

Fall 2021

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Christiane Stenger

Do not leave your time unattended!

How the brain shapes our future

CONTENT

You have never had this much time before!

We all have it—and yet we cannot hold on to it. Each day has 24 hours, making 8760 hours a year, and yet we often don't know where all the time has gone. "What is time, anyway?", asks Christiane Stenger - a question that puts her in the good company of great philosophers, physicists, and specialists in everyday life. In her new book, the world memory champion and bestselling author explores the "clockwork" of our brain and shows us in her relatable and entertaining way how it creates our sense of time, how it effects our lives, and what we can do to influence it. Christiane Stenger is convinced that this is a phenomenon worth getting to the bottom of - because once we know how our brain works, we will have time on our side!

- **New book by a bestselling author**
- **Philosophy meets everyday life**
- **The memory artist explains how our personal sense of time emerges in our brain**



August 2021
244 pages; 18.95 EUR

AUTHOR

Christiane Stenger graduated high school and college in record time and is now a successful entertainer, actor, and TV host. As the holder of several world memory champion titles, she knows not only how to collect knowledge, but also how to retain it and use it creatively. After completing her training at the *Hamburg Stage School* she became a TV presenter, her engagements including the *ZDFneo* channel in Germany. Her books include the bestselling "Do not leave your brain unattended!" ("Lassen Sie Ihr Hirn nicht unbeaufsichtigt", Campus 2014). With Samira El Ouassil, she is co-host of the podcast "Never Say Nietzsche. Philosophy for Lazy People."

TYPE OF BOOK / TARGET GROUP

Inspiring and knowledgeable title about time for all interested in time, brain research, philosophy

ALSO AVAILABLE



Do not leave your brain unattended!

2014, 252 pages

The author provides an accessible overview of the regions of our brain, along with an array of mental jogging exercises.

Over 100.000 copies sold

Rights sold to **China, Czech Republic, Korea, Netherlands** (all expired)

Sebastian Purps-Pardigol

Living with Brains

How to develop your potential—no matter what’s happening around you

CONTENT

The neuronal key to happiness and success

Do you know the secret to keeping your thoughts under control even in difficult situations and keeping a calm head about you? Do you know how to fulfill the basic neurological needs required for happiness? For his new book, bestselling author Sebastian Purps-Pardigol has spoken to people who have acquired these skills: A hostage negotiator in the police, a United Nations peace mediator, or a Buddhist monk close to the Dalai Lama. Purps-Pardigol weaves entertaining stories comparing their techniques to the latest findings of neuroscience, building a bridge between science and everyday life and showing how to live a fulfilled and self-determined life.

- **Scientifically based personality development for a self-determined life**
- **Bestselling author Purps-Pardigol is a master storyteller**
- **Make your brain your partner!**



August 2021
248 pages; 22.00 EUR

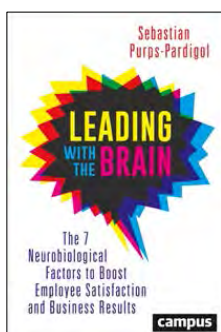
AUTHOR

Sebastian Purps-Pardigol is an organizational consultant, bestselling author, and coach for executives and personality development. He draws on the latest neuroscientific findings as well as Eastern wisdom going back millennia in order to help his clients make the best of their potential. His own journey began 25 years ago, since when he has been travelling the world, finding teachers and drawing inspiration from them for his own work.

TYPE OF BOOK / TARGET GROUP

Inspiring mix of facts and storytelling for all those who want to become happier people with the help of their brains

ALSO AVAILABLE



Leading with the Brain / Complete English translation available
2015, 232 pages

The book shows best-practice examples from companies that have already achieved the cultural change and combines scientific findings from brain research with concrete questions from the world of work.

