

## FALL 2017

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Wladimir Klitschko

## **Challenge Management**

What Executives Can Learn from a Top Athlete

### **Heavyweight Management!**

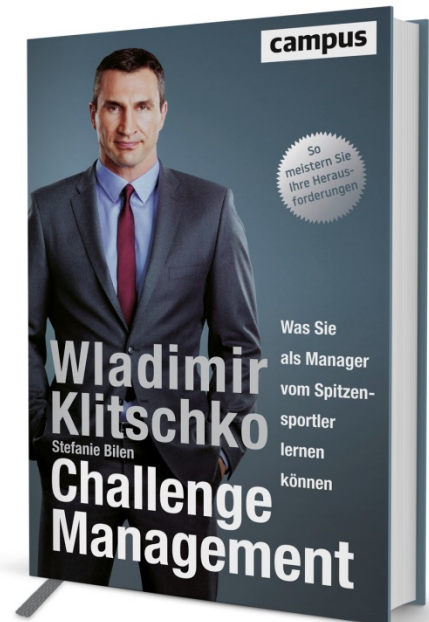
Wladimir Klitschko is not only a professional boxer but a successful entrepreneur as well. He founded *K2 Promotions*, the *Klitschko Foundation*, and *Klitschko Management Group*.

In 2016, he created his own program of study at the University of St. Gallen where he teaches the fundamentals of »Challenge Management«. Top athletes have in common the ability to view problems as challenges and to embrace them. It's the same in business: to solve problems you need to understand them as challenges. Building on that, the pillars of Klitschko's management theory include:

- **making your successes available for others to use**
- **learning from defeat**
- **long-term planning and relentless performance**

Drawing on numerous practical examples and personal anecdotes from the career of a heavyweight boxing champion, Klitschko's inspiring book shows executives the way to transfer know-how from the world of profession sports to daily business operations. For energetic managers who are pursuing long-term success in an increasingly complex environment.

With an epilogue by Arnold Schwarzenegger.



- August 2017
- 214 pages
- Hardcover

The English edition will be published in March 2018 by Campus

**Wladimir Klitschko** studied philosophy, holds a doctorate in sports science, and teaches at the University of St. Gallen. Born in Ukraine and a former world heavyweight boxing champion, he is the founder of *K2 Promotions*, the *Klitschko Foundation*, and the *Klitschko Management Group*.

Fredmund Malik  
**Dangerous Management Terms**  
Updated edition

**Over 35.000 copies already sold!**

The most obvious signs of wrong management are vague language and the use of terminology that has not been clearly defined. The incorrect usage of certain terms leads to wrong, or occasionally even dangerous, actions and to mistaken decisions in management. Fredmund Malik identifies the psychological errors, managing errors and economic errors that managers fall for and shows how these errors can be avoided. Good leadership is only possible through clear language.

»Fredmund Malik is Europe's leading management expert. He is the most important voice in management theory and practice.« Peter F. Drucker

»Malik shows how the wrong usage of modern terms can, in extreme cases, even lead to entrepreneurial catastrophe.« Wirtschaft und Markt



- December 2017
- 192 pages
- Hardcover
- **English sample translation available**

### **Bestselling title by Fredmund Malik:**

**Managing, Performing, Living**  
Effective Management for a New Era

Over **200.000 copies** already sold

First published in 2006, last updated in 2014  
442 pages, hardcover, with 7 illustrations

**English translation available**

Rights sold to: China, Croatia, Czech Republic, France, Italy, Poland, Russia, Slovenia, Taiwan, Vietnam



**Prof. Fredmund Malik** numbers among Europe's leading management thinkers. As a consultant and management instructor he has advised, educated and shaped executives at all levels and in all industries. He himself has been a successful entrepreneur for decades as CEO and principal of *Malik Managementzentrum St. Gallen*, with offices in St. Gallen, Zurich, London, Vienna, Shanghai and Toronto.

