

Spring 2021

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Marco von Münchhausen

My Little Saboteur can Take a Walk

Sustainable living the simple way

CONTENT

Your Little Saboteur is fit for the future

We all know that we should be doing more to save the planet. But then there are our ingrained habits, embodied by the Little Saboteur who interferes with our best intentions ...

Marco von Münchhausen shows us how to tame the Little Saboteur and even to trick him into working for a sustainable future, small step by small step. His most familiar excuses are exposed as a pack of lies, including:

1. It's not like I can make a difference, what does it matter what I do?
2. Sustainability is more trouble than it's worth
3. I'm out of here—after me, the flood
4. None of my business—let corporations and the government deal with it
5. It's too late anyhow

Münchhausen's book offers practical, easily implemented advice for making everyday life more sustainable and shows how the Little Saboteur can be put to work building a better future for our grandchildren.

- **Exposed: the most common excuses keeping us from acting**
- **How to build on good intentions and make everyday decisions more sustainable**
- **Sustainability is on trend—and here's what the well-loved Little Saboteur has to say about it**

AUTHOR

A lawyer by training, Dr. Marco von Münchhausen is a speaker, coach, and author of several best-selling books. For many years now, he has focused on the psychological obstacles to success and a better life. His lectures and seminar have shown more than half a million people how to make their Little Saboteur their best friend.

TYPE OF BOOK / TARGET GROUP

Practical self-help book for readers who want to live more sustainably.

ALSO AVAILABLE



Marco von Münchhausen, **How to Tame Your Inner Saboteur**
2020 (updated), 240 pages

Practical self-help book for readers who want to achieve more privately and professionally.

Over 100.000 copies sold.

Rights sold to France, Poland, Thailand

[More information](#)



January 2021
223 pages; 20,00 EUR

Doris Märtin

Excellence

Do you really know what else you can achieve?

CONTENT

Emotional intelligence: the skill the future is made of

The arrival of artificial intelligence in everyday life has opened up new spaces for people to pursue what makes humanity unique: emotional intelligence and ethical values. With her usual eloquence and wit, Doris Märtin shows how we can make the 2020s the decade of our personal excellence. It takes only nine Excellence Competencies (ECs) to make us excel ourselves—as long as we make them part of our everyday life and work. Based on comprehensive research findings and relatable stories, managers and employees alike will learn how to be the brilliant people that will take businesses and indeed society at large to a whole new level.

EC 1: Open for venturing into the unknown

EC 2: Self-reflection for a better understanding of connections

EC 3: Willpower to see you through to distant goals

EC 4: Well-being for balanced energy

EC 5: Confidence under pressure—that's where excellence shows

EC 6: Empathy—to understand and convince others

EC 7: Agility—for strong nerves amid sudden change

EC 8: Responsiveness—because innovation is best achieved together

EC 9: Leadership for a value-based approach to the future

- Lists and describes the five crucial soft skills for success
- For people looking to excel themselves
- A top coach gives innovative advice for emotional intelligence

AUTHOR

Doris Märtin, Ph.D., takes businesses and personalities to the next level. A consultant, author, and coach, she offers orientation towards new horizons in a world of change. She is one of the most in-demand experts on excellence and self-presentation in the German-speaking countries. Her books have been translated into several languages and discussed in such media as *Stern*, *Focus*, *Hamburger Abendblatt*, and *Deutschlandradio Kultur*.

TYPE OF BOOK / TARGET GROUP

Entertaining guidebook lined with scientifically sound texts and many examples for the career-oriented reader.

ALSO AVAILABLE BY THE AUTHOR: SEE BACKLIST PAGE 15



March 2021
320 pages; 24,95 EUR

Tom Diesbrock

Pull Your Head Out of the Sand!

The first aid kit for troubled times and career dead ends

CONTENT

Don't bury your head in the sand—look to the future!