Over 20.000 copies sold

Rights sold to Taiwan

[More information](#)

Silke Franzen

Happy Hour

How to survive personal crises and come out healthier and stronger

CONTENT

The roadmap out of any crisis

And suddenly nothing is the same as before. Whether we have to deal with a breakup, losing a job, or falling ill: Personal crises leave us uncertain of how to carry on. Silke Franzen knows this problem well. For decades, she has been looking after survivors of traumatic events worldwide, both after the events of 9/11 and the Germanwings air disaster of 2015. Her new book accompanies readers along the three stages of any crisis. She begins by helping readers understand their own reaction and then helps them develop ten skills that will enable them to deal with the situation proactively, for example:

- Recognizing your own resources.
- Stop brooding over the matter.
- The art of finding moments of happiness even in the midst of crisis

In the final stage, she offers advice for how to purposefully build up a new life and emerge from the crisis with confidence.

- **Happiness in the face of crisis: successful strategies for dealing with crises**
- **Contains many real-life examples**
- **Author is a leading expert in crisis counselling**



September 2021
224 pages; 22.00 EUR

AUTHOR

Dr. Silke Franzen is a psychotherapist and advisor on crisis counselling and stress management. She built up a Special Assistance Team for *Deutsche Lufthansa AG* and has trained over 2000 volunteer helpers. She has been on site in many situations of crisis and disaster to help survivors and relatives, and to advise local helpers.

TYPE OF BOOK / TARGET GROUP

Self-help book for people in minor or major crises

Ralf Otte

Machine Consciousness

The next level of AI—how far do we want to go?

CONTENT

Do we want conscious machines?

To this day, we are still waiting for the mass-produced fully self-driving car, the self-operating power station, and the autonomous artificial intelligence factory. Nobody is yet prepared to put their life in the hands of a robot surgeon. Is Big Data really just a dead end?

“We are on the threshold of a new AI that can leave today’s limitations behind,” says Professor Ralf Otte. This new AI is no longer based on algorithms, but on a new hardware. The dilemma we are facing is that this will confront us with a new intelligence that will change society beyond recognition, but if we fail to cross this boundary, we will cease to be an important industrial society. Otte, an expert for artificial intelligence, shows us what is lying in store for us and explains the difference between man and machine. But whether we really want machines possessing consciousness is question that should not be left to science and business, but is of concern to us all.

- **The first book on AI applications beyond Big Data**
- **Risks and opportunities clearly described by an expert**
- **AI as an opportunity for business and society**



September 2021
224 pages; 27.95 EUR

AUTHOR

Dr. Ralf Otte is Professor of *Industrial Automation and Artificial Intelligence* at *Technische Hochschule Ulm*. He has been working on AI projects in businesses and society at large for more than 25 years. His work focuses on machine seeing and the study of consciousness in machines.

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in society and technology

Peter Mertens

No More Tinpot Business!

A new future for our auto industry

CONTENT

The remains of the automobile

If Europe's carmakers are to survive, they must radically restructure themselves—both mentally and operatively. Peter Mertens, a former director at Audi, is certain that only those businesses will have a future that embrace sustainability, push for greater European sovereignty in the global automotive industry, and open up to cooperation within the sector and beyond. This requires a new understanding of what a car even is in the first place, a new look necessitated by the new diversity of drivers as owners, users, or gamers. Mertens, a startup investor, looks ahead to the car of tomorrow. His book is an impassioned plea for an evolution of mobility on a European scale.

- A leading international expert considers the future of the car
- A new look at sustainability in the auto industry
- Argues for a European-led evolution of mobility



August 2021
231 pages; 27.95 EUR

AUTHOR

Peter Mertens, until recently head of technology at *Audi*, is now an investor in startups and the future of the car. He invests in such businesses as *Recogni* (autonomous driving), *VHOLA* (electro-smog limitation), or *Circunomics* (car battery recycling). Mertens hold a doctorate in engineering and, in a long international career, has held executive positions at *Daimler*, *Opel*, *GM*, and *Volvo*. There can be few people who know the auto industry as well as Peter Mertens.

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in auto industry, sustainability & mobility

Daniela Schwarzer

Final Call

How Europe can hold its own between America and China

CONTENT

Europe's year of decision!

