

## Fall 2022

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Shikiba Babori

## **Afghan Women**

A Bargaining Chip of Politics

### CONTENT

#### **The Situation of Women in Afghanistan—What Can the West Do?**

The fate of Afghan women has always been closely tied to the political interests of the country's rulers—whoever they might be at the time. Women are exploited as property, as an alibi or a bargaining chip in justifying political action. This could once again be seen when Afghanistan was surrendered to the Taliban without a fight. The transfer of power took place with no serious consideration given to security and the rule of law—let alone to the rights of women.

A leading authority on Afghanistan, Shikiba Babori describes the place assigned to women in Afghan society. She has spoken to women from all walks of life from around the country and now paints an up-to-date and devastating picture of the situation. Her book is appeal to the world to keep looking and to act on behalf of Afghan women.

- **A leading journalist's appeal for Afghan women's rights**
- **The West and its failures one year after the fall of Kabul**
- **How women are instrumentalized for political purposes**



July 2022  
224 pages; 22.00 EUR

### AUTHOR

Shikiba Babori was born in Kabul and came to Germany with her family in the late 1970s. She first returned to Afghanistan in 2003, since when the journalist and anthropologist has made regular visits to her ancestral country, writing about the developments she witnessed. Since NATO troops left Afghanistan in August 2021, she has become the voice of Afghan women in the German media. She has trained journalists in Afghanistan and is the founder of *Kalima News*, a network of reporters from Germany and Afghanistan.

### TYPE OF BOOK / TARGET GROUP

Non-fiction title for people interested in politics and women's rights.

Thomas Bauer / Gerd Gigerenzer / Walter Krämer / Katharina Schüller

## **Greens Drive SUVs and Jogging Makes You Immortal**

On “Unstatistics” and Their Perils

### CONTENT

#### **Why Forecasts Are Always Wrong—the Power of Statistics**

Understanding how figures relate to reality poses a challenge in an age when we are confronted at every turn with fake news and clickbait telling us to be very afraid. Each day brings headlines to outdo those of the day before, yet often they are based on a false interpretation of the data. Gerd Gigerenzer (a psychologist), Katharina Schüller (an expert on data analysis), Thomas Bauer (an economist), and Walter Krämer (a statistician) have for some years now presented an “Unstatistic of the Month” as an indictment of a deficient understanding of figures, risk, and probability. Drawing on new and shocking examples, the four authors explain how we can recognize nonsense, contextualize forecasts, tell correlation from causation, and generally make sense of an increasingly complex world. It’s not just fun—it’s more important than ever.

*“Everybody should know something about statistics. And it’s hard to think of a simpler and more amusing introduction to the topic than this book.”* Deutschlandradio Kultur

(From the reviews of previous book about statistics by the authors)

- **More relevant than ever: the power of statistics in the age of fake news**
- **An entertaining exploration of and remedy for statistical illiteracy**



August 2022

224 pages; 22.00 EUR

### AUTHORS

Thomas Bauer is an economist, a professor of empirical economics at the *University of Bochum*, and vice-president of *RWI Essen*. Gerd Gigerenzer is a psychologist, director emeritus of the *Max Planck Institute for Human Development* in Berlin, and a bestselling author. Walter Krämer is a statistician, professor emeritus for economic and social statistics at *TU Dortmund*, and the author of several books. Katharina Schüller is the founder and CEO of *STAT-UP* and an expert in advanced analytics, big data, and artificial intelligence.

### TYPE OF BOOK / TARGET GROUP

Entertaining non-fiction title for all those who want to correctly classify and understand the omnipresent statistics.

Gunter Dueck

## Just Don't Ask Why!

Working With Passion—and in Vain

### CONTENT

#### The Flowers of Folly: New Tales from the Bestselling Author

Inconclusive meetings, wrong decisions, rampant bureaucracy, and careerism combined with incompetence—and everybody is quiet because the rot starts at the top. The result: more work for everyone and unnecessary arguments that are only defused with great effort. In other words: management fails to abide by its own leadership principles. The pressure is on to cheat, deceive, and cut corners.

In each of the thirty episodes recounted in his new book, Gunter Dueck pours cold water on the wildfires of futility burning everywhere in the world of business. Sometimes, laughter is the only way to stay sane. This is surely the season's "hottest" business book.

