

## Fall 2024

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Karina Rey

## My Doubts Can Take a Hike!

How to appear self-confident and convince people

### CONTENT

#### Be self-confident, overcome your fears!

Anyone can present themselves convincingly and inspire others for their own cause. What does it take? Self-confidence, authenticity, and a personal touch.

Karina Rey, actress and expert in presence and storytelling, offers an innovative coaching approach for successful presentations and self-confident communication. Using her empathetic insights as well as practical tools and exercises, you can overcome fears of speaking—from imposter syndrome to stage fright—and develop strategies for a strong performance with a personal touch.

Her book is the key for anyone who wants to make a real impact at work and in everyday life —naturally and free from affectation.

- **The author is known as an actress under the stage name Karina Thayenthal**
- **Unique coaching approach for better communication and successful performances both small and large**
- **How to overcome your own fears and thereby increase your communication skills and self-confidence**



October 2024  
224 pages; 25.00 EUR  
ISBN: 978-3-593-51977-7

### AUTHOR

Karina Rey is known under the stage name Karina Thayenthal from over 300 productions in film and television. A winner of the German Television Award, Karina Rey is a sought-after speaker, management consultant, university lecturer, and coach for performance skills and intercultural communication.

Kara Pientka

## Next Level Self-Care

7 Strategies for Crisis-Proof Executives

### CONTENT

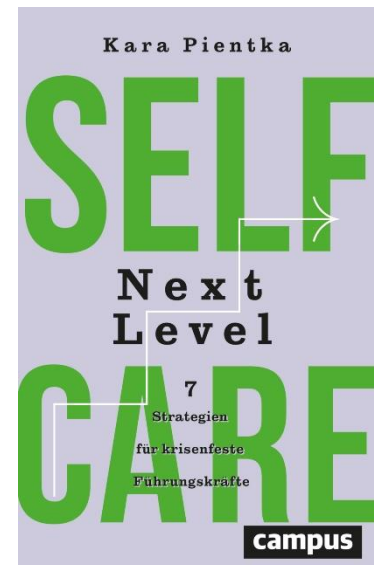
#### The ultimate self-care manual for executives

Any executive would be well advised to prepare for the future strategically, for the world of work is set to be shaken by massive turbulence—a trend already reflected in a strong rise in sickness rates. In this book, business health coach Kara Pientka shows seven practical self-care strategies to help managers get through stressful times of crisis with wisdom, self-confidence, and full batteries. These are, for example

- Attitude instead of character
- Recognize slanted attitudes and stand tall
- Cooperative individuality instead of conformity
- I am my own person and that's a good thing!
- Future orientation instead of looking backwards
- Meaningful narratives provide stability

The book will make you want to take on leadership responsibility in times of transformation because it offers a tried and tested perspective on how to keep yourself and your employees motivated, productive, and healthy. No matter how managers are feeling now, this book will make them feel stronger.

- **Seven strategies that serve a strengthening basic attitude for managers**
- **Enabling cultural change in companies with a holistic self-care next level approach**
- **Core target group: stressed managers who want to prevent burnout**



October 2024

240 pages; 28.00 EUR

ISBN: 978-3-593-51952-4

### AUTHOR

Kara Pientka holds a degree in social science and is the founder and managing director of the INHESA Institute for Health & Selfcare in Berlin, the pioneering institute in the field of medically-based coaching. She draws on her approach to support managers, executives, and entrepreneurs in developing a style of life and work characterized by holistic wellbeing. In 2023, she founded the company Don't Call Me Sick ([www.dont-call-me-sick.de](http://www.dont-call-me-sick.de)), an empowerment program for managers recovering from health crises.

Sabine Gromer / Stephanie Schorp

## Ready for Success

The practical guide for successful career transitions

### CONTENT

#### The structured approach to taking your career a step further

Tomorrow is the day you start your new job: a challenge at management level, a step up the career ladder, a move to a different industry. For this to succeed, you need answers to questions such as:

- What can I bring to the new role and what not—yet?
- How can I best approach the change in my own and the company's interests?
- What do I urgently need to be well prepared for?