Europe is facing a 'make or break' moment. Never before have the centrifugal forces been so strong or the pressure facing the European Union and its members from outside so great. We are locked in a conflict of systems with authoritarian regimes like Russia and China. Daniela Schwarzer, a political adviser and an acknowledged expert in European affairs, provides an analysis that is as sober as it is persuasive: Europe's cohesiveness and capacity for action must be strengthened internally, while externally, Europe needs to clarify its interests and be much more strategically astute in their defense. Our challengers know what they are doing – and so must we. Daniela Schwarzer writes with admirable clarity about issues that politicians tend to avoid: We still have the chance to take our future in hand—but not for long. Groups of states must move forward together rather than wasting their energy on low-level disputes with troublemakers.

- **No more Mr. Nice Guy, Europe! Time for solutions, not illusions**
- **A leading expert's plan for the future**
- **Strengthening and defending democracy in Europe**



September 2021
224 pages; 22.95 EUR

AUTHOR

Since May 2021, Dr. Daniela Schwarzer has headed the *Open Society Foundations* in Europe and Eurasia, the world's largest NGO working democracy, open societies, and the rule of law. She is also on the executive board of the *German Foreign Policy Society (Deutsche Gesellschaft für Auswärtige Politik, DGAP)*, which she reorganized as director from 2016 to 2021. Since 2020, she has been special adviser to Josep Borrell, the EU's High Representative for *Foreign Affairs and Security Policy*. She is in demand as an academic, speaker, and commentator and regularly advises German and European decision-makers from the worlds of business and politics.

TYPE OF BOOK / TARGET GROUP

General non-fiction for readers interested in European Union / politics

Wolfgang Klein

The CureVac Story

The Risk of Revolutionising Medicine

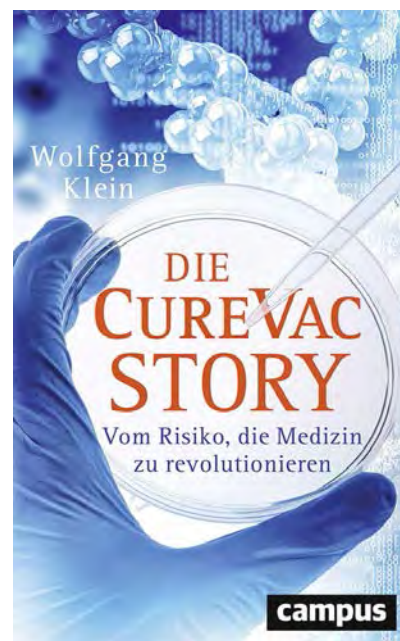
CONTENT

The unique story of the vaccine pioneer

It all began with a doctoral thesis and the discovery of the medical potential of the molecule mRNA. In the end, there are prominent investors like the Gates Foundation, hundreds of millions in state funding, the rise to stock market stardom and a successful vaccine developer. In between lies a rocky road in search of support.

Biotech entrepreneur Wolfgang Klein experienced the early days as CureVac's chief financial officer himself. He tells the unique and anecdote filled story on the way to becoming a global company. He provides insights into a fascinating technology and describes the hurdles to innovation in Germany. Nevertheless, CureVac has succeeded: the technology invented in Germany is about to revolutionise medicine.

- **A German start-up at the top of the world**
- **mRNA: a revolution in biomedicine towards tailor-made drugs**
- **With a foreword by the company founder Ingmar Hoerr**



May 2021
247 pages, € 24.95

AUTHOR

Wolfgang Klein holds a doctorate in natural sciences and is co-founder and CEO of the ophthalmic drug development company *Katairo GmbH*. From 1999 to 2001 he completed an MBA in Krems, together with Ingmar Hoerr, the founder of CureVac. From 2002 to 2010, he was head of finance and human resources at *CureVac*. Even after his active time, he never lost touch with the leading people in the company and continued to follow the mRNA development closely.