*"For years, Gunter Dueck has been combining science, entrepreneurship, and a highly readable style."* Handelsblatt

*"Crazy real-life stories, drawn from the world of business and condensed to hair-raising effect."*

Harvard Business Manager

(From the reviews of his previous book "Optimized Any Processes Lately?", 2020)

- Dueck's latest diagnoses—shorter, sharper, and more shocking than ever
- Highlights the real-life lunacy of corporate cultures
- A humorous take of the folly and futility of everyday working life



September 2022

256 pages; 22.00 EUR

### AUTHOR

Gunter Dueck has been a professor of mathematics and CTO of IBM. Since retiring from that post in August 2011, he has kept busy as an author, blogger, internet activist, business angel, and speaker, trying against the odds to make the world a slightly better place. His books "Das Neue und seine Feinde" (The New and Its Enemies), "Schwarmdumm" (Collective Stupidity), "Flachsinn" (Shallow Thinking) and, most recently, "Heute schon einen Prozess optimiert?" (Optimized Any Processes Lately?) are all published by Campus.

### TYPE OF BOOK / TARGET GROUP

A humorous and revealing title for all those who want to know exactly what does not work in our working world.

Dawid Przybylski

## Who Cares Where You Come From!

How Online Marketing Made Me a Millionaire

### CONTENT

#### Find Your Strengths and Make Your First Million

How to be successful and financially independent? How to take advantage of obstacles as opportunities for growth? How to make the right decisions? Coming to Germany as a young boy and growing up in what is commonly called a “difficult neighborhood,” starting his first business as a student and making his first million, Dawid Przybylski’s life and career make for a gripping and fast-paced story. His book combines his personal experience with an insider’s professional knowledge of online marketing, offering a range of learnings in the fields of online marketing, digital transformation, management, team spirit, investment, decision-making, and self-awareness. His motto is that professional success and financial independence are a question not of background but of personal mindset.

- An authentic success story: from immigrant to millionaire
- Experiences and insights of a leading marketing entrepreneur
- Learnings in the fields of management, investment, and self-reflection



October 2022  
210 pages; 22.00 EUR

### AUTHOR

Dawid Przybylski was five when his family emigrated from Poland to Germany. He studied project management and automatization, and started his own business—a dating site—before the end of his first semester. His second company, *Adzoom*, made him his first million. *Finest Audience*, his third company, is a consultancy advising businesses and executives on digital marketing strategies.

### TYPE OF BOOK / TARGET GROUP

Motivational and success book for those interested in authentic life stories.

Maren Lehky

## Leadership Coaching To Go

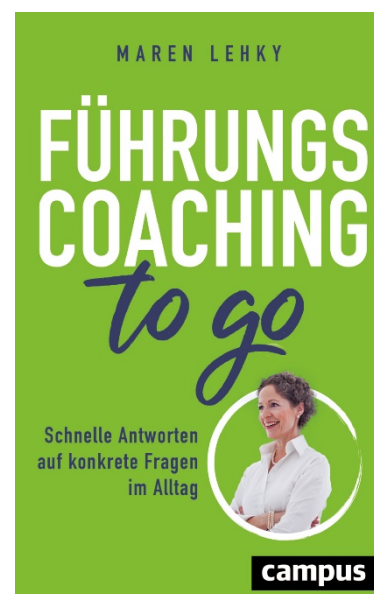
Quick Responses to Everyday Questions

### CONTENT

#### Your Personal Coach in all Matters of Leadership

The demands faced by business leaders are immense: providing direction and leadership, showing strength, offering motivation, conducting critical talks, managing scarce resources, giving feedback. These tendencies have been reinforced by the pandemic and the attendant digitalization of the workplace. Maren Lehky's latest book provides managers with a coach for all these challenges. Her book is bursting with directly applicable practical knowledge and provides concrete and compact help even with difficult topics, for example:

- Quick and effective help in situations of acute stress
  - Twelve tools for better on-screen presence
  - Five steps for giving effective criticism
  - Ten time-saving strategies for getting through meetings and on with life
- 
- **Practical knowledge and communication tools for everyday leadership in the office and while working from home**
  - **Maren Lehky hosts Leadership Coaching, her own podcast with more than 17,000 subscribers**



September 2022  
256 pages; 25.00 EUR

### AUTHOR

Maren Lehky has run a consultancy for leadership and communication since 2002, coaching and training executives. Before, Maren Lehky worked for many years as an HR professional, including as a company director. She started her own podcast, *Leadership Coaching*, in 2020.

### TYPE OF BOOK / TARGET GROUP

Self-management coaching for executives and all who are in a leadership position.