Katharina Münk

## **Secrets of the Outer Office**

How Executive Assistants Casually  
Rescue Their Bosses

**A former executive assistant to a CEO, this author doesn't beat around the bush.**

Secretaries? Do they even exist anymore? Oh yes, they do, and nothing gets done without them. They serve as the boss's GPS, living databases, early warning systems, life coaches, and crash test dummies in matters of communication and management. But usually they're invisible, active only in the background. Best-selling author Katharina Münk sums it up by referring to executive assistants as the »managers of managers«. In her new book, she examines the effects of today's flexible, digitally pulsating workplace on the women in the country's front offices and typing pools. How does the sociotope of executives and their assistants function in the contemporary workplace, where it's all about email from somewhere rather than verbal communications? Instructive and humorously written, here is a book about the normal, workaday madness of executives and the people they lead. A must-read for every executive assistant.



- August 2017
- 286 pages
- Softcover

**• the author is the voice of executive assistants - who will definitely identify with this book.**

**Katharina Münk** would want to murder her boss whenever she thought about him, but the best-selling author of fiction and nonfiction got over it years ago. Several of her titles have been made into films and produced on stage. Münk worked as an executive assistant at the CEO and board levels for 25 years. Today she is a certified personal coach and trainer for professionals and executives. Her columns in the office magazine *working@office* enjoy a cult following on the scene.

Anitra Egger

## **Hold My Mail!**

Optimal Self-Defense against Cell Phone Terror,  
Email Madness, and Perpetual Digital Distraction

### **Being offline is the new luxury!**

Smartphones, selfies, and social media are everywhere. We're degenerating into digital slaves. The side effects include email madness, cell phone hysteria, senseless surfing syndrome, and social media incontinence. What's the solution? A common sense upgrade for rational minds. Anitra Egger has compiled more than 100 practical tips for escaping digital serfdom. Rather than wagging her finger, this witty and knowledgeable author presents the smart user hints of an Internet expert who knows every trick in the book. She encourages readers to power down, inspires them to live more, and recommends kisses over emojis.



- August 2017
- 352 pages
- Softcover

»She has built a great career as Germany's first digital therapist. She wants to exorcise our cell phone addiction and show us a cure for—the ever growing number of—smartphone zombies.« Markus Lanz (TV moderator)

»A magnificently and very informatively illustrated book!«  
Handelsblatt

**Anitra Egger** worked as an obituary writer in Buenos Aires, received a journalism scholarship in Passau, pioneered the Internet in Munich, and was named »Powerfrau des Jahres« (»Power Woman of the Year«) in Vienna. Today she is the most sought after female voice on digitalization. She is not anti-digital but opposes user naïveté and monopolistic greed. A top 10 speaker, her stage presentations draw tens of thousands of enthusiastic attendees.

Jens Weidner

## Optimism

Why Some People Are More Successful Than Others

### To be successful you need optimism ... but not just any kind

For you, the glass is half full and not half empty. You see opportunities, but you don't overlook the risks. You weigh situations in your mind, reach decisions, and follow through, even when you're under pressure or face opposition. Is this kind of intelligent optimism hereditary? Can it be acquired? In Jens Weidner's new book, the best-selling author and inventor of the »pepperoni strategy« identifies five central types of optimism. Surprisingly, four of them can actually damage your career. As a driver of personal success, only the kind at the very top of the list is truly indispensable. The author describes its features and expressly encourages readers to adopt it and become best-of-class optimists.

- a new book by the author of the best-selling *The Pepperoni Strategy*
- includes a test: »What's Your Optimism Type?«



- September 2017
- 224 pages
- Softcover

### Bestselling title by Jens Weidner

#### The Pepperoni Strategy

Putting Your Natural Aggressiveness to Constructive Use

Over **50.000 copies** already sold

First published in 2005, last updated in 2011

222 pages, hardcover

Rights sold to: Korea, Poland, Russia, Spain, Taiwan, Turkey



**Jens Weidner** is no stranger to hot topics. As the author of the bestselling *The Pepperoni Strategy* (Campus Verlag), a professor of education, and a criminologist, he knows how to put aggression to constructive use. Weidner developed an anti-aggression training program (AAT®) that has been used to treat violent offenders in more than 100 projects. Beginning in 1994, he began offering this training to executives who would like to strengthen their bite.

