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# **General Business Administration Management**

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## Energise and recharge at work with the human recharge management method



Imagine every employee in the company starting and living through the day with a green battery - full of energy, commitment and creativity. What would that be like?

In this book, Johannes Oberhofer describes how it is possible to build on a company's foundations by using the full potential of people and technology to sustainably optimise energy and collaboration - both individually and as a team. He sheds light on the challenges and opportunities that digitalisation brings for employees and organisations and shows how physical and mental health affects employee performance and commitment. After all, energised employees form energetic teams and thus a sustainable company. Such a workplace is not only productive, but also a magnet for talent. With the help of targeted strategies and the 'human recharge management' method he has developed, it is possible not only to strengthen the health and performance of employees, but also to make companies fit for the future. His book serves as a guide for employees, managers and organisations who not only want to lead themselves, but also their teams, to peak performance - without burning out.

### CONTENTS:

Analysing changes in the digital age and their impact on the health of employees - Focus on mental health: the potential of an energy-orientated working environment - Human power, digital fitness and AI readiness for an unbeatable team of people and technology - The human recharge management method: creating an energising work culture through in-depth analysis and tailored programmes - Power strategies for modern workplaces

Johannes Oberhofer

### Recharging instead of burning out

Power strategies for energised teams and sustainable companies

1st edition 2024 | 192 pages | Paperback

ISBN 978-3-648-18105-8 | € 39.99

Now available



### AUTHOR

**Johannes Oberhofer** is a healthpreneur, strategist and driving force who is passionate about inspiring people to work with energy in the digital age. After studying fitness economics, he laid the foundations for his first company, in 2010. In 2022, he also founded Human. Recharge. Management, before taking on the position of Co-Founder & Managing Partner at digital.fwd gmbh & co. kg in 2023. His focus is on combining new work and sustainable energy management in the digital age - both individually and within the company.

## Mindset as the key to success



Everyone wants to be successful, but how do you achieve this and what is important? Monika Sattler is a globetrotter, former professional cyclist, consultant and trainer for female executives. She uses her extensive experience and the '6P Success Mindset' model she developed to explain how to be successful and pursue seemingly unattainable goals. Her book aims to motivate managers and employees to find the courage to trust themselves and their own strengths. The idea is not to wait for the perfect moment, but to get started and get out of your bubble. It also aims to take away the fear of change, the unknown future and possible failures. With numerous real-life examples.

### CONTENTS:

What has shaped Monika Sattler - The 6P success mindset: Purpose, Potential, Perspective, Power, People, Path - Purpose: What is your goal? How strong is the why? - Potential: How to get over self-doubt - Perspective: Don't limit yourself to the essentials and don't wait for the perfect moment - Power: Be active - People: Surround yourself with people who really believe in you - Path: with small steps to big goals

### TARGET GROUP

Executives, managers, people who are involved in personal development

Monika Sattler

**Because success is not what you think it is**

The 6 key factors for courage, mindset and motivation. Get to know yourself and your why, set your goals and realise your true potential!

1st edition 2024 | 120 pages | Paperback

ISBN 978-3-648-18198-0 | € 29.99

Now available



### AUTHOR

**Monika Sattler** is Managing Director of Sattler Consulting GmbH, success mindset expert, two-time cycling record holder, author and international speaker.

## Power games in times of new work



The new world of work relies on flat hierarchies and cooperation on an equal footing. But there are also power games in the new world of work – they just work differently. If you want to assert your interests here, you have to know how the new power games work. In his book, Matthias Nöllke shows how to play them correctly and how they work on a subtle level. He describes what is hidden behind 'soft' influence and why it is more effective than the 'hard way'. What are the advantages of being underestimated, changing perspective, or disarming with honesty. The book also addresses female and male power resources.

The sequel to the successful title *Machtspiele* by Matthias Nöllke.