Across sectors, careers of all kinds seem to face an uncertain future. But to bury your head in the sand is to lose any chance of getting your bearings. This is where Tom Diesbrock comes in with his “mental first aid kit”. He’s here to remind you that many people are in the same situation and helps them to have more faith in themselves. What he will also help them to do is to analyze their own professional situation, to articulate what they want and what the opportunity lying ahead are, and finally to make the right decisions. His tone is relaxed and empathetic, and always with a smile and a wink to motivate readers to look to the future and look for their chances.

- **Combines career advice with psychological self-management**
- **A noted author offering new ideas for new times**
- **First aid in situations of career crisis**



March 2021
224 pages; 19,95 EUR

AUTHOR

A psychologist and psychotherapist by training, Tom Diesbrock is a career and life coach based in Hamburg. He uses concepts drawn from neuroscience and positive psychology to reveal ways of dealing smartly with fear, self-doubt, and inner resistance.

TYPE OF BOOK / TARGET GROUP

Career guide for the hard times: great combination of psychological self-management guide and job guide for all who need first aid for a professional crisis.

Ruth E. Schwarz and Friedhelm Schwarz

Selfinfluencing

Train your perception and take your future in hand

CONTENT

Take charge of your life happiness!

Once you understand the psychological foundations of how perception and feeling interact, you will be able to control your perceptions and influence yourself.

In their new book, Ruth and Friedhelm Schwarz bring together the most valuable new insights into human perception. Their Selfinfluencing approach is particularly helpful for people who want

- to change themselves
- to recognize outside influences and defuse them
- to respond to changes in their environment and proactively take charge of their future.

Where your personal development will take you depends above all on what perceptions you allow yourself to be influenced by. Take charge of who or what gets to influence you—or not. Selfinfluencers create surroundings for themselves in which external perceptions set internal development processes in motion and thereby allow them to choose the path to a happy future that is right for them.

- **The best of positive psychology—ready to go!**
- **Targeted exercises in perception for a better life**
- **Don't follow the crowd—be your own biggest influence**

AUTHORS

An economist by training, Ruth E. Schwarz spent several years in research before switching to journalism, where the economy of a happiness soon became one of her core interests. Friedhelm Schwarz completed two interdisciplinary courses of study—in sociology and psychology and in economics and law. Between them, they have written and sometimes ghostwritten 63 works of non-fiction. Their focus is on applied neuroscience and behavioral economics.

TYPE OF BOOK / TARGET GROUP

Guidebook for optimistic futures written in the style of popular science titles for the corona-depressed and self-optimisers.



February 2021
244 pages; 24,95 EUR

Pavel Richter

The Wikipedia Story

A biography of one of the wonders of the world

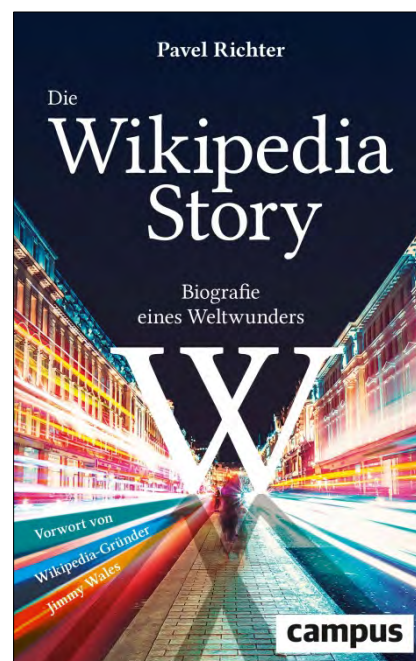
CONTENT

The story of a (nearly) impossible achievement

It made nobody a billionaire, it's free of advertising—and yet Wikipedia is one of the world's top ten websites. The web-based encyclopedia has become synonymous with knowledge itself, beating out competitors from the Encyclopedia Britannica to Google. And Germany has a unique part to play in its rise.

Wikipedia is a social experiment and an important instrument of freedom while also seeming forbidding to newcomers and heavily influenced by insiders. Its biographer is Pavel Richter, a Wikipediaian who was there when it all began and who was in charge of its operations in Berlin for five years. The story he tells is full of fascinating detail—and of scandals, incidents, fakes, and legendary editing wars. Wikipedia is one of the most exciting cultural phenomena of our times—and this is the book about it.

