how. The topics range from a better understanding of oneself and others, improved work organization, to essential aspects of a good work-life-balance.

Jacqueline Groher
Jacques' Strategies for Success
The best management methods for your daily practice
144 pages, two-tone, with numerous illustrations
ISBN 978-3-86936-237-3



When it comes to personal development and self-management, it's not about reinventing the wheel. Instead, it's a matter of filtering out the most effective method from the abundance that there is, implementing it in a coherent system and communicating it in a didactically sound manner.

Dietmar Hansch

Lead with Personality

Effectively coach yourself and employees. The Basics of Psychosynergetics

264 pages

ISBN 978-3-89749-846-4



The *Team Bible* gives answers to all aspects of teamwork. We learn what we need to know if we want to manage teams and interact in teams. We will learn what's going on when people come together and form a group voluntarily or involuntarily.

The book also provides a comprehensive tool box for typical challenges involved when leading a team. The reader gets solutions to everyday challenges of team leaders.

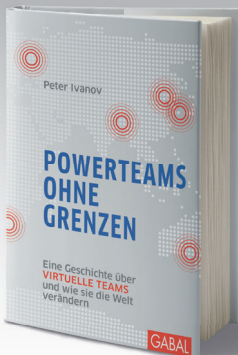
Svenja Hofert, Thorsten Visbal

The Team Bible

The practice book for successful teamwork

272 pages

ISBN 978-3-86936-632-6



In the industrialized countries, 81 percent of employees are already working together with people daily that are not in the same location as they are. More and more people are a part of virtual teams. How can virtual teams be just as productive as teams that work in the same location? Only few organizations have found a satisfactory answer to this question. Peter Ivanov shows how virtual teams can both deliver excellent performance and change the world when they are not regarded as a problem but as an opportunity and an asset.

Peter Ivanov

Everyone is A Star

From Virtual Teams to Unstoppable Power Teams

220 pages

ISBN 978-3-86936-752-1



Digitalisation – why should you care? Countless factors are changing rapidly as a consequence of the digital age, and nowhere more so than in business. This has led many leaders to feel unsettled, since our networked world has confronted them with a variety of completely new and unforeseen challenges and questions. The leaders of tomorrow must be empathic and socially competent in the first instance and technically competent in the second. Yes, digitalisation is progressing – yet less is changing between executives and employees than you might imagine.

Barbara Liebermeister

Digitalisation: Neither Here Nor There

People are still people – leadership is the decisive factor

264 pages

ISBN 978-3-86936-750-7



The five futures glasses and the resulting „Eltville Model“ have been developed through research in more than a thousand workshops and projects with non-profit organizations as well as with leading corporations around the world, such as BOSCH, Microsoft, BAYER, Roche, Ernst+Young, and Nestle. This model provides you with a road map for thinking and communicating about the future and a comprehensive structure for your future projects as well as your strategy.

Pero Micic

The Five Futures Glasses

How to see and understand more of the future

304 pages

ISBN 978-3-86936-555-8



Why is it so difficult for people to take a clear position and formulate it clearly? Why is there a lack of courage to one's own opinions? *Speaking plainly* helps to point out shortcomings and difficulties. This results in the ability to make decisions and move on to new or different ways. The book is filled with countless practical examples, which are thought-provoking and which give fresh ideas to established structures.

Dominic Multerer

Speak Plainly!

Why people lack clear words – and how to find them

208 pages

ISBN 978-3-86936-658-6



This book teaches you how to put your best foot forward. It teaches you how to develop a feeling and an awareness of what to do in order to built your own brand, how to understand the existing rules in your industry, and how to break them down in order to be one step ahead of the competition.

Dominic Multerer
Brands Must Consciously Break the Rules to be Different
244 pages
ISBN 978-3-86936-512-1



In today's centres of education and training the subject of "persuasive presenting" is tackled far less frequently than its significance deserves. From his experience as a consultant and coach, Patrick Nini is well acquainted with the problem of PowerPoint being misused as a tool for creating speeches and presentations. Rather than reciting from PowerPoint, this book is designed to encourage others to develop an enduring public speaking concept for persuading and enthusing their audience.

Patrick Nini
Speech Pad®: How Good Presenting Has Changed ... and how you can learn and practise it
272 pages
ISBN 978-3-86936-754-5



Entrepreneurs and executives usually adopt one of two attitudes towards negotiations: Either they cooperate and work with the other party to develop joint solutions, or they view it as a competitive situation; one in which the other party is an "opponent" to be defeated. COOPETITION is a modern and innovative approach that solves this dilemma. It involves drawing on both styles simultaneously within a negotiation to influence the negotiation process and significantly increase your level of negotiation success.