Coach Sabine Gromer and HR consultant Stephanie Schorp share their knowledge from many years of experience and provide pragmatic advice on how to make a successful career transition.

Numerous examples from their practice and discussions with successful managers also provide insights behind the scenes of everyday management life.

- **The perfect preparation for new professional challenges**
- **Expert knowledge to prepare ambitious go-getters for their next position at management level up to C-level**



September 2024  
255 pages; 28.00 EUR  
ISBN: 978-3-593-51953-1

### AUTHOR

Sabine Gromer is the owner of MagnoliaTree, a global boutique coaching and consulting firm for top executives based in Vienna. After twenty years in the world's financial centers, she now supports people and organizations in change and professional development.

Stephanie Schorp is Managing Director of the international personnel consultancy Comites, Personality Matters! based in Munich. A qualified psychologist, she has over twenty years of experience in the placement, selection, personality development, and intensive career support of managers.

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Oliver Pott

## Personal Brands

Why rapidly increasing knowledge calls for strong personal brands—and how to become one yourself

### CONTENT

**Be the master of your personal branding: the strategy to put you at the top of your field!**

Expertise alone is no longer enough to be recognized as an authority in a field. With mere factual knowledge just the click of a mouse away, its value is rapidly decreasing. If you want to become a top expert in your industry, you need a strong personal brand that customers trust. Oliver Pott shows how personal brands can be digitally planned, built, and made scalable. With numerous examples, easy-to-follow building blocks, and the “One Trick Pony” method, readers can turn themselves into leading authorities in their field, reach premium clients, and thus command the highest fees.

- **A must for professionals and freelancers such as doctors, coaches, lawyers, and consultants**
- **How to leave the competition behind with targeted personal branding**
- **How to become Number One in your field**



September 2024  
320 pages; 30.00 EUR  
ISBN: 978-3-593-51957-9

### AUTHOR

Professor Oliver Pott, PhD, is a multiple digital founder, Spiegel bestselling author, and teaches entrepreneurship in Paderborn. He sold one of his companies to a French corporation shortly after founding it. The editors of Founder’s Magazine voted him into the top 30 list of German business founders.

Christoph Glaser

## Breathing

The key to successful and healthy leadership

### CONTENT

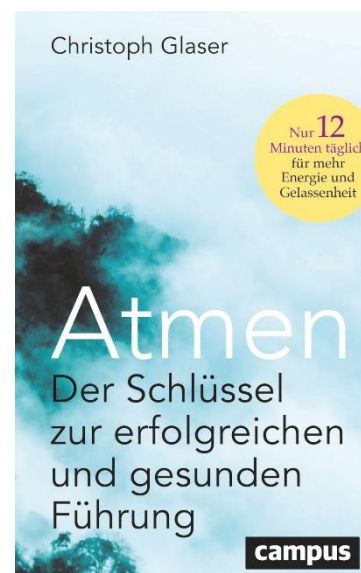
#### Less pressure, more performance—in just twelve minutes a day

Christoph Glaser is currently spoken of in the upper levels of management as the name to watch. This is because, with the TLEX Institute, the management coach and mindfulness expert has developed a method that can significantly reduce stress and also increase performance—with just twelve minutes of training a day.

In his book, he gives a step-by-step introduction to the technique of breath-based mindfulness. Glaser also talks about his training sessions in fifty countries around the world, from Switzerland to Madagascar, which have taken him to work with top executives, to a prince's castle and to meet the world-famous teacher of meditation Sri Sri Ravi Shankar.

With a foreword by Roland Liebscher-Bracht.

- **Christoph Glaser is considered the insider tip for top executives worldwide**
- **In just twelve minutes of training a day, high performers have been proven to find their way back to serene performance optimization**
- **Reduce stress while increasing performance**



September 2024  
274 pages; 28.00 EUR  
ISBN: 978-3-593-51965-4

### AUTHOR

Christoph Glaser is Managing Director of the TLEX Institute, which operates worldwide with 200 trainers and has already trained more than 500,000 managers and employees. He has been teaching his method for relaxed performance optimization in over fifty countries worldwide for more than twenty years.