- **Twenty years of Wikipedia: an insider's frank view**
- **With a preface by Wikipedia founder Jimmy Wales**
- **The biography of one of the modern wonders of the world**



November 2020
232 pages; 22,95 EUR

AUTHOR

Pavel Richer was a risk manager for major international banks and corporations and now works where the web meets the common good. He spent five years building up *Wikimedia Germany* to be the largest Wikimedia organization in the world, laying the groundwork for its success in the country. He was CEO of the *Open Knowledge Foundation* in London and Berlin before joining the board of the Association of German Foundations, where he is in charge of digital strategy.

Sahra Wagenknecht Against the Self-Righteous

How we can do better for solidarity and the common good

CONTENT

Solidarity, not selfishness

Urban, cosmopolitan, individualistic—for many people today, to be on the left has become a question of lifestyle. What is missing are political concepts for social solidarity that benefit low-earning women, poor migrant children, exploited temporary workers, and large sections of the middle class. In both Europe and the United States, an obsession with pronouns rather than equal opportunities and a dismissive attitude to culture and a sense of community risks alienating the left from large sections of the population while playing into the hands of the far right. In her new book, Sahra Wagenknecht outlines an alternative to a kind of left-liberalism that considers itself progressive, but in reality only deepens social divisions by being interested only in elite concerns and not taking social background seriously as a source of inequality. Here is a program to build a majority on the political left—for solidarity, not selfishness.

- A new book by the bestselling author
- Develops Sahra Wagenknecht’s idea of a “left conservatism”



April 2021
320 pages; 24,95 EUR

AUTHOR

A politician and writer, Sahra Wagenknecht also holds a doctorate in economics. She is a member of the *German Bundestag* (and formerly of the *European Parliament*) for the *Left Party (Die Linke)*, of which she was deputy chair from 2010 to 2014. From 2011 to 2015 she was deputy leader and from 2015 to 2019 leader of the Left parliamentary party before retiring from a leadership role to think freely and write more. Campus has published her Ph.D. thesis, *The Limits of Choice*, as well as her books *Freiheit statt Kapitalismus (Freedom, not Capitalism; 2012)* and *Reichtum ohne Gier (Prosperity Without Greed; 2016/2018)*.

ALSO AVAILABLE



Sahra Wagenknecht, *Prosperity without Greed*

2016, 240 pages

How to save ourselves from capitalism! Spiegel-Bestseller!

120.000 copies sold

Rights sold to Finland, Korea

The book is available in English ([More information](#))

Nikolaus Braun

Thinking About Money

Make smart decisions, keep calm, gain quality of life

CONTENT

“The key is not to be rich, but independent.”

André Kostolany

If you, too, want to live well without falling for the promises hawked by banks and brokers, then Nikolaus Braun is your man.

An independent consultant, Braun shows you how to take the strain out of your relationship with money and free mental space for thinking about it smartly. Find out, what money is important for in your life and what values influence your choices.

Building assets, investing capital and preparing for emergencies are all the easier if they are done according to your wishes—and not those of the bank. Braun puts a stop to needless complexity and shows you how to implement your own personal investment strategy in a style that is simple, transparent, and built to last.

Money need not be a source of stress, but should bring you more quality of life—from the moment you start saving it to the joy of spending.

- **Build assets and live well without relying on advice from your bank**
- **Invest your money according to your own needs and values**
- **Look forward to spending it**

AUTHOR

For nearly twenty years, Nicholas Braun has been straddling the world of finance and the humanities. Holder of a doctorate in history, he embarked on a banking career somewhat by accident, leaving in disappointment when he found that his job was turning into that of a financial salesman. He is now senior partner of an asset management firm and co-founder and head of consultancy in Munich, where is able to uncompromisingly realize his idea of an independent and holistic approach to financial advice.