TYPE OF BOOK

Corporate history, technology research

Laura Kellermann / Jens Weidner **The 'as Light as a Feather' Principle**

The secret to a relaxed career

CONTENT

Lightness and ease in (working) life

How delightful it would be to be successful and at ease in the right job! Wouldn't it be lovely if all the stress and self-doubt were banished and work was really fun? Laura Kellermann and Jens Weidner want to help women achieve just that and find the secret to feeling as light as a feather. The first part of their book uses the latest findings to explain why the imposter syndrome and perfectionism stand in the way of a relaxed career. The practical section makes it easy for readers to apply these insights to their life, to lighten their mind, and to help them make good decisions and career choices—and to be effortlessly successful.

- **No more self-doubt: practical advice and handy tips for an easy and satisfying working life**
- **A self-coaching program for women who care**
- **Vividly explained and easy to understand**



November 2021
256 pages; 19.95 EUR

AUTHOR

Laura Kellermann, born 1989, is a coach and psychologist. She accompanies women along the road to relaxed success.

Jens Weidner, a Campus bestselling author (*The Peperoni Strategy*), is a speaker, management trainer, and specialist in aggression. He trains executive to strengthen (among other things) their bite.

TYPE OF BOOK / TARGET GROUP

Inspirational guidebook for women who want to achieve more serenity and lightness at work

Boris Thomas

Part the Clouds and Find your Way

Five steps to achieving success through clarity

CONTENT

Gain clarity in uneasy times

The lack of clarity is a major stress factor in our lives. Every day, we are asked to make decisions on the fly, complete projects, and to function efficiently in a variety of roles—until we reach the point where we can no longer tell where we are even going. And then we invest all our passion in choosing a new coffee machine rather than stopping to draw breath and do what really matters.

In his book, Boris Thomas provides executives with a compass guiding them to reliable decisions in troubled times. He outlines five steps to inner and outer clarity:

1. Self-reflection
2. Focusing
3. Concentration
4. Decisiveness
5. Resolve

To make sure that our path takes us where we want to end up.

- Eastern wisdom to guide executives, leaders, and entrepreneurs
- Five steps for clear thinking, deciding, and acting in businesses
- The perfect gift for business leaders



September 2021
264 pages; 22.00 EUR

AUTHOR

Boris Thomas was born in the year of the dragon, which promises great wit and ingenuity. For over 25 years, he has headed *Lattoflex*, a bedding company based in Bremervörde, Germany. A cabinet maker, industrial engineer, and speaker by trade, Boris Thomas helps his customers to avoid backaches and managers to avoid bellyaches.

TYPE OF BOOK / TARGET GROUP

Inspirational guide for executives and managers

Günter Heismann

Invest Money with a Clear Conscience

How to invest sustainably in planet earth

CONTENT

A different way of investing

More and more people are interested in managing their finances responsibly. Most savers, however, have only a rudimentary idea of sustainable investment. This book closes that gap.

It introduces the key banks and financial products—ranging from ecological shares to equities, microfinance funds, and other exotic offerings. Heismann gives a critical overview of a market that is increasingly hard to follow, identifying solid investments and warning against risky ventures. He concludes the book by suggesting a model depot.

- Ethical banking put to the test
- A compact overview of sustainable investments
- Sustainable investments: a trending topic



September 2021
256 pages; 24.95 EUR

AUTHOR

Günter Heismann has been a business and finance journalist for more than three decades now, writing for such publications as *Manager Magazin*, *Die Woche*, and *Financial Times Deutschland*. He is now a freelance writer, covering ethical and sustainable investment for the weekly *Zeit* and the daily *Frankfurter Allgemeine Zeitung*, considering the viewpoint of investors and issuers.

TYPE OF BOOK / TARGET GROUP

A guide for everyone who wants to be active in sustainable private investment strategies

Reinhard K. Sprenger

The Motivation Myth

How to escape a dead end

New edition

CONTENT

The most provocative classic in the literature of management

Thirty years after its first publication, Reinhard Sprenger's bold break with all dogmas of personnel management and leadership is firmly established as a classic in management literature—and it is as relevant as ever! Sprenger explains why such motivational concepts as praise, bonuses, and incentives may deliver a short-term 'kick,' but not long-term satisfaction. Instead, we need to cultivate trust, responsibility, and performance. His key claim is that "motivation demotivates". We should stop treating employees like children. This provocative, entertaining, and instructive book is still a real eye-opener.