Sample translation available.

Fredmund Malik

## What Keeps You Up at Night?

First aid for executives

### CONTENT

#### All you need for everyday executive situations

What Keeps You Up at Night? That's the question addressed by Fredmund Malik, the renowned and pioneering thinker on management in this first aid kit for business leaders. His celebrated newsletter "Malik on Management" has appeared—without interruption!—since 1993.

To mark his eightieth birthday on September 1, this book offers an exclusive selection of unpublished newsletters from recent years, forming a compendium of compact and informative texts for managers in times of great transformation. These texts offer succinct insights and thought-provoking ideas on issues relating to leadership and management, working methods and organization, innovation and personal boundaries in the face of major changes and crises.

The book offers easy and inspiring access to the teachings of the great management thinker and essential help for everyday management, all in a nutshell.

- **With highly relevant texts from 2019 to the present day**
- **The essentials of leadership and management**
- **An easy and inspiring introduction to the management teachings of Fredmund Malik**



July 2024

208 pages; 28.00 EUR  
ISBN: 978-3-593-51961-6

### AUTHOR

Fredmund Malik is rightly regarded as a revolutionary figure in management theory. His books are all bestsellers, including *Managing Performing Living*, which was named one of the 100 best business books of all time. For decades, this thought leader has been running the leading knowledge institution for holistic management: the Malik Management Center with branches in St. Gallen, Zurich, Vienna, Berlin, London, Toronto, Beijing, and Shanghai. He has received numerous awards.



Marc-René Faerber / Hans-Joachim Grabow / Benjamin Niethammer / Erik Strauß

## **From Good Intentions to Measurable Results**

Effective implementation management for medium-sized businesses

### CONTENT

#### **Successful transformation with the tried and tested triad model**

Transformation processes are planned and new strategies developed only to fizzle out when it comes to in-company implementation. This is not an isolated case, as the authors know from their daily work. Therefore, in this book, they present a new model that can significantly increase the chances for implementation projects to succeed: the triad with the three dimensions of structures, people, and performance. Based on the experience gained from hundreds of projects and a study on transformation projects in German SMEs conducted in collaboration with the University of Witten/Herdecke, the model takes all key success factors into account. Above all, however, the authors present a comprehensive methodology that entrepreneurs can use to apply the triad in their companies themselves.

- **Featuring the newly developed triad model**
- **Scientifically based and practically tested**
- **A method for the actual implementation of strategy processes in the company**



Oktober 2024

279 pages; 49.00 EUR  
ISBN: 978-3-593-51859-6

### AUTHOR

Marc-René Faerber has been Managing Partner at Struktur Management Partner since 2004. He specializes in operational turnaround and growth management as well as implementation management in larger medium-sized businesses with an international focus.

Dr. Hans-Joachim Grabow is Senior Advisor at Struktur Management Partner and has advised more than 140 companies on issues of turnaround, strategy, and implementation. He is co-author of Turnaround-Management in der Praxis (Turnaround Management in Practice).

Benjamin Niethammer is Principal at Struktur Management Partner and has been advising medium-sized companies in turnaround situations for around fifteen years.

Professor Erik Strauß, PhD, holds the Dr. Werner Jackstädt Endowed Chair for Controlling and Corporate Management at the private University of Witten/Herdecke. His research focuses primarily on the influence of new technologies on corporate management.