Roman Gaida

## Working Dad

How to Reconcile Hands-On Fatherhood with Your Career

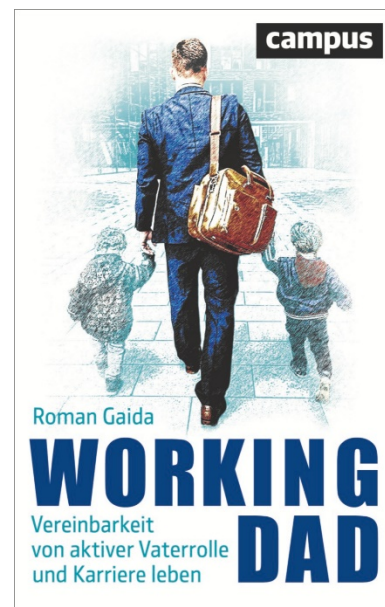
### CONTENT

#### Great Dad, Great Career: Here's How

Roman Gaida—himself the father of four-year-old twins and a top executive—shows how to reconcile career and family without letting down oneself, one's partner, one's kids, or one's job. What counts is to reach a correct estimation of one's own attitude and personal situation: What career steps do I need to take now? What does success mean to me? What is important and what merely nice to have, and how do I find the right employer?

The author offers a toolkit of hacks, strategies and quick wins to meet the twofold challenge posed by kids and career. Gaida's tips and tools are framed in his own experience and garnished with personal anecdotes.

- A successful manager shows what an active family life means for your job
- The right mindset for reconciling work and career
- Tips and tools combined with personal stories



September 2022  
224 pages; 24.00 EUR

### AUTHORS

Roman Gaida is the father of twins and a top executive in a Fortune 500 company. He is a regular guest in podcasts and business media, where he discusses questions of work and family as well as leadership more generally.

### TYPE OF BOOK / TARGET GROUP

Self-help and inspirational title for all working men and fathers who are looking for new ideals in which career and family can be combined.

Yasmin Weiß

**The World's Best Education**

How to Secure our Digital Future

**CONTENT****Lifelong Learning—a Super-Competency**

How, in an increasingly digitalized world, do we manage to keep everybody on board and fit for the challenges facing us now and in the future? Yasmin Weiss, an expert for digital education, underscored why we need lifelong learning to achieve this—and how we can make it happen. Her focus is on digital education and on strengthening those human qualities that will continue to set us apart from the growing intelligence of machines. The task, as she makes clear, is not for politicians alone to achieve. It is the responsibility of us all, as individuals as businesses alike. Many employees already feel left behind by digitalization and take a skeptical view of key technologies. How to reduce these anxieties and become a learning society, fit for the future, is explained in this book.

- On the societal value of education and taking responsibility
- Spells out the benefits of digital education and autonomous learning
- An alarm call from the leading education influencer



September 2022

224 pages; 28.00 EUR

**AUTHOR**

Yasmin Weiss is a professor of business studies, start-up founder, and member of several advisory boards. She is an expert for digital education and the workplace of the future.

**TYPE OF BOOK / TARGET GROUP**

Business title for managers and human resources staff who want to support their employees in continuing their education in a holistic way and make them fit for the ever-advancing digitalization.



Annahita Esmailzadeh / Yael Meier / Stephanie Birkner / Jo Dietrich / Julius De Gruyter / Hauke Schwiezer (Ed.)

## Gen Z

For Decision-Makers

### CONTENT

#### Zooming into the Future

Nearly a third of all human beings alive now are “Zoomers”—members of Generation Z—and they are ready to make our society fit for the future if only we let them. Those aged between 10 and 25 are weighed down by anxiety for the future of our planet and by the highest ever rate of mental illness. Yet they are also more connected and tech-savvy than any generation before. They are the first true digital natives.

Businesses in particular find themselves asking: What makes Gen Z tick? And what is the best way to work with them?

The editors of this book have brought both perspectives together. The result is a visionary book for decision-makers, rich in real-life case studies by and about a young generation and its (potential) roles in society, politics, and business.

- The potential of Gen Z, the digitally networked future of our society
- Strategies for more innovation and sustainability in the world of work
- A firework of future visions, personal insights, and pointers
- Authors with strong networks and a combined 500,000 followers on LinkedIn



August 2022  
176 pages; 20.00 EUR

### EDITORS

Annahita Esmailzadeh, Head of *Customer Success Microsoft*, formerly Head of *Innovation SAP Lab* Munich. Yaël Meier (22) and Jo Dietrich (26) are the founder of *Zeam*, the leading agency for communication with Gen Z. Both were named “Top 30 Founder” by *Founders Magazin* in the DACH region. Dr. Stephanie Birkner, holder of Germany’s first professorship for female entrepreneurship (*University Oldenburg*) and CEO of *ZUKUNFT.Unternehmen*. Julius de Gruyter founded the mobbing app *Exclamo* before graduating from high school and, during the pandemic, the site *krisenchat.de*. Hauke Schwiezer, co-founder and executive of *Startup Teens* and co-editor of the bestselling book *Zukunftstreuepublik*

### TYPE OF BOOK / TARGET GROUP

Visionary business book for decision-makers in companies, associations and politics.