"Germany's most-read management writer." (Der Spiegel)

"Germany's no. 1 management author." (Handelsblatt)

- **Thirty years of The Motivation Myth: More than 220,000 copies sold**
- **The classic work by Germany's most influential writer on leadership**
- **Special limited edition with new material by the author**



August 2021
323 pages; 18.00 EUR

AUTHOR

Reinhard K. Sprenger holds a doctorate in philosophy and is Germany's highest-profile leadership expert. His advice often makes for uncomfortable reading, but has been followed successfully in thousands of instances. His clients include many international companies as well as most of those listed on Germany's DAX 100 index. Besides *The Motivation Myth* (Mythos Motivation), his successful titles include *The Responsibility Principle* (Das Prinzip Selbstverantwortung), *The Decision is Yours* (Die Entscheidung liegt bei dir), *Leading with Trust* (Vertrauen führt), *Radical Leadership* (Radikal führen), and *The Decent Business* (Das anständige Unternehmen). The bestselling author is famous as a critical thinker who is not shy to demand fresh thinking and independent action.

TYPE OF BOOK / TARGET GROUP

Rethinking leadership for executives, CEOs, department heads, managers, human resource professionals

Yousef Hammoudah / Nico Zeh

Meaning is the New Marketing

New impulses for brands, organizations, and people looking for meaning in what they do

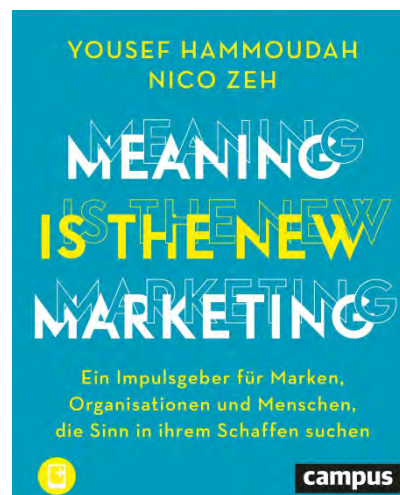
CONTENT

Eye-level customer communication

The time has come to rethink classical mechanisms of marketing—they have simply stopped working. In a world of short attention spans, with path-breaking products launched every few minutes, each new display of marketing fireworks is doomed to fizzle out before the target audience has even taken notice. Because of this, effective marketing would do better to focus on people and the benefit they can expect from a product.

Convincing brand communication meets consumers at eye level and gathers them around the campfire to create something great together. The model presented in this new book by Yousef Hammoudah and Nico Zeh provides a framework for action to replace worn-out marketing measures with sustainably effective ones.

- **Brand communication: from fireworks to campfire**
- **A fresh view of marketing and customer communication**
- **Developing brand strategies to meet the demands of today's customers**



October 2021
256 pages; 34.95 EUR

AUTHOR

Yousef Hammoudah and Nico Zeh are award-winning marketing experts. They recently built up the highly successful *adidas Runners Community*, which brings together athletes from around the world. Together, they create sustainable and effective marketing strategies for companies in all kinds of sectors.

TYPE OF BOOK / TARGET GROUP

Guidebook for all those who are involved in marketing and communication, in order to bind one's customers and let them participate and help shape one's own brand