Astrid Schulte / Reza Razavi

## The Building Blocks of Change

A manual for successful business transformation

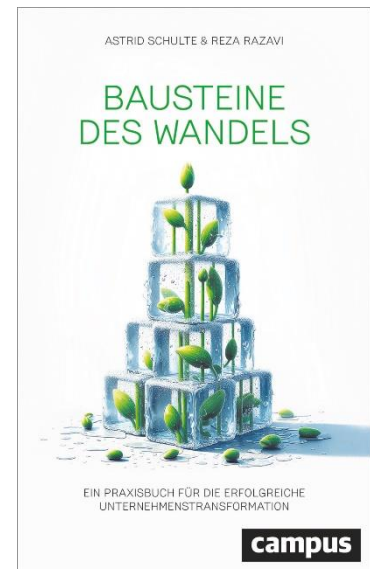
### CONTENT

#### The transformation kit

Successful transformation is more than mere optimization. Transformation triggers far-reaching changes, creates new rules of the game, and establishes framework conditions that ensure long-term economic success and viability. Many companies have realized that transformation processes are necessary and create competitive advantages. Yet their effective and practical implementation poses a number of challenges for entrepreneurs and managers.

The Building Blocks of Change offers a practical roadmap for initiating essential elements of transformation that suit your own company as well as five practical modules for implementing the transformation process step by step. The handbook is complemented with success stories and examples from the authors.

- **Specific approaches for the transformation process in companies**
- **Practical methods, real-life examples and implementation aids for crisis-proof corporate structures**
- **This is how cultural change succeeds**



November 2024  
204 pages; 32.00 EUR  
ISBN: 978-3-593-51989-0

### AUTHOR

Astrid Schulte is CEO of Berendsohn AG in Hamburg. She stands for the sustainable transformation of companies, the digitalization of business models and a value-oriented management style.

Reza Razavi is a transformation consultant and today shares his expertise, which he gained in practice at BMW and other companies, as a consultant with companies from a wide range of industries in dealing with transformation. His first book, Die Magie der Transformation (The magic of transformation), was published in 2022.

Johanna Gollnhofer / Jan Pechmann

## Sixty Per Cent Potential

How to use marketing to bring green business to the masses

### CONTENT

#### Triggering change: Marketing strategies for a greener future

The need for a green transformation is widely appreciated. But sustainable consumption has not yet reached the masses. Around sixty per cent of people—a clear overall majority—don't really know where to go: on the one hand, they think sustainable behavior is important, but on the other hand, they associate it with making sacrifices or with things becoming even more expensive.

This is where the magic of marketing and communication comes into play. Marketing professionals Gollnhofer and Pechmann show how marketing can become the driver of a successful green transformation by

- analyzing how the masses can be convinced,
- showing marketing best practices for the green transformation and
- presenting several roles for the CMOs of the future—thereby making sure that people aren't afraid of the future but can't wait to see what's next!
- How the green transformation can be driven by marketing
- With many real-life examples



September 2024  
255 pages; 34.00 EUR  
ISBN: 978-3-593-51958-6

### AUTHOR

Professor Johanna Gollnhofer, PhD, is Associate Professor of Marketing at the University of St. Gallen. She researches and teaches at the interface between marketing and sustainability. She publishes the newsletter "Green Marketing" on LinkedIn.

Jan Pechmann is a management consultant and entrepreneur, founder of the agencies different (until 2021) and BAM! Bock auf Morgen, which is committed to sustainable marketing. He is the initiator of the Marketing for Future Award.

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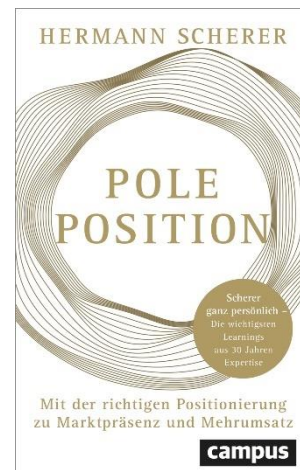
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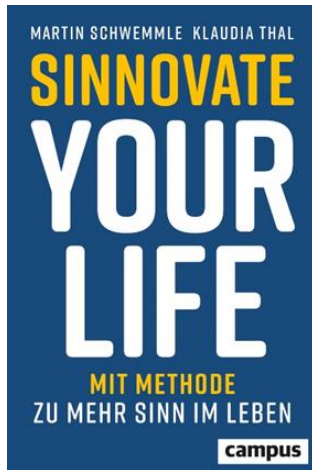
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