Oliver Pott

## Visible!

Gaining Customers in a Distracted World

### CONTENT

#### If You're Invisible, You Might as Well Not Exist

We are living in a visibility economy: products and services that aren't visible go unnoticed by potential customers. But whereas visibility was once a costly commodity that came at the price of big-budget advertising campaigns on TV and in print media, high-value visibility can now be reliably obtained on a shoestring.

This book shows readers the six steps they have to take to create smart visibility for the business in order to reach key customers and increase sales significantly. And anyone who has internalized the three dimensions of value-oriented visibility—relevance, authority, and storytelling—will have no need to resort to loud and attention-grabbing campaigns in the future.

- Smart visibility on a tight budget
- Sustainable strategies for reaching large digital audiences
- The book on online marketing by two experienced experts



August 2022  
288 pages; 26.00 EUR

Also published in English

### AUTHORS

Prof. Dr. Oliver Pott is a Spiegel bestselling author and internet founder: no fewer than three of his start-ups went on to become multi-million-euro businesses. He sold *Blitzbox*, one of Germany's first software download platforms, to a major French corporation for several million Euros—and went on to become, at the age of 36, a professor for entrepreneurship. Together with Frank Thelen, he was named a "Top 30 Founder" by Founders Magazin.

Jan Bargfrede has worked with Oliver Pott for many years as chief digitalization strategist. His 35-strong team has already been awarded the "Creative Spaces" prize for digital projects by the ministry of culture of the German state of North-Rhine-Westphalia.

### TYPE OF BOOK / TARGET GROUP

Guidebook for all those who are involved in marketing and communication.

Sebastian Klein / Ben Hughes

## The Loop Approach

How to Transform Your Organization from the Inside Out

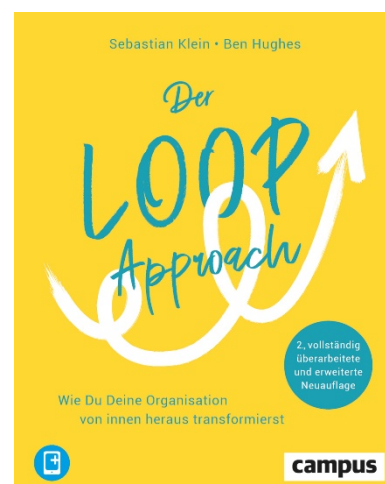
*Updated edition*

### CONTENT

#### Going round in circles to get ahead ...

... may sound like a contradiction—but it isn't! For years, managers and leaders have known that their organizational structures are not fit for the future. Along came the wave of "agile methods" promising rapid improvement. But the kind of thing that works in a brand-new startup is unlikely to be easily transferable to an established business. For all that you may apply individual tools, the rigid structures of large businesses can only be transformed by remaking their entire framework. This is where the Loop Approach comes in: with its repetition-based system, it will get even the slowest giant moving. The Loop Approach has brought change to major corporations such as *Audi*, *Deutsche Bahn*, and *Telekom*. The book has been completely revised for this edition, and a new practice-oriented chapter makes it user-friendlier than ever.

- Almost 7.500 copies sold since first publication 2019
- Tried and creative framework for bringing agility to established businesses
- Revised edition with new material on remote working
- Creative and colorful layout to appeal to agile leaders, businesses, and start-ups
- Features numerous case studies, checklists, and worksheets



November 2022  
235 pages; 38.00 EUR

**First edition also published in English**

Rights sold to Russia

### AUTHOR

Sebastian Klein is a psychologist and developer of organizations. He is a Holacracy coach and partner in *The Dive*, a transformation consultancy in Berlin. He publishes *Neue Narrative*, the magazine for New Work.

Ben Hughes has a background in economics, psychology, and applied mathematics. He has worked for several international management consultancies and for five years has been at the head of *Blinkist*, a start-up rekindling thousands of people's passion for reading by offering condensed versions of non-fiction titles.

### TYPE OF BOOK / TARGET GROUP

Guidebook for executives, managers, department heads, human resource professionals.

## BACKLIST

*Life*  
**When Politeness  
Strikes**



[More information](#)

3,000 copies sold

*Self-Help*  
**Living with Brains**



[More information](#)

Rights sold to **Russia**  
Almost 10,000 Books sold  
and over 5,000  
audidownloads

*Life*  
**Do not leave your time  
unattended!**



[More information](#)

Rights sold to **Korea**

Over 7,000 copies sold

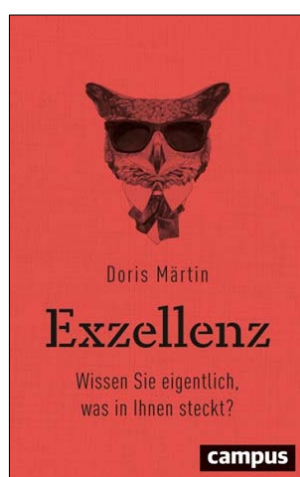
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