

Management Corporate Governance

In order for economy and society to remain sustainable, one all-important question will need to be answered very swiftly: How will we fulfil tomorrow's needs? Which measures do enterprises and communities need to take today? Current developments, such as train path conflicts, the phasing out of nuclear energy and the growth in demand, show that decision-makers in economics, politics, communities, associations but also citizens' and consumer circles will need to develop very specific competencies and skills to face these strategic challenges.

Many are still "flapping around", but it's not their fault. To drive a car you need to have a driving licence – but

aren't there any instructions for the most important strategic question of the future? It's self-evident: Everyone, from the CEO down to the average electricity consumer, will need an "energy driving licence".

The authors demonstrate not only the possible scenarios, their consequences and the decisive factors for tomorrow's energy supply; they also make it possible for readers to obtain this "driving licence". This will put them into a position where they can recognise central developments, trends and options for the future of energy and deduct the necessary action strategies as required for their own needs.

KEY SELLING POINTS

- > Elementary energy awareness: foresight and supply scenarios
- > The "driving licence" for entrepreneurs who wish to continue doing good business tomorrow



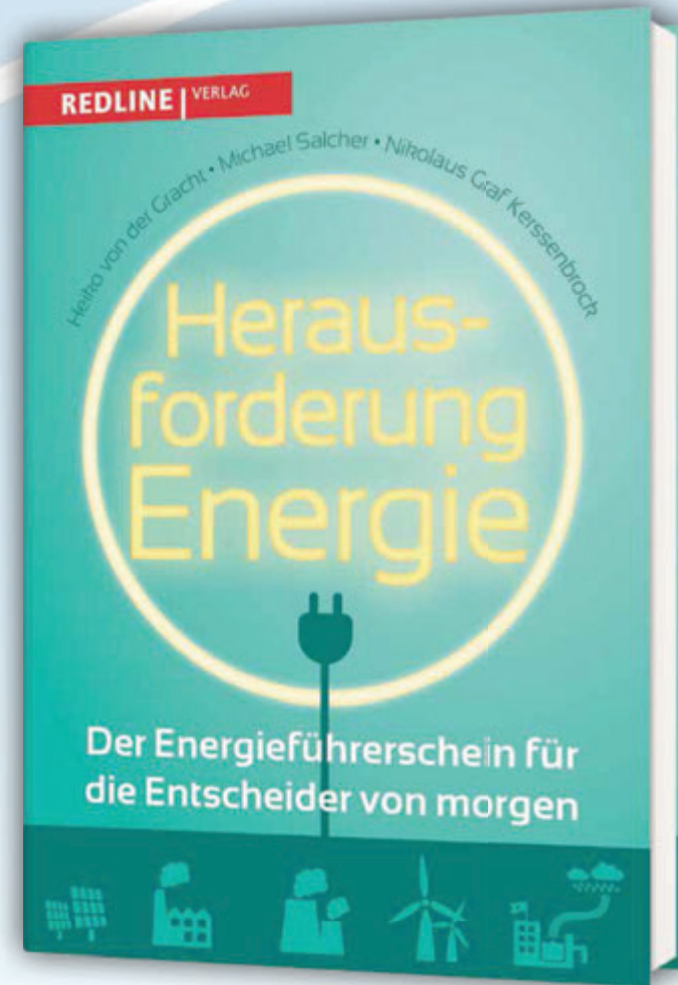
DR. HEIKO VON DER GRACHT is head of the think tank for futures management at the Institute of Corporate Education e. V. (incore) sponsored by KPMG, and one of Germany's leading experts for futures research. He previously published *Survive* at Redline Verlag.



MICHAEL SALCHER is an auditor and tax advisor, with considerable experience in energy economics. Since 2000, he has been a partner at KPMG in their Deal Advisory Services area. In addition, he heads the Energy & Natural Resources Network and the Global Energy Institute Europe, Middle East & Africa (EMA) of KPMG Germany.