Mario Neumann

## **Adventure Projects**

A Basic Toolkit for Small and Mid-Sized Projects

»OK, go get it done!«

So for once you suggested an improvement, and now you've landed yourself an entire project. This - or something similar - is the way many employees unexpectedly wind up with additional tasks. Do they have the training? No. Do standard project management books offer any assistance? No, again. After all, they're not trying to build an airport or a power plant!

What people in charge of small to mid-size projects need is Adventure Projects. This project management seminar in book form provides an array of examples, check lists, tips, and tools. It includes complete downloadable documentation for the project examples. A standard work for project leaders who are actually something entirely different by profession.



- September 2017
- 288 pages
- Softcover

### **Large target audience:**

- **beginning professionals who want to make their mark through a first project**
- **established professionals who have to jump in as project managers on a one-time basis**
- **freelancers who don't have much experience but have to get moving right away**

**Mario Neumann** is a project adventurer who was head of international projects at Hewlett-Packard for 15 years. *Adventure Projects* presents a training concept for situation-based project management that developed from his substantial know-how. His work earned him several International German Training Awards, and Campus Verlag has already released a second edition (2017) of his book *Projekt-Safari (Project Safari)*.



Frank Rebmann

## **The Strength Code**

How to Decrypt, Recognize, and Develop  
Your Talents

### **The new book about personal strengths from the market leader in the field**

There are many books that provide the tools executives need to develop personality profiles of their employees. Personal strengths trainer Frank Rebmann has now written a corresponding book for employees who want to discover their talents independently and learn how to transform them into strengths. The book includes the author's scientifically based, proven self-test that enables readers to explore their resources. They also learn how to approach their superiors with the knowledge they've gained and then mutually search for opportunities that best utilize their assets professionally.

»This book hands you the key to your strengths. It will enrich and change your life as well!« Leo Martin, former secret agent

- **allows employees to analyze their own strengths and to be fully prepared for a talk with the boss**
- **includes a practical self-test right in the book**

**Frank Rebmann** works as a personal strengths trainer for the executives and employees of numerous companies in industry, financial services, and the IT field. His clients include *BMW*, *Fresenius*, and the *Allianz Insurance Group*.



- August 2017
- 228 pages
- Softcover



Maren Lehky

## The Ten Worst Management Mistakes and How to Avoid Them

Updated edition

**Over 10.000 copies already sold!**

What makes a good executive? Maren Lehky, an experienced management consultant, points out the lethal mistakes. Drawing on numerous examples she explains how such errors come about and, most importantly, how to do a better job.

**Maren Lehky** enjoyed a long career as a human resources manager, ultimately holding an executive committee position in a multi-national industrial corporation. Since 2002 she has been the owner of a personnel management consulting firm where she provides executive leadership training and coaching.



- September 2017
- 256 pages
- Softcover
- Rights sold to: Korea (expired)

Alexander Groth

## The Boss I Will Never Forget

How to Gain Your Employees' Loyalty and Respect

Updated edition

**Over 15.000 copies already sold!**

**A personal approach leads to better management!**

Fantastic managers are above all fantastic personalities. That's why Alexander Groth's updated book provides every manager a step-by-step method to develop his or her strongest personality traits. The process culminates in a human being who focuses less on career optimization than on managing others with humility, acceptance, trust, and love. It's the only way to make one's mark on a company and on the hearts and minds of one's employees.

**Alexander Groth** is a professional speaker und leadership expert. At conferences and conventions, he provides executives with new impulses for their work. The author is an instructor at three universities and is sought after as an expert in the media. His clients include the top echelons of international corporations.