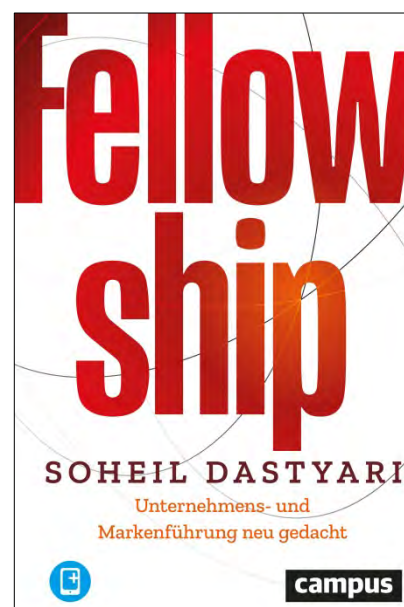
Soheil Dastyari**Fellowship**

Rethinking business and brand leadership

CONTENT**Helping people and brands go hand in hand**

The rules of business and brand leadership have changed radically: The emergence of digitally networked societies means that successful business leadership can work only by actively connecting with customers. Accordingly, brand management needs to grow with the challenge and leave obsolete marketing mechanisms behind. Soheil Dastyari places the most valuable users as 'fellows' at the heart of any enterprise: To make them stakeholders and let them participate as an integral part of developing brands and products is going to be critical for success in the future. Using the latest examples of best and worst practice, Dastyari shows how the principle of fellowship will have to affect corporate strategy, organizational structure, and staff leadership.

- **Business and brand leadership for the future**
- **New structures and new ways of thinking for doing business successfully**
- **One of the brightest light in marketing in the German-speaking countries**



August 2021
212 pages; 34.95 EUR

AUTHOR

As a brand strategist, Soheil Dastyari has advised leading international brands and technology. A former managing director at *Stern* magazine as well as *Capital* and *Business Punk*, he was also founding CEO of *Territory*, Europe's largest content communication company. In 2021 the trade publication *Werben & Verkaufen* named him one of the top 100 figures in the business.

TYPE OF BOOK / TARGET GROUP

A holistic view of corporate and brand management for those responsible in middle and senior management in the areas of corporate management, brand strategy and marketing

Phillip Böndel / Tobias Kargoll **The Hip-Hop Recipe for Success**

Getting ahead in business with ambition and the underdog mindset

CONTENT

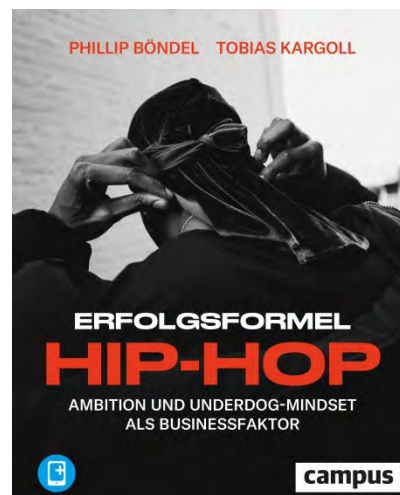
Business needs more rhythm

For many years now, hip-hop has been one of the most influential and successful musical genres in the world. Its clear attitude, its relevant subject matter, and the inspiration it continues to draw from breaking rules creatively have made hip hop culture a treasure trove of ideas for effective and innovative marketing. Tobias Kargoll and Phillip Böndel take readers on an inspirational tour of the hip-hop universe, showing them how to

- find practical advice in developing new business ideas,
- be inspired for their own careers, and
- gain remarkable insights into how subcultures go mainstream.

These authors know what they are talking about—but they also wear their insights lightly and are engaging storytellers.

- **Hip hop meets Business**
- **Tips and strategies for success drawn from the authors' own experience**
- **Gripping accounts of hip-hop entrepreneurialism**



October 2021
240 pages; 29.95 EUR

AUTHOR

Phillip Böndel and Tobias Kargoll are experts on the business aspects of hip-hop culture. Tobias Kargoll is editor of *hiphop.de*, Phillip Böndel is managing director of *BUTTER*, a creative agency. Together, they operate *The Ambition*, the first management consultancy based on hip hop culture.

TYPE OF BOOK / TARGET GROUP

Guidebook for young professionals, Hip-hop-savvy decision-makers, hip-hop enthusiasts

BACKLIST

Job & Career
Excellence



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Job & Career
Habitus



[More information](#)

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Over 10,000 copies sold

Economy & Society
Against the Self-Righteous



[More information](#)

Rights sold to Denmark, Italy, Netherlands

150,000 copies sold
English sample available

Economy & Society
Talking to Blockheads



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Almost 20,000 copies sold
French sample available

Finance
Honey, I Went and Bought Shares!



[More information](#)

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Almost 4,000 copies sold
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Job & Career
Knowledge Into Money



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Rights sold to Russia

Almost 6,000 copies sold

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