NIKOLAUS GRAF KERSENBROCK is the chair of energy consulting at KPMG. For more than 20 years he has advised companies and institutions in infrastructure-intensive branches of industry. In addition, he specialized in strategic re-orientation as well as change management in complex organisations. He has considerable experience in the management of mergers and joint ventures.



- > No. 1 key topic: The energy supply of the future

12.10.2015

Graf Kerssenbrock, Nikolaus; Salcher, Michael; von der Gracht, Heiko | **The energy challenge** | The energy driving licence for tomorrow's decision-makers | 224 pages | 14.8 x 21 cm | hardcover | 24.99 € (D) | ISBN 978-3-86881-600-6



In order to manage a company, a department or simply your co-workers successfully, a manager needs to have the right tools and techniques at his or her disposal. So far, so easy. But how do you find the right ones among the vast amount of offers and schools of thought? By asking an expert with tried and tested practical and international experience!

Martin Richenhagen, top CEO and sought-after TV expert, reveals in his book what is important to a company's everyday life and which tools have proved successful. For this, he does not limit himself to dry

theories: As the CEO of one of the world's largest agricultural machinery producers, Richenhagen looks back on an extraordinary career and a wealth of experience, which he has incorporated into his book.

With the help of practical examples and cases he himself experienced, the author shows his readers what a really good manager has to watch out for – beyond all the correct theories. Thus, this book is a helpful and at the same time entertaining must-read for every manager who wishes to take his or her enterprise to the top.

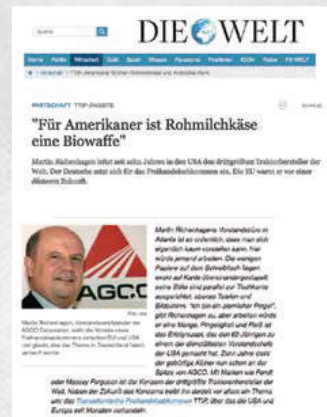
KEY SELLING POINTS

- Best practice in management today
- Rules and theories that will really help you in practice
- Authentic, personal, proven

The author has a great media presence

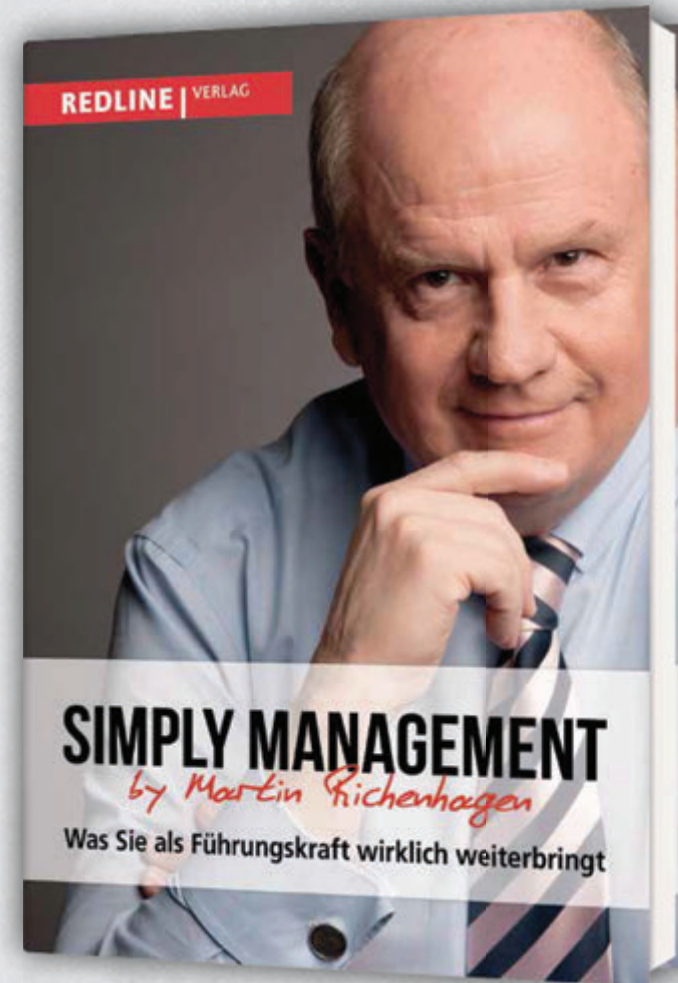


Martin Richenhagen in the margins of the SZ economic summit



MARTIN RICHENHAGEN is one of only very few German top managers in the United States. After spells at, for example, Schindler Holding GmbH, Forbo International SA and CLAAS KgaA mbH, since 2004 he has been the chairman, president and CEO at the top of the agricultural machinery giant AGCO with headquarters in Duluth, Georgia/United States, which sells its products