TYPE OF BOOK / TARGET GROUP

For those who don't want to read a financial guide: those who find the industry unappealing or money seems burdensome and onerous.



February 2021
240 pages; 24,95 EUR

Christoph R. Kanzler

The Self-Made Shareholder

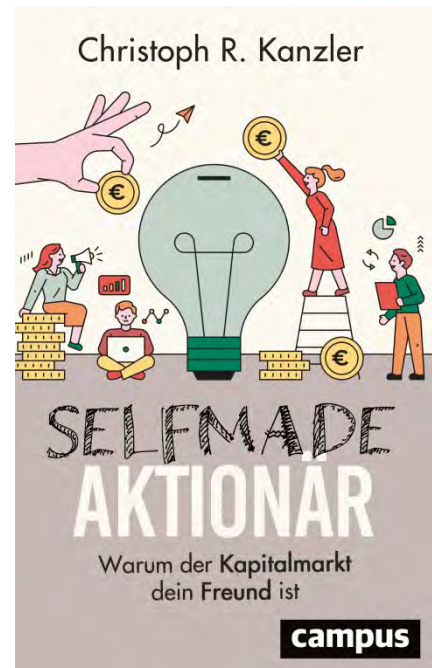
Why the capital market is your friend

CONTENT

Financial markets: what you need to know

Nobody enjoys worrying about money, let alone thinking about the details—yet an understanding of the basic mechanisms of our financial system is essential for real peace of mind. Anyone not participating in the stock market in some form will have to rely on a state pension, and that is a far riskier prospect than investing in an index fund or two. Christoph Kanzler encourages readers to think about this often forbidding subject and to lay the foundations for a worry-free financial life. He explains the basic strategies that make successful investments possible—without having to invest too much time.

- **Cuts through the thicket of financial products with easy-to-understand explanations**
- **Answers pressing questions about investment and the right strategy**
- **Become financially self-empowered!**



February 2021
224 pages; 22,95 EUR

AUTHOR

Christoph R. Kanzler spent many years in leading positions in the financial industry (*Citi Group*, *Credit Suisse*, etc.) before turning his back on the business when he felt he was part of a machine that did not do enough to represent its customers' interests. He instead set up as an independent financial adviser.

TYPE OF BOOK / TARGET GROUP

Gives easy access to the topic of investment strategies and capital markets, for all those who would like to have urgent questions about investing answered simply.

Nils Zeizinger

On Stage

Presentation or performance—how to rock any speech

CONTENT

Rock your audience (like the stars)!

Whether you're called to lecture, to address your colleagues or to give a presentation in your company's name—anyone facing an audience should be prepared to put on a good show. But many people take little pleasure in public speaking, never mind entertaining. Yet the prospect needn't be a nightmare. On Stage shows you how to deliver a good performance without bending over backwards. This book tells you all you need to know for successful public speaking:

- How to find the right words for your speech
- What to do about stage fright or blackouts
- How to use your voice effectively
- What to do with your hands
- How to deal with technical glitches or tricky questions

- **Be a performer, not just a speaker—and never bore your audience again**
- **All you need to know to pull off a successful show**
- **A combination of expert advice with funny rock star anecdotes**



March 2021
235 pages; 22,00 EUR

AUTHOR

Nils Zeizinger can look back at twenty years of on-stage experience. Having spent seven years working in PR, he has been a freelance writer, speaker, presenter, and rapper since 2019.

TYPE OF BOOK / TARGET GROUP

Inspiring guidebook for all who perform on stage, privately or professionally (speeches, lectures, presentations).

Michel Eggebrecht

That's Settled!

How to ensure good decisions in agile surroundings

CONTENT

Reaching decisions the right way

Working in agile teams and flat hierarchies is great, giving people the freedom they often lack in more traditional structures. Yet sooner or later, both staff and executives realize that agile structures may pose major challenges—usually when it's time to make a decision. Who needs to be involved—and who not? What aspects need to be considered? And, not least: Can I decide for myself? And should I even?

Lucky, then, that Michel Eggebrecht decided to provide much-needed orientation in complex decision-making processes. He provides a toolkit for getting results without having to put your foot down.