- August 2017
- 223 pages
- Softcover
- Rights sold to: Czech Republic

Angelika Gulder

## Wake Up!

Discover the Life of Your Dreams

Updated edition

**Over 7.000 copies already sold!**

A fulfilling job, an independent lifestyle outside of the mainstream - we all have our dreams. Some of them we make come true, others we have carried around with us for years without ever allowing them to surface. In her new self-coaching book, best-selling author Angelika Gulder explains the role that dreams play for our psyche and where they come from. By using the life-dream navigator she has developed, readers can discover which dreams they absolutely must pursue and which would be better left behind.

»To finally live the dream that lies within us! Angelika Gulder takes her readers on a unique journey.« emotion



- August 2017
- 288 pages
- Softcover

Angelika Gulder

## Find the Job that Makes You Happy

Vocation versus Career

**Already over 85.000 copies sold!**

Dragging yourself to work every day? Running out of ambition? It doesn't have to be that way. Angelika Gulder's specially developed Career-Finder lets you discover a new profession - a calling, and not another cul-de-sac. In 2008, *Stiftung Warentest* (Germany's product testing foundation) reviewed 12 career advice books; this was the only one to be »unconditionally recommended«. In the meantime, over 85,000 enthusiastic readers have made it the standard text on career orientation. For anyone interested in a mid-life career move or even someone who is just starting out.



- Updated 2013
- 212 pages
- Softcover

**Angelika Gulder** is a coach, best-selling author and university lecturer. As Germany's expert on vocations, careers and life-dreams, she has developed her own holistic approach and imparted it to thousands of clients. She supports people as they search for vocations and lives that will bring them success and happiness. In recent years, she has trained several hundred coaches to use her methods.

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**Brazil**

Paul Christoph Literary Agency  
Paul Christoph  
Rua Lopes Quintas 476  
Jardim Botânico 22460-021  
Rio de Janeiro  
Brazil  
paul@paulchristoph.com

**China**

Andrew Nurnberg Ass.  
Susan Xia  
Room 1705, Culture Square  
No. 59 Jia, Zhongguancun Street  
Haidian District, Beijing 100872  
China  
susan@nurnberg.com.cn

**Hungary**

Andrew Nurnberg Associates  
Susanna Vojacsek  
Gyori út 20  
1123 Budapest  
Hungary  
rights@nurnberg.hu

**Italy**

Reiser Agenzia Letteraria  
Roberto Gilodi  
Via XXV Aprile 65  
10133 Torino  
Italy  
roberto.gilodi@reiseragency.it

**Netherlands**

Internationaal Literatuur Bureau b.V.  
Linda Kohn  
Keizersgracht 188  
1016 DW Amsterdam  
Netherlands  
lkohn@planet.nl

**Poland**

Graal Ltd.  
Tomasz Berezinski  
Pruszkowska 29/252  
02-119 Warsaw  
Poland  
tomasz.berezinski@graal.com.pl

**Romania**

Marilena Iovu Literary Agency  
Marilena Iovu  
Str. Sibiu nr. 10/ OS1 /186 061543  
Bucharest  
Romania  
marilena.iovu@literat.ro

**Russia**

MEDIANA Literary Agency  
Luba Berezovskaya  
38, Leningradskaya Street 196607  
Pushkin, St. Petersburg  
Russia  
lb@mediana-agency.com

**Spain, Portugal & Spanish America**

Ute Körner Literary Agency S.L.  
Iñigo Cebollada  
C/Aragó, 224-pral-2  
08011 Barcelona  
Spain  
i.cebollada@uklitag.com

**Taiwan**

Andrew Nurnberg Ass.  
Whitney Hsu  
9F-2, No. 164, Sec. 4, Nan-King  
East Road  
10553 Taipei  
Taiwan  
whsu@nurnberg.com.tw