in more than 140 countries. Richenhagen grew up in Cologne, initially studied Theology and Philosophy and worked as a French and religious education teacher before changing over to the business world on the advice of the former President of the German business federation, Thumann. Today, he is a sought-after expert in the media.



- All the experience of one of Germany's most successful international top managers

10.08.2015

Richenhagen, Martin | **Simply Management** | What really puts you ahead of the pack as an executive | 224 pages | 14.8 x 21 cm | hardcover | 24.99 € (D) | ISBN 978-3-86881-590-0



ONCE UPON A TIME, OFFICES WERE the promise of a better work environment – in today's society of digitally networked knowledge work, they have lost their importance. The key questions are: how, where and when do we want to work in the future? And what needs to change in our minds and in our companies, so we do not miss the boat in the new digital-economy miracle?

In other words, a catch-up revolution is (over)due, an emancipation of place and time, a departure from the "nine to five", the strict separation of "hard" work during the day, followed "at last" by leisure and "real" life. Until then, we still have to go a long but necessary way. Elke Frank and Thorsten Hübschen have reflected on their practical experience and summarized in a nutshell what needs to change, and indeed will change, in business and society.

In their book they describe all aspects of the restructuring that is necessary in work organization and the working environment: away from the traditional everyday office corset toward a co-worker-designed, flexible and mobile way of working and a trust-based corporate culture. Their concepts, models and process descriptions are not only pioneering but can be adopted by many companies.

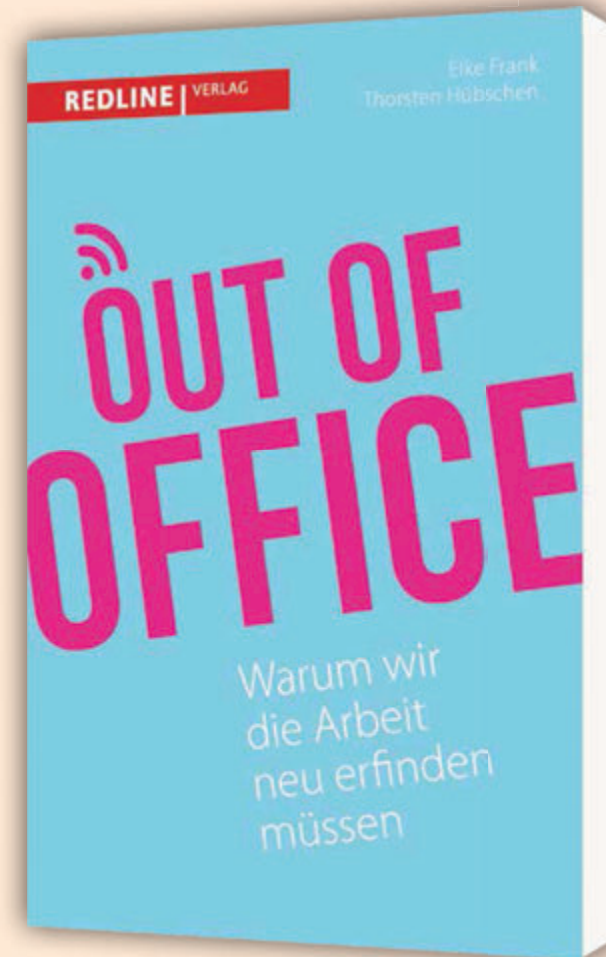
IMPORTANT FOR YOUR SALES SUCCESS

- > A good life instead of