- **Orientation amid confusing responsibilities and competencies**
- **How to implement agile decision-making processes**
- **With helpful check lists for making decisions in agile contexts**



March 2021

224 pages; 22,00 EUR

AUTHOR

Michel Eggebrecht is an economic psychologist and business consultant as well as being the *North German Champion of Rhetoric* and leader of several agile teams. His practical experience has taught him how to avoid the pitfalls of decision making. He passes his knowledge on to students at a Hamburg college.

TYPE OF BOOK / TARGET GROUP

For managers and employees in agile teams. Practice-oriented with many examples and possible design frameworks in agile teams.

Ana-Cristina Grohnert

Hidden Capital

Why we need to reinvent value creation—and how

CONTENT

Thinking business sustainably

Barely an economy has weathered the pandemic as well as that of Germany, which is still doing remarkably well. But behind the gleaming chrome of luxury vehicles and global champions in multiple fields, a pile of urgent questions began to accumulate long before anyone even predicted a global pandemic. In digitalization, in the future of the key automobile industry or in decarbonizing the economy more generally: Many businesses lack an idea of how to switch to a sustainable model of value creation.

Ana-Cristina Grohnert challenges us to rethink business. From a perspective that is both humanist and economically minded, she presents us with a blueprint for an economic system that puts people front and center without losing sight of value creation. There his hidden capital to be unleashed—here's how.

- A leading female executive's call for economic sustainability
- How businesses can make the *Green New Deal* work
- The author is chair of the association *Charta der Vielfalt (Charter of Diversity)*, a German NGO involving leading companies



February 2021
264 pages; 27,95 EUR

AUTHOR

A former head of HR at *Allianz AG Germany*, Ana-Cristina Grohnert is one of Germany's few female top executives. As chair of *Charta der Vielfalt*, she is committed to promoting equality and diversity alongside a new understanding of business that foregrounds creating and preserving value.

TYPE OF BOOK / TARGET GROUP

A mixture of the analysis of the economic system and concrete management techniques. For entrepreneurs and all those interested in entrepreneurship.

Jule Bosch and Lukas Bosch

ECOnomy

How leading corporate activists will save our future

Practice-based strategies for success

CONTENT

The secrets of sustainable business models

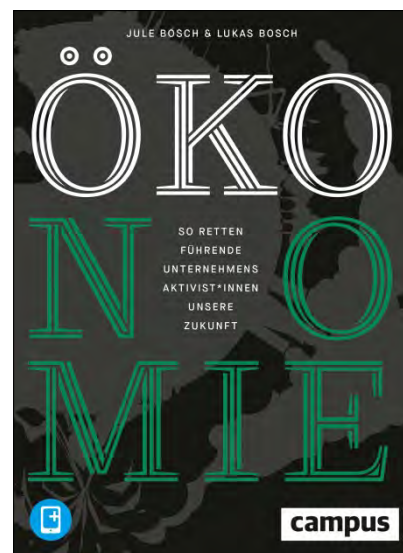
Societies are drifting apart, the climate is running a temperature, and who's to blame? Capitalism, obviously. Cause for despair? No, time to unite profits and a clean conscience! The people behind *Forest Gum*, *Followfood*, *Hektar Nektar*, or *Parley for the Oceans* are leading the way. And to help everybody else to follow in their footsteps, Jule & Lukas Bosch have personally interviewed and analyzed the most successful corporate activists worldwide. They found eight factors that make sustainability and business a winning combination. This book is for start-ups and established businesses alike.