### CONTENTS:

The definition of power games - Soft power: Why it's more effective than the 'hard way' - Reject power and thereby gain more influence - The principle of affinity - The advantage of being underestimated - Change of perspective - Transparency as camouflage and disarming with honesty - New power games for women and for men - The game of values - Soft power games in a hard environment

### TARGET GROUP

Professional and managerial staff

Matthias Nöllke

#### The new power games

How to get your way in the age of new work

1st edition 2023 | Approx. 220 pages | Paperback

ISBN 978-3-648-17251-3 | Approx. € 39.99

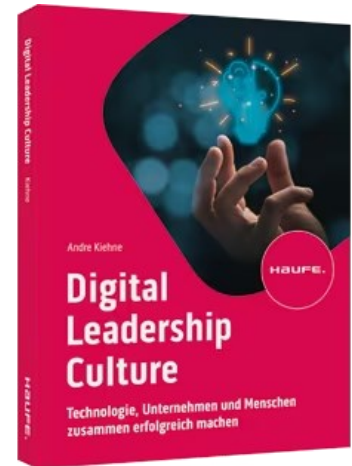
Available starting November 2024



### AUTHOR

Dr. Matthias Nöllke studied communication, politics and literature. He has worked for many years as an author and keynote speaker, including for *Bayerischer Rundfunk* and numerous other companies. He has published over 20 successful guidebooks and non-fiction books with Haufe Verlag.

## Technological change: How people and technology become an unbeatable team



The rapid technological changes of our time, driven by digitalisation and developments in the field of artificial intelligence, are causing uncertainty for many people. André Kiehne wants to allay their fears. His aim is to shape a future in which technology acts as a supplement to human abilities rather than a replacement for them. In his book, he places people at the centre of technological change and describes how unique human abilities such as creativity, intuition and empathy can be enhanced by technology. He also looks at how leadership is changing in a digitalised world and what it means when employees are involved in the transformation. With case studies, tried-and-tested methods and tools for direct application.

### CONTENTS:

Technological change: challenges and opportunities - People at the centre of technological change - How technology can be optimally utilised to complement human skills - Examples from practice where this synergy has been successfully – applied - Discrepancy between target image and reality in companies - The importance of involving employees in change - Leadership in the digital age - The development of human skills such as creativity and empathy through technology

### TARGET GROUP

Managers, consultants, HR managers

André Kiehne

#### **Digital leadership culture**

Making technology, companies and people successful together

1st edition 2024 | Approx. 200 pages | Paperback

ISBN 978-3-648-18055-6 | Approx. € 49.99

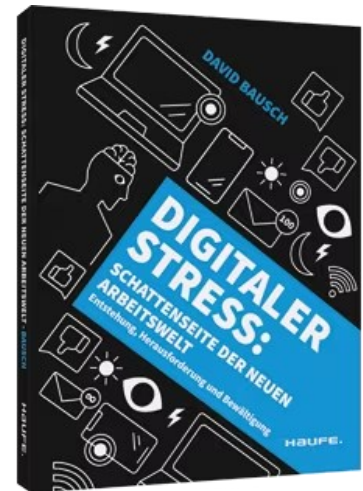
Available starting December



### AUTHOR

**André Kiehne** is CEO & Founder digital.fwd, Member of the Supervisory Board etiscan, Co-Founder workho, over 25 years of management responsibility in IT companies, most recently 6 years in the management of Microsoft Germany.

## Work 4.0: What health risks does the modern world of work pose?



Digital transformation and digital stress: for social scientist David Bausch, the two are inextricably linked. Digital stress factors lurk in the most diverse places in our everyday working lives. The resulting stress can not only place a heavy burden on us, it is also toxic for our mental health. David Bausch sheds light on the downsides of the digitalised world of work, which many people are already aware of. He explains how the digital stress assessment system works and its increasing relevance for our everyday lives. You will find out why digital stress can affect you in particular and learn about the key stress factors. The technological transformation of the world of work and its health consequences can also become critical to the success of entire companies. David Bausch's book offers effective strategies for coping with stress that both counteract your personal digital stress and are easy to implement at a leadership level.

### CONTENTS:

Digital stress in the workplace: How digital change is affecting our mental health - Job insecurity due to artificial intelligence and co. How to deal with the world of work 4.0 - An underestimated risk for companies? - The impact of digital stress on health in the workplace - Easy-to-implement prevention options at an individual and organisational level

### TARGET GROUP

Specialists and managers



David Bausch

### Digital stress: the dark side of the new world of work

The dark side of the new world of work. Origins, challenges and coping. Maintaining mental health in the workplace in times of digitalisation

1st edition 2024 | 239 pages | Paperback

ISBN 978-3-648-17710-5 | € 29.99

Now available

### AUTHOR

Dr. David Bausch is deputy department director at Commerzbank AG and works here as a specialist for the People Group transformation. In 2020, he founded the management consultancy Digi2place, which advises on digital stress and the transformation of the world of work. He is also active as a trainer and keynote speaker.



## The end of social media as we knew it



Changes are currently emerging that are turning the entire digital communication and especially the social media industry upside down and that many people associate with the term 'revolution'. We can already speak of the 'end of social media' - at least as we knew it. In future, algorithms will favour the recommendations of artificial intelligence over the content of networked friends. As a result, technological AI-influenced algorithms and not our friends will determine the content in our social media feeds, painstakingly created pages, networks and groups will lose relevance and visibility, and automatically created content could flood the feeds.

In his book, communications expert Dominik Ruisinger shows what is in store for the industry, what influence algorithms have on content, why recommendations are more important than people, how artificial intelligence is turning social media on its head and how a communications strategy needs to be structured in the future.

### TARGET GROUP

Professionals in digital communication, marketing experts, communication consultants

Dominik Ruisinger

#### The end of social media

Why we need to rethink digital networks

1st edition 2024 | 212 pages | Paperback

ISBN 978-3-7910-6264-8 | € 29.99

Now available



### AUTHOR

**Dominik Ruisinger** is a trained journalist, qualified PR consultant and certified foundation manager. Since the 1990s, he has been dealing with the changes in the media and communications industry, focussing on digital communication, strategies and modern media work. Today, he coaches companies and institutions on strategic communication issues and runs workshops at universities and private educational institutions.

## From listening to understanding



In the pursuit of effective communication, we often overlook the fact that one of the basic prerequisites is attentive listening. Linguist and systemic expert Stefan Goes emphasises the key role of listening in communication and shows how simple techniques can be used to go from simply listening to effective understanding. The book combines scientific facts and effective methods. It offers individualised solutions for different situations and modular 'listening tidbits' that allow you to immerse yourself in the most important aspects of listening. Even small changes are enough to significantly improve your own competence within a few weeks and to communicate more clearly through greater understanding.

### CONTENTS:

Was he even listening? Why others misunderstand you - What attitude you need to have in order to be heard - Key terms, speech patterns and phrases as revealing signals for recognising the other person's needs and intentions - The three basic conditions: Understanding, accepting, supporting - The six steps to successful dialogue - How to finally get through to the other person

### TARGET GROUP

Specialists and managers

Stefan Goes

#### Listening as a success factor

How to be convincing in every situation

1st edition 2024 | 176 pages | Paperback

ISBN 978-3-648-17804-1 | € 34.99

Now available



### AUTHOR

**Dr. Stefan Goes** holds a doctorate in linguistics and is an experienced systemic consultant. His method is based on scientific findings and many years of professional experience to effectively improve listening skills. As a sought-after expert in communication and personal development, he advises personalities from business, sport and politics. His doctorate in linguistics with a focus on empirical and conversation-analytical research laid the foundation for his impressive career in communication and personal development.

## Exnovation: Ending technologies and processes



**Innovation processes** are described in great detail. But when, at what point and how do you end routines, processes and products that no longer work or are no longer needed? This can involve different aspects: products may have reached the end of their product life cycle, processes may have reached a status that is no longer useful, services may have become obsolete. It is also possible to (have to) say goodbye to outdated values such as work assignments or habits in order to make room for new, more suitable 'successors'.

The book sheds light on the overall context of **exnovation** and provides a framework for recognising the urgency of exnovation processes, defining the right time to initiate and implement them. The authors explain how risks are assessed and managed and provide a toolkit with suitable tools. Practical examples from various organisational forms illustrate how successful or less successful exnovation can be achieved.

### TARGET GROUP

Organisational developers from all sectors, specialists and managers, coaches, NGOs

Sandra Bils | Gudrun L. Töpfer

#### Exnovation and innovation

Synergie of the end and beginning in change

1st edition 2024 | 252 pages | Paperback

ISBN 978-3-7910-6148-1 | € 49.99

Now available



### AUTHORS

**Prof. Dr. min. Sandra Bils** (GFU) is a theologian and has been working as an organisational developer in the strategic-innovative field for many years. She accompanies transformation processes throughout Germany and Europe, particularly in the church sector. As part of her honorary professorship for church development at the YMCA University in Kassel, Sandra Bils deals with questions of organisational development in science, teaching and research. She is co-editor of the Interdisciplinary Studies on Transformation;

**Dr. Gudrun L. Töpfer** is managing director and partner of the management consultancy Wechselwerk. Her main areas of expertise are organisational development in all its facets, such as leadership development, dealing with major change processes, coaching/counselling and team development.

## Sustainability: New rules of the game for companies and competition



Sustainability has established itself as a global megatrend. The ecological and social impact of economic activity is becoming increasingly visible, tangible and also expensive. These developments offer business opportunities but can also pose existential risks. Today, strategic sustainability is a success factor for the future viability of companies - and of society. This book raises situational awareness and provides strategic approaches and management methods for linking economic, ecological and social value creation. It presents a selection of proven, further developed and new strategy tools that form a logical overall context: Sustainable strategies are formulated based on developments in the environment, concretised via new business models and implemented as part of the transformation. The methods are illustrated with over 80 diagrams. A case study from VAUDE, winner of the German Sustainability Award 2024 and 2015, describes a real-life company example of the transformation towards sustainability.

The toolbox provides specialists and managers with an application-oriented toolbox for sustainable strategy work. Board members, managing directors, supervisory board members and advisory board members receive a treasure trove of content for the much sought-after strategy and sustainability expertise.

### TARGET GROUP

Specialists and managers, managing directors, supervisory boards, advisory boards, auditors, management consultants, consultants, trainers

Thomas Wunder

### Strategy and sustainability toolbox

Effective methods for new business models and transformation

1st edition 2024 | 252 pages | Paperback

ISBN 978-3-7910-6183-2 | € 39.99

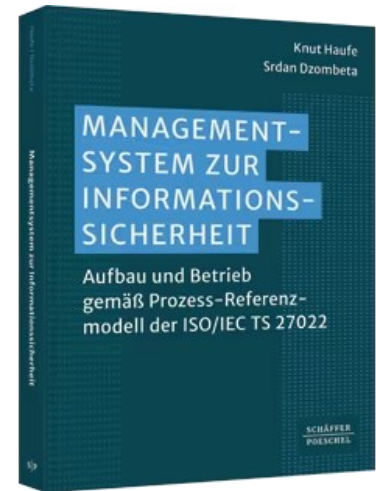
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### AUTHOR

**Dr Thomas Wunder** is Professor of Strategic Management at Neu-Ulm University of Applied Sciences. He also develops and leads sustainability programmes for managers at the Executive School of EBS University of Business and Law. He is the founder and managing director of SustainUp GmbH, with which he directly supports companies in their sustainable strategy work.

## Process reference model for an ISMS



There are various challenges on the way to establishing appropriate information security, such as consideration of constant change - driven by digitalisation and transformation, identifying and complying with increasingly complex legal and regulatory requirements, accepting information security as an organisational and not just a technical project - planning and implementing the necessary internal structures (people, processes and technology) and ensuring efficiency by determining, implementing and maintaining the 'appropriate' level of security.

The introduction of an information security management system (ISMS) often fails at the transition from project to operations, as it is not at all clear what exactly needs to be done to ensure the long-term operation of the ISMS. The ISMS process reference model described in this book allows you to focus on the operation of the ISMS processes as well as the structure. This ISMS process reference model and the methodology for determining the individual target maturity level of an ISMS process enable the sustainable and efficient operation of an ISMS. The ISMS process reference model supports the change from a focus on measures and projects to a systematic basic understanding and a focus on ISMS operation as part of an integrated management system. This book also contains a collection of success factors for defining processes for setting up and operating an ISMS.

### TARGET GROUP

Information and security managers, consultants and auditors, management system officers, organisations that are considered critical infrastructure

Knut Haufe | Srdan Dzombeta

### Management system for information security

Structure and operation according to the process reference model of ISO/IEC TS 27022

1st edition 2024 | 228 pages | Paperback

ISBN 978-3-7910-6139-9 | € 59.99

Now available



### AUTHORS

**Prof. Dr. Knut Haufe** is a Director at Ernst & Young GmbH WPG and Professor of Information Systems (Cyber Security Governance) at SRH Berlin University of Applied Sciences. He advises leading organisations in public administration and critical infrastructures on planning and establishing information security management systems in accordance with ISO/IEC 27001 / BSI-IT-Grundschutz;

**Dr. Srdan Dzombeta** is a partner at Ernst & Young GmbH WPG and Head of Cybersecurity for Europe West. For over 20 years, he has been advising leading organisations in the critical infrastructure sector on the implementation of technical, organisational and legal requirements for data security in processes and procedures as well as in information technology.

# Trade

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## An urgent appeal to name, recognise, and deal with toxic working conditions



Emre Çelik, an award-winning expert in anti-discrimination and one of the leading specialists in workplace investigations, opens the doors to a world that many know all too well: 'Toxic Behaviours in the Workplace'. Toxic behaviour in the workplace is not a modern phenomenon. It has always existed as long as people have worked together in organised structures. However, in today's era of increased flexibility, teamwork and collaboration, the negative impact of such behaviours is stronger and more catastrophic than ever before. With a mix of harrowing true stories gleaned from in-depth interviews and sound scientific studies, coupled with his irreplaceable experience as a workplace investigator, Emre Çelik navigates us through the hidden abysses of professional life. From employee misbehaviour and bullying to discrimination and harassment - no topic is left untouched, no unspoken truth remains hidden.

The book is not only a journey of discovery into the dark corners of toxic work environments, but also a guide to liberation. It not only offers deep insights into the devastating impact of such behaviours on workplace climate, employee health and business success, but also provides practical solutions for both those directly affected and the companies themselves.

### TARGET GROUP

This book is a must-read for anyone who sees the workplace not just as a place of acquisition, but as a space for personal growth and mutual respect.

Emre Çelik

### Unspoken truths

From toxic behaviour to a fair working environment

1st edition 2024 | 220 pages | Paperback

ISBN 978-3-68951-021-3 | € 22.00

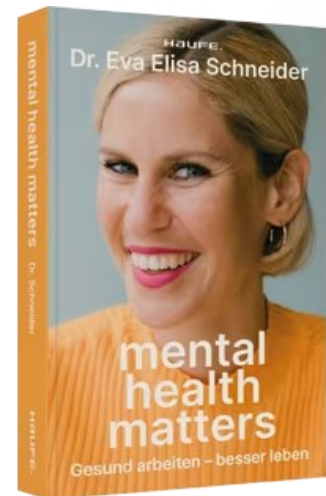
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### AUTHOR

Emre Çelik works as an HR expert at Google DeepMind and has previously held various positions in workplace investigations at companies such as Telefonica, Adobe and Google in the EMEA region. He is one of the most renowned and influential HR experts and keynote speakers in the DACH region. Emre Çelik uses his reach to actively raise awareness of the issues of harassment, bullying, discrimination and toxic behaviour in the workplace. As a speaker, he is in dialogue with ministers and board members. He has created an innovative anti-discrimination ecosystem and has received several awards for his commitment, including LinkedIn Top Voice 2022 and 2023, the Impact of Diversity Award, BusinessPunk's Face of the Future 2023, the Google Engagement Award 2023 and first place in the DRX Award 2024 as an HR content expert.

## Mental health as the key to success



Mental health is one of the biggest issues of our time. It has become an integral part of our jobs too: how can we organise our work in such a way that it promotes our mental health instead of putting a strain on it? In her book, psychologist and psychotherapist Dr Eva Elisa Schneider provides concrete insights and tips on how we can work in a mentally healthy way. It has long been clear to her that health, performance and well-being are inextricably linked. She dispels prejudices and taboos and provides innovative ideas on what is needed for a healthy working environment. In her work, Dr Eva Elisa Schneider recognised early on how many people suffer massively from work-related stress. That is why she is now publicly campaigning for a healthier working environment and describes in her book how we can all contribute to this.

### CONTENTS:

How performance and health can work together - How we can create awareness for mental health at work - What role mental health plays in a team and how we can promote psychological safety - How we can develop our health skills - How healthy leadership really works - What is involved in real and sustainable prevention - What kind of resilience really prepares us for crises - How the interplay between health, new work & transformation works

### TARGET GROUP

In her book, she combines her expertise in business, science and health in a unique way. It offers every individual, manager and company the necessary know-how, practical tools and encouraging practical examples to finally work healthier.

Dr. Eva Elisa Schneider

**Mental health matters**

Work healthy, live better.