Jutta Portner
COOPETITION
How you can cooperate flexibly AND fight your corner in negotiations
360 pages
ISBN 978-3-86936-755-2



A compact sales booklet compiled and edited by marketing expert Roger Rankel. Sales methods that work – sales fairy tales that continue to prove true – the ultimate questions in talking with customers – the most important numbers for the sale – the most exotic acronyms – the best sales pitches and much, much more.

Roger Rankel
The Little Book of Big Sales
99 Tips for More Profit
136 pages
ISBN 978-3-86936-332-5



The thing that separates top sales people from the average sales people.

The really successful sales people often do that particular something just a little bit differently. Otherwise they wouldn't be on top, but average. Most of the time it's the small but relevant details that make the difference. And that's what it's all about!

Roger Rankel, Marcus Neisen
Do something somewhat differently
... and sell better
208 pages
ISBN 978-3-86936-430-8



The referral logic of Roger Rankel and Marcus Neisen works in all sectors. If you no longer wish to leave referrals to chance, then this system is right for you. Here you'll learn how to turn those numerous, loose contacts of yours into profitable contracts! The way referral marketing works today is such a system because it is based on openness and fairness towards the client.

Roger Rankel, Markus Neisen
How Referral Marketing Works Today
The Simplest Way of Winning New Customers
280 pages
ISBN 978-3-86936-478-0



In today's brave new world of life and work, belief in dependence poses a fatal threat for many organisations. Executives today find themselves dealing with employees who are quite different from them and are looking for completely different challenges. Any "bound" leader who attempts to lead free people is bound to fail – because the way to lead is not through dependencies, but through relationships.

Carsten K. Rath
What's the Cost of Freedom?
Leadership without dependence
256 pages
ISBN 978-3-86936-749-1



Placement has revolutionized advertising. In numerous examples from his own professional experience the author describes how to find specialized niches, develop placement strategies and achieve remarkable success in the market. Clearly and comprehensibly he proves why placement is the most successful marketing on the planet. Learn why placement makes any marketing activity considerably more successful.

Peter Sawtschenko
Placement
The Most Successful Marketing on the Planet – From Indistinguishable to Unique – The Most Successful Strategies
296 pages
ISBN 978-3-89749-506-7



Shaved gooseberries are recognizable in that they differ from others; they're unique or are perceived as new. Exactly that is the concept of branding. It creates in the minds of consumers the perception that a product, a company or a service is distinctive. Those who observe the basic rules of placement and the opportunities of niche strategy can successfully establish a self-sufficient brand – and become the No. 1 in the minds of its customers.

Peter Sawtschenko, Andreas Herden
Shaved Gooseberries
How to become the No. 1 in the Minds of Your Target Group
264 pages
ISBN 978-3-89749-080-2



A lively, practical and concise entrepreneur's handbook – perfect for a young (and young-at-heart) audience with little time to spare. This book presents insights and findings to enable a change in the nature of your (company) leadership as well as providing tools and concrete measures to quickly restore your day-to-day business operations to full working order.

Marc Schmidt
Change, Not Chagrin
The Anti-Frustration Programme for Entrepreneurs and Bosses
248 pages
ISBN 978-3-86936-753-8



Touchpoint management is currently the most effective instrument to help master the challenges of our new business and working world. Employee touchpoint management restructures the relations between managers and internal clients while customer touchpoint management rethinks client relations in the age of the “social” and the “mobile.” Both parts prepare businesses both strategically as well as in operation for the future by reducing complexity, using resources already on hand and without expensive help.

Anne M. Schüller
Touchpoints
Keeping in Close Touch with the Clients of Today.
Management Strategies for Our New Business World
352 pages
ISBN 978-3-86936-330-1



In the digitized business world it is important to take advantage of the numerous points of interaction between employees, managers, and customers. This book focuses on leadership and internal touchpoint management. It provides the tools that help to successfully deal with the new working world.

Anne M. Schüller
The Touchpoint Company
Personnel Management in our new business world
368 pages
ISBN 978-3-86936-550-3



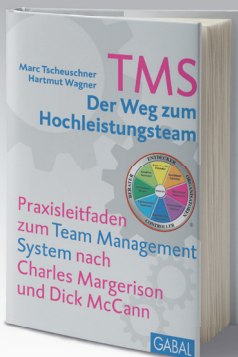
Digital transformation is altering the business world at an incredibly fast rate – and that includes customer-oriented communication. The book *Touch. Point. Victory.* describes what this means for the points of contact between supplier and customer, commonly known as “touchpoints”.

Anne M. Schüller
Touch. Point. Victory.
Communication in Times of Digital Transformation
384 pages
ISBN 978-3-86936-694-4



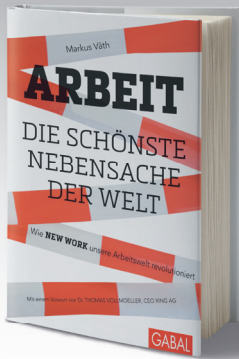
The book shows managers and company directors ways to develop innovative, creative and efficient organisations in which individuals join hands to achieve their best. It's about adopting a resource-oriented approach rather than a hierarchical one: the great challenge before which all companies and companies managers stand today.

Pia Struck
Game Change – The End of the Hierarchy?
Lead companies successfully into the future
192 pages
ISBN 978-3-86936-725-5



TMS is one of the worldwide leading models for team performance. This book names the different areas and styles of work that are necessary for team success in addition to defining the central work requirements for any kind of team. It is a captivating read with easy-to-remember visuals in colorful graphics and a strong basis on real-life application: from already successful teams for real team success.

Marc Tscheuschner, Hartmut Wagner
TMS
The Way to the High Achieving Team
408 pages
ISBN 978-3-89749-794-8



A complex working world, constant accessibility and our high expectations of ourselves all combine to mean that work is increasingly encroaching on our private lives. Time to ask how, generally, we want to shape our patterns of work moving forward. In this book, Markus Väth offers a new perspective on work and presents various ideas and sources of inspiration – on an individual, organisational, business and societal level.

Markus Väth
Work – The World's Most Enjoyable Pastime
How "New Work" is revolutionising our working world
256 pages
ISBN 978-3-86936-720-0



The book calls for more courage in business and opposes the growing anxiety seen in companies. It describes courageous actions in twelve business areas: customer care, sales, leadership, teamwork, etc., and thus gives the reader suggestions and tools to expand the possibilities of his business life.

Alexander Verweyen
Courage Pays Off
12 Tests of Courage for Business
240 pages
ISBN 978-3-86936-472-8



It gets increasingly more difficult to stand out in the market and to be noticed by customers. Only companies and retailers who manage to implement an emotional sales approach as an overall philosophy will survive in the market. Receive concrete ideas, tips, and solutions for how you can implement the emotional sales approach.

Ingo Vogel
Emotional Selling
How to Wow Your Customer
240 pages
ISBN 978-3-86936-667-8



Service is lived quality, and quality is based on clear standards. Joy and motivation can only arise when everyone in the company knows what is expected of him – this is learned through the superior mastery of tasks and by receiving positive feedback from customers.

Markus F. Weidner

Good is just not Good Enough

The Qnigge® Principle or why service needs clear rules

256 pages

ISBN 978-3-86936-517-6



Employees in sales require a different leadership than employees in production or administration. The communication with sales employees and their motivation have a much greater effect on the success of the sales department more so than in other areas of a company. That is why this book focuses on the four basics of leadership, communication, motivation, empowerment and controlling. This book offers pragmatic, practical and proven tools to help the reader reach sustainable improvement in sales leadership.

Heinrich Wickinghoff, Ulrich Dietze

Leadership in Sales

The Right Leadership for Better Sales Results

264 pages

ISBN 978-3-86936-556-5



This book explains how branding really works and what is concealed behind the ever-present fascination with brands. This book offers crystal clear answers and many illustrative examples.

In this book you will learn all about how social attraction is constructed. Whether Mini, Audi or the kebab stall around the corner, each company is able to construct social magnetism and thus become a brand.

Arnd Zschiesche, Oliver Errichiello

Brand Without Myth

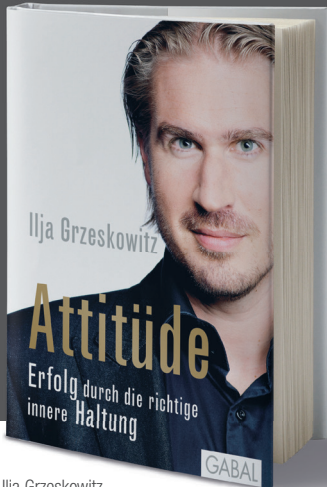
The First Honest Brand Book or Why So Many People Need a Mini

280 pages

ISBN 978-3-86936-476-6

YOUR SUCCESS.

Think Big. Act Bold. Get the Results you want.



Ilja Grzeskowitz

Attitude

Success Through a Proper Attitude

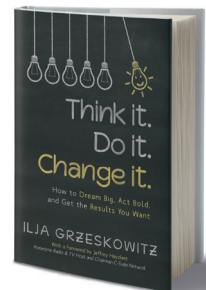
256 pages

ISBN 978-3-86936-475-9

Why are some people successful while others struggle every day for acknowledgement? The answer is attitude! The author describes seven key factors for success that help to achieve one's goals in private or business life more effectively, more easily, and with more pleasure. The author offers motivational suggestions, approaches, checklists, and specific instructions to help readers use these strategies.

It will never be the perfect time to pursue your dreams, so stop making excuses and just do it!

Think it. Do it. Change it. helps you live a life characterized by possibilities rather than limitations. Always remember that life is finite. So start making every day count.



Ilja Grzeskowitz

Think it. Do it. Change it.

How To Dream Big, Act Bold And Get The Results You Want

182 pages

ISBN 978-3-86936-689-0



Ilja Grzeskowitz

Let's talk about change, baby!

A motivational manifesto for entrepreneurs and lateral thinkers – and all those who aspire to become one

184 pages

ISBN 978-3-86936-758-3

In 77 and 1/7 chapters, *Let's talk about change, baby!* presents the reader with inspirational viewpoints, emboldening arguments and challenging ideas not only for surviving in the markets of tomorrow, but for achieving individual success. Ilja Grzeskowitz calls on his readers to dream big, think critically and act courageously.



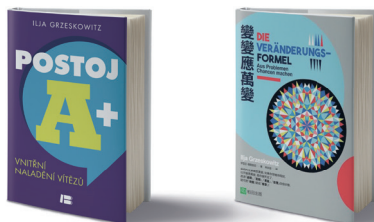
Ilja Grzeskowicz
CHANGE
Turning Problems into Chances
296 pages
ISBN 978-3-86936-591-6

As different as we all are, the desire for growth and personal development unites us.

Successful change is an inner attitude. This attitude is based on the unconditional willingness to simply do. What is the nature of change and what's the best way to successfully implement it? How do you manage to look at change not as something threatening, but as a unique opportunity to live both the big and the small dreams?

"Think it. Do it. Change it. by Ilja Grzeskowicz is a wonderfully told and easy to read book for all those lacking the courage to break out of a greatly dissatisfying situation. This book is a great encouragement to simply try." **managementbuch.de**

"Read this thrilling book, allow yourself to be motivated by the excellent advice, do and live your own life and realize your dreams before it's too late!" **projektoffice.blogspot.de**



Ilja Grzeskowicz

The bestselling author of six books held guest lecturing positions at the Berlin School of Law and Economics and the SRH University in Berlin. It is Ilja's mission to support organizations to create a culture of change that is based on innovation, flexibility and the courage to try out new ways. Among his clients are BMW, Lufthansa, Telekom and Zalando. The media called him "Germany's change management expert No. 1." www.grzeskowicz.com



Who wants to inspire others, has to be inspired himself in the first place – this book is written following this maxim. Enthusiasm is not a voluntary extra performance, but a rather interesting economic factor. The book contains numerous impulses, food for thought, and lots of great ideas on how you can accelerate your success with enthusiasm.

Paul Johannes Baumgartner
The Secret of Enthusiasm
More Passion. More Sales. More Success.
160 pages
ISBN 978-3-86936-590-9



People who avoid decision making give up control over their lives. The book shows how to keep control in the important moments of life. Only those who do not hand over control, but instead accept responsibility for their own lives, can successfully determine their own fate. A lively and enthralling work that points one toward self-determination and fulfillment with great examples from the world of aviation.

Peter Brandl
Hudson River
The Art of Making Tough Decisions
232 pages
ISBN 978-3-86936-509-1



This book provides winning recipes for a happy professional life in the form of step-by-step instructions, so tackling the topic from a never-before-seen cookbook-inspired approach. A particular focus is placed on the simplicity of their recipes, their potential for fast implementation and the refined nature of the cookbook-inspired language.

Astrid Braun-Höller, Katharina Pohl
How Would You Like It?
Winning recipes for a happy work life
160 pages, with watercolour drawings
ISBN 978-3-86936-757-6



This book offers descriptive examples and practical tips how we can improve our diplomacy skills every day, what social competencies are necessary for it, and how diplomacy is explicitly expressed through our language and behavior.

Stéphane Etrillard
Reaching Your Goals with Diplomacy
How good relations make your life easier
256 pages
ISBN 978-3-86936-473-5



With ease learn how to improve your memorization ability considerably and how to:

- remember names immediately
- retain information, telephone numbers and vocabulary permanently
- give speeches freely and without note cards

This book offers you the best and fastest method to use your full memory potential and stay mentally fit.

Oliver Geisselhart
Head or Note?
Your memory can do a lot more than you think
240 pages
ISBN 978-3-89749-561-6



How is everyone the best he can be? We can all raise our awareness of our inner motives by changing our perspective and behaviors to get 5-star results.

By the end of this book, you will not only be more aware of your motives, point of view, and behavior, but you will also be able to influence them. Above all, you will have learned how you can use this knowledge successfully in your personal and professional lives.

Frauke Ion
I spy with my little eye ...
Change your perspective for better results
248 pages
ISBN 978-3-86936-595-4



The difference between a duck and an eagle is the perspective from which they view the world, their problems and their opportunities. In 52 stories and images the author explains in a charming way how it is possible for the eagle in us to find the right updraft in order to raise us high above all else and turn us from a problem seeker into a solution finder.

Ardeschyr Hagmaier
Duck or Eagle
From Problem Seeker to Solution Finder
192 pages
ISBN 978-3-89749-591-3



Are you a duck or an eagle? Naturally, we all want to be eagles, without a doubt! The question that remains is what makes an eagle an eagle. In this book Ardeschyr Hagmaier encapsulates the principles on which an eagle acts memorably and humorously. For each of the 33 eagle principles there are practical tips – both for eagles as well as ducks.

Ardeschyr Hagmaier
Duck or Eagle 2
Still quacking or already flying?
224 pages
ISBN 978-3-89749-909-6



This book is written for people who have difficulties defining and locating themselves and their strengths. The first part of the book helps you to locate measure and develop strengths in general. The second part sends you on a journey of discovery for your own strengths and those of your partner, colleagues or children.

Svenja Hofert
What Are My Strengths?
Discover What's Hidden In You
224 pages
ISBN 978-3-86936-693-7



Steffen Kirchner argues for a renewed approach to motivation. And he criticizes the motivation lies that are presented to us every day. With refreshing lightness, the book examines the desires behind those lies and provides concrete alternatives and solutions that positively affect the personal joy of living.

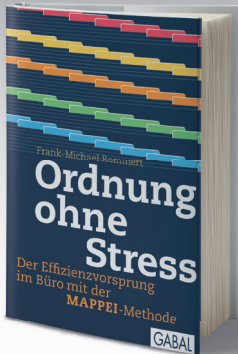
Steffen Kirchner

FOOLED?

The End of the Motivation Lies and What REALLY Drives People

408 pages

ISBN 978-3-86936-657-9



Who has not experienced the aggravation of having to look for a document while the actual work is not getting done? MAPPEI is an ordering system and work method that optimizes the flow of information and exponentially increases productivity at the office desk. With MAPPEI up to 40% of office space can be saved in contrast to binders and file folders.

Frank-Michael Rommert

Order without Stress

Advancing Efficiency at the Office with the MAPPEI Method

224 pages

ISBN 978-3-86936-051-5



Creative people are more successful. This inspiring and humorous collection of practical tips for more creativity – both in business and everyday life – aims to enhance this ability in an entertaining way. With a total of 157.5 tips and instructions, the book offers witty, yet easily implementable inspirational ideas that will help you to go through life in a more imaginative and creative way.

Bernhard Wolff

Choose Your Own Title

Tips for more creativity in business and everyday life

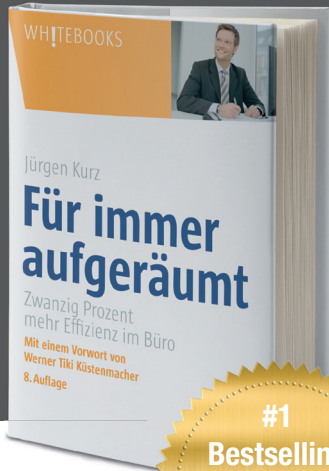
200 pages

ISBN 978-3-86936-697-5

WHITEBOOKS

“Jürgen Kurz, the expert in office efficiency.”

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Jürgen Kurz
Forever Cleaned-up
20% More Productivity in the Office
160 pages
ISBN 978-3-89749-735-1

#1
Bestselling
Author
on Amazon

Who doesn't want a free desk and more order in the office? Jürgen Kurz provides a field-tested handbook of tips, which you can use to make your desires reality. The consequences are startling: permanent increase of your efficiency, shorter search and processing times, clear arrangements for substitutes, happy employees.

The book is aimed at anyone who wants to create structure – at their individual workstation, in the department, or in the whole enterprise. The book contains many examples and before and after pictures.

“People with a clean desk are more efficient than people who can't keep order in the office. Jürgen Kurz has helped managers and desk hoarders at BMW, RWE, Lufthansa and Deutsche Bank to sustainably increase the efficiency in the office.”

FINANCIAL TIMES

“Before reading this book, get a dumpster as a precaution. Because most probably you will be itching to clean up your desk while reading this book– even if would not have thought cleaning up and reorganizing your workplace as possible. Jürgen Kurz pours a cornucopia of practical and easily implementable tips over the head of the willing.”

getAbstract



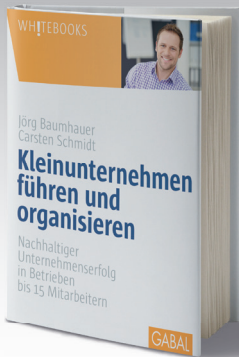
Jürgen Kurz
Forever Cleaned-up – Even Digitally
Coping with E-Mail Overload and Data Chaos
128 pages
ISBN 978-3-86936-561-9

For even more organizing: tackle your digital clutter

Relaxed working is possible with computers, tablets, or smartphones – if you know how to use them to your advantage. Seven simple steps are vividly presented in this book along with numerous tips, examples, and pictures that help the reader learn methods for efficiently processing e-mails, safely handling the information flood, intelligently storing and finding files, superior ways of dealing with appointments and tasks, and suggestions for further challenges.

“Jürgen Kurz leads step by step through an elaborate program of checklists, video podcasts, more than 1,000 practical tips and links with material for download. The book bundles up the knowledge from working with more than 10 000 employees in companies of all sizes and industries, and offers a practical guide to implement in your own office or company.” **Hamburger Abendblatt**

Jürgen Kurz is Germany’s Efficiency Expert (Spiegel Online). The best-selling author is the CEO of tempus GmbH and advises companies of all industries and all sizes in the German-speaking world. With his concept for a sustainable increase in efficiency in the office, Jürgen Kurz was awarded in 2006 and 2011/12 with the International German Training Award.



More time for family, motivated employees and financial security – that’s the dream of many small-scale entrepreneurs. In a step by step fashion, this book uses practical examples to show how small businesses can achieve success, giving small-scale entrepreneurs a toolbox full of usable methods and helpful resources.

Jörg Baumhauer, Carsten Schmidt
Organising and Managing Small Businesses
Achieving long-term business success in operations
with up to 15 employees
280 pages
ISBN 978-3-86936-733-0



Project management is the foundation for a successful career in many occupations. This book focuses on helping the reader fully master the methods, techniques and tools of project management. Here you’ll learn how to successfully start, plan, conduct, monitor and control projects.

Tomas Bohinc
The Basics of Project Management
Methods, Techniques and Tools for Project Leaders
192 pages
ISBN 978-3-86936-121-5



What distinguishes successful people from their peers? What are the values that outstanding executives practise in their day-to-day lives? This book contains enlightening, fundamental principles for turning good people into outstanding, clean leaders: leaders who develop authority within themselves and through their own merit so that other people voluntarily follow them and have trust in their leadership skills.

Andreas Buhr
Principles of Leadership
Getting Things Done in Business 3.0
160 pages
ISBN 978-3-86936-702-6



Numerous companies all over the world rely on and trust in DISG-Wissen. This valuable knowledge helps you beyond all subjective valuations to better understand yourself as well as to see colleagues and employees in a different light. It helps managers to communicate effectively in everyday situations and to choose the right course of action with personnel and product.

Georg Dauth
Leading with the DISG Personality Profile
DISG-Wissen Employee Leadership
172 pages
ISBN 978-3-86200-748-6



Today, speed is what determines success – and for SMEs in particular, speed represents a new opportunity to succeed. In this book, Martin Geiger teaches you how to make speed your trademark. Based on best practice examples and practical tips, he shows what characterises winners in the age of speed.

Martin Geiger
Competitive Advantage Speed
How to Outpace Your Competition
180 pages
ISBN 978-3-86936-703-3



This book is a systematic guide and offers the practitioner step-by-step instructions from the idea to the implemented innovation. With a simple innovation process it shows how successful products, services and process improvements can be developed and implemented.

Michael Hartschen, Jiri Scherer, Chris Brügger
Innovation Management
The 6 Phases from Idea to Implementation
160 pages
ISBN 978-3-86936-015-7



Managers have numerous roles to fulfil in their day-to-day lives, all of which confront them with great challenges. They must be decision-makers, coaches, listeners, judges, critics and much more – and most crucially of all, they must fulfil all these roles at the same time. Hans-Jürgen Kratz explains the 33 most important roles a manager must fulfil and outlines what's important for them as individuals in their day-to-day professional lives.

Hans-Jürgen Kratz
Leadership Roles
The 33 functions you should fulfil as a leader
308 pages
ISBN 978-3-86936-763-7



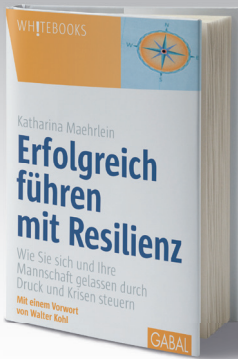
More complex and constantly changing work processes, new ideals and growing responsibilities present leadership personnel with greater and greater challenges. An atmosphere of trust and a situational leadership style can increase the profitability in both large and small business without becoming inhumane.

Hartmut Laufer
The Basics of Successful Employee Leadership
Leadership Personality, Leadership Methods, Leadership Instruments
178 pages
ISBN 978-3-89749-548-7



The intent of this book is to familiarize the reader with proven theories, techniques and instruments for employee motivation. Pragmatic, viable, modest and with the aim of simplifying for the reader the ever more difficult role of leadership.

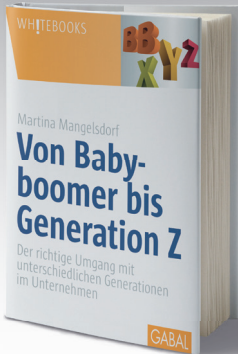
Hartmut Laufer
How to Successfully Motivate Employees
Techniques, Instruments, Aids
232 pages
ISBN 978-3-86936-482-7



The leaders of today and tomorrow have to deal with the tension between leading and following, trust and respect, power and compassion. Today's leaders must be resilient in order to be effective staff managers. The first part of the book shows managers how to mobilize sufficient resilience even under high pressure. In the second part, it's about how you can develop a style of leadership that improves the resilience of your employees in order to keep them healthy and motivated.

Katharina Maehrlein
Learning to lead with Resilience

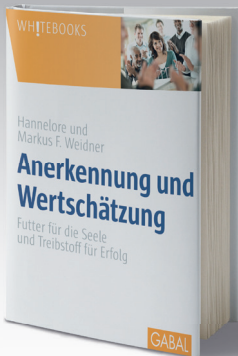
How to navigate yourself and your team resiliently through pressure and crises
224 pages
ISBN 978-3-86936-669-2



Baby boomers and Generations X, Y, and Z have different needs, values, and ideas about the working world. The core message of the book is that no generation is better or worse than the other, but that companies achieve the best possible results when teams collaborate effectively and complement each other.

Martina Mangelsdorf
From Baby Boomers to Generation Z

Managing different generations within the company
176 pages
ISBN 978-3-86936-672-2



Everyone needs it, almost no one gets enough of it: appreciation and recognition. When this positive human resonance is missing, relationships break apart; and employees leave companies. In this book, Hannelore and Markus F. Weidner explain how appreciation, as a positive attitude, lays the foundation for recognition. And how can recognition and appreciation enrich the customer relationship and reflect positively on a company?

Hannelore Weidner, Markus F. Weidner
Recognition and Appreciation

Food for the Soul and Fuel for Success
180 pages
ISBN 978-3-86936-705-7



Self-coaching helps us to improve in those areas in which we personally have an influence: our thinking, our behavior, and our feelings. Therefore this book offers more than eighty tools and is geared to the four stages of development: gaining clarity, making the right decisions, acting sustainably, and keeping it rolling.

Stefanie Demann
Self-Coaching
The Best Self-Coaching Tools
216 pages
ISBN 978-3-86936-483-4



Why are some people better than others at dealing with pressure, conflicts, failures, and defeat? Because they are able to mobilize their capacity for resistance in critical situations. This book will teach you to use your inner strength and endurance to allow yourself to bent by the situation, but never to break.

Katharina Maehrlein
THE BAMBOO STRATEGY
Mastering Daily Pressure With Resilience
208 pages
ISBN 978-3-86936-441-4



The pace at which we live determines how we feel, how much energy we have, how much we are in harmony with ourselves and how meaningfully and exciting life is for us. We often fail to notice that we commonly boycott ourselves. Petra Schuseil explains in her book with the help of self-tests, key questions and exercises how to find your own individual pace of life.

Petra Schuseil
Find Your Pace of Life
And Live More
160 pages
ISBN 978-3-86936-481-0



Especially women have to accommodate a number of things and often suffer the double burden of work/family. This book helps you to gain clarity of thinking, which will help you tackle any complexity in your work and private life faster and easier. You will develop courage and energy; strengthen your self-confidence and perseverance. You will be better, feel better, think better, develop a stronger impact on others, act congenially and inspire people in your professional, private and family environment.

Cornelia Topf
Self-Coaching for Women
Strong, Congenial and Successful in Work and Private Life
176 pages
ISBN 978-3-86936-442-1



The wise use of your willpower makes the difference between success and failure – in almost every area of life. Our willpower is not really a trainable ability, but rather a limited resource that we can protect from exhaustion and use purposefully. With this book, we will do and get more of what we want.

Hans-Georg Willmann
Success through Willpower
How to get more of what you want
190 pages
ISBN 978-3-86936-638-8



All too often, we neglect what's truly important to us as a result of the expectations of others. The method presented in this book helps readers to live a more self-determined life. It encourages them to allow themselves to do what really inspires them. In today's world – one in which many people feel bound to live by external standards – it's a topic that's rapidly gaining traction.

Monika A. Pohl
Self-Determination
Escape the clutches of external forces, start living a self-determined life
176 pages
ISBN 978-3-86936-730-9



Colorful, tricky and smart – the brain games from the author duo Moser-Will and Grube offer nearly 100 fun and creative exercises and puzzles. And at the same time you're improving your concentration, logic skills, language and memory. In addition to the exercises the reader learns new and exciting things about how the brain functions and what role staying active and eating healthy has on our mental fitness.

Ines Moser-Will, Ingrid Grube
Brain Games
Exercises for Keeping Bright Minds in Shape
272 pages
ISBN 978-3-86936-013-3



Improving efficiency – a niche issue with top prospects. In many businesses, unlike effectiveness efficiency is neglected. The focus is on goals, not on the means by which these goals are reached. On the other hand, results are expected from fewer and fewer people and, since we can't create more time, the only solution left is to improve the individual's efficiency.

Walter Zimmermann
Success through Efficiency
Achieving More with Less Effort
192 pages
ISBN 978-3-89749-433-6



This book is distinguished from numerous others on the subject by its consistent focus on practical training. It makes body language quickly learnable and coaches readers on attaining specific skills: motivating others, winning people over to your cause, presenting and selling, creating trust, raising your status or deciphering the signals of others.

Jochen Baier
Body Language
What you can achieve with body language – a guide
144 pages
978-3-86936-731-6



Blogs are an effective instrument for generating publicity, building a community and winning more customers. This book shows how, step by step, to identify a market niche and appropriate topics, produce content, create digital products and convert readers into customers.

Markus Cerenak
Success Factors for Blogging
More prominence. More customers. More profit.
264 pages
ISBN 978-3-86936-729-3



Concepts are needed everywhere and through every step of any process! In this book you will learn how to successfully accomplish the various stages of concept development. Based on a concept roadmap, the various milestones are described step by step: Starting with determining the order of steps involved in the research and creation of ideas and finishing with the structuring of the content and the communication between those involved.

Katja Ischebeck
Successful Concepts
A Manual in 6 Steps
160 pages
ISBN 978-3-86936-520-6



Working hard and being successful often means neglecting one's health and private life. Lothar Seiwert presents in this book a step-by-step guide on how every individual can live life more consciously and more balanced.

Lothar Seiwert
Life-Leadership
Bring Balance to your Life
168 pages
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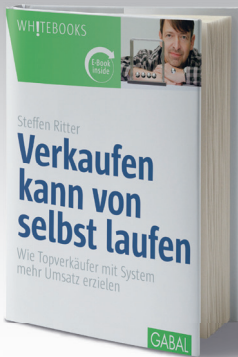
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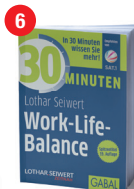
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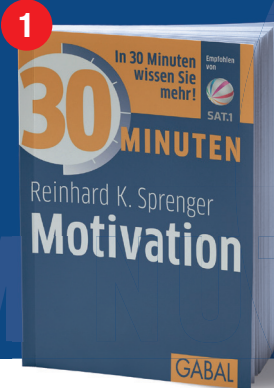
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