1. Start with WTF?!
2. Take an active part
3. Better is good (because good is always better)
4. Figures for values
5. Market like you give a damn
6. Real world problems
7. Hedonistic sustainability
8. Regenerative business models

- **The handbook for corporate activists**
- **Uniting markets and the planet—live by values, create value!**
- **Business models that make clean profits**

AUTHOR

A futures researcher, Jule Bosch thinks beyond just analyzing the latest megatrends. Her motto is: The future is not there to be predicted—it's ours to make! As a business consultant, coach and speaker for innovation and transformation, Lukas Bosch brings a breath of fresh air to old business models and ways of thinking. Together, they started *HOLYCRAB!*—which offers a solution to the problem of invasive species by eating them—to show how their book's message can work in real life. The startup has been covered in print media including *Brand eins*, *Business Punk*, *Zeit Magazin*, *SZ Magazin*, and *Stern*, and on *ARD* and *ZDF* German TV.



April 2021
288 pages; 34,95 EUR

Matthias M. Mattenberger

Brandtelling

Tell your company's story well in ten simple steps—with storytelling that brings brands and people together

CONTENT

The best of storytelling in a compact and visual format

Competition keeps growing, product cycles keep getting shorter and brands mean more and more. That's why it's important to strengthen the story behind your brand—whether it's for you as an individual or for a company, product, or service. This book shows you the shortcut straight to hearts of your target audience, to ensure that you will be remembered and succeed in the long term. The simple but scientifically-based instruments in the Brandtelling toolbox help you to create strong stories for brands in a few simple steps, whether you are working alone or in a team. Brandtelling is the book that your competitors will wish they had read.

“Storytelling is a skill that can be learned, and this book gives you the instructions. In clear and easy-to-follow steps, it shows you how to win not just your customers' minds, but also their hearts.”

Kurt Aeschbacher, Swiss TV host, journalist and entrepreneur

- The Brandtelling toolbox
- Storytelling expertise using intuitive images and tools
- Ready to use for individuals or in groups

AUTHOR

A branding strategist, Matthias M. Mattenberger has helped businesses large and small to tell distinctive and convincing stories in the marketplace. He is a consultant and a lecturer in storytelling, has headed a video content marketing agency, was a producer for *SRF Swiss TV*, wrote a globally acclaimed book and prize-nominated radio dramas. He holds an Executive MBA in marketing.

TARGET GROUP

Brand and communication managers in companies; self-employed people who want to build a personal brand



January 2021

224 pages; 34,95 EUR



Jakob Lipp

Communicative Competence

36 mentalist tricks for executives

CONTENT**A mentalist's communication tricks**

Verbal or non-verbal—no successful executive would ever underestimate the power of communication. It's about far more than saying or implying the right thing. Anyone wanting to communicate successfully needs to understand their counterpart and their view of things. And that needn't be difficult, as mentalist Jakob Lipp explains: Most people give off enough signals to allow smart observers to 'read' all the information they need in a matter of seconds. Jakob Lipp offers 36 tried and tested tips on how to recognize and respond to these cues even when the going gets tough.

- **Tools and mechanisms for tomorrow's expert communicators**
- **Develop leadership skills with mentally optimized communication skills**
- **Includes exercises and relatable case studies**



March 2021
224 pages; 26,95 EUR

AUTHOR

Jakob Lipp is many things. As a mentalist, he is above all a master of non-verbal communication. Having baffled much of Europe with his successful stage shows, he is now a speaker and executive consultant. He lives on a farm and supports a variety of environmental causes.

TYPE OF BOOK / TARGET GROUP

Storytelling with practical content for managers

BACKLIST

Economy & Society
Talking to Blockheads



[More information](#)

Rights sold to China, Czech Rep., France, Russia

Over 9.000 copies sold
French sample available

Economy & Society
BlackRock



[More information](#)

Rights sold to China, France

8.000 copies sold
English sample available

Life / Guidebook
How to Tame your Inner Saboteur
(Updated edition)



[More information](#)

Rights sold to seven languages (partially expired)

Over 30.000 copies sold
English sample available

Job & Career
Do I Know You?



<https://www.youtube.com/timonkrause>

[More information](#)

Rights sold to Netherlands

Almost 8.000 copies sold
English sample available

Job & Career
Knowledge Into Money



[More information](#)

Rights sold to Russia

Almost 6.000 copies sold

Job & Career
Habitus



[More information](#)

Rights sold to Korea

Over 10.000 copies sold

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