1st edition 2024 | 384 pages | Paperback

ISBN 978-3-68951-003-9 | € 22.00

Now available



### AUTHOR

**Dr. Eva Elisa Schneider** holds a doctorate in psychology and psychotherapy and is a successful speaker and trainer. She works with international companies such as PwC, Deloitte and Axel Springer to strengthen employees' mental health and promote well-being. She is considered a thought leader and one of the leading minds on the topic of mental health in Germany. She is a LinkedIn Top Voice 'Work-Life Balance', podcast host in the 'Gesund Arbeiten' podcast and regularly shares her expertise.



# Taxes

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## Business law for tax professionals



Tax law fundamentally follows civil law, so a solid knowledge of business law is essential for all tax professionals, as is an understanding of the interrelationships between the provisions of the individual laws. In systematic overviews with supplementary explanations, this volume provides a quick overview of all relevant provisions of the German Civil Code and German Commercial Code and an in-depth introduction to the individual regulations. The authors clearly present the regulatory content of all key provisions and explain references to and consequences in tax law.

Legal status: 1 January 2024 (incl. the changes due to MoPeG)

### TARGET GROUP

Tax consultants, auditors, lawyers specialising in tax law, lawyers, lecturers

Jan Lostermann | Christian Tenbergen

#### Business law visualised

Civil, commercial and corporate law in structured overviews

1st edition 2024 | 264 pages | Paperback

ISBN 978-3-7910-5719-4 | € 49.99

Now available



### AUTHORS

**Prof. Dr. Jan Lostermann**, Professor at the North Rhine-Westphalia University of Applied Sciences for Police and Public Administration, former lecturer at the North Rhine-Westphalia University of Applied Sciences for Finance and a lawyer who has worked for several large commercial law firms;

**Prof. Dr. Christian Tenbergen**, LL.M., lecturer in civil and labour law at the North Rhine-Westphalia University of Applied Sciences for Police and Public Administration, lecturer at renowned training institutions, examiner for the tax consultant exam, former lawyer in several large and medium-sized law firms providing business advice.

# Banking

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# Sustainable investing with social and environmental impact



Increasingly, investments should not only generate a financial return, but also achieve a measurable ecological and social impact. This book explains the concepts, methods and regulatory framework. It examines the international and national regulation of financial markets in the ESG context, methods and strategies of sustainable investing, KPIs and performance measurement, impact investing by asset class and the risk factor of greenwashing.

### TARGET GROUP

Professionals in the financial sector specialising in sustainable finance and impact investing, investors, product developers, analysts, consultants, researchers in the field of sustainable finance, private investors

Benjamin Ruppert  
**Impact Investing**  
Regulation, methods and performance measurement  
1st edition 2024 | Approx. 200 pages | Paperback  
ISBN 978-3-7910-6355-3 | € 59.99  
Available starting November 2024

### AUTHOR

**Benjamin Ruppert** is Senior Manager in Wealth Management at Commerzbank AG.



# POCKET GUIDES

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# News from the pocket guides



This pocket guide by Peter Huber is an easy-to-understand and practice-orientated introduction to the efficient use of ChatGPT, CompanyGPT, Gemini, Copilot & Co. It is completely geared towards everyday working life and the language of sales and distribution. In addition to an introduction to the topic of artificial intelligence, the book presents numerous areas of application that come directly from the everyday work of salespeople. These case studies not only contain over 30 prompt examples that can be customised as required, but also exciting background knowledge from sales, management and brain research. With this knowledge, it is possible to quickly and easily immerse yourself in the world of artificial intelligence.

### CONTENTS

- Questioning AI correctly: the basics of prompting
- Definition and distinction between AI ChatBot and prompt
- Prompt examples for more success and less stress in everyday sales
- Effective communication: emails, social media posts, negotiating in difficult situations
- New perspective in sales: successful in cut-throat competition, preparing objections, presenting offers, cross-selling strategies



Peter Huber

### **Prompting like a Pro**

How to get started

1st edition 2024 | 128 pages | Paperback

ISBN 978-3-648-18157-7 | € 14.99

Now available

### **AUTHOR**

**Peter Huber** is a sales professional, author, sought-after trainer and keynote speaker. As a multiple Ironman finisher, he has mastered the art of developing his own success strategy and utilising all available technologies. After his burnout in 2014, he reorganised his world. Today, he shows in a humorous and engaging way how the balancing act between performance optimisation and a happy life in our digital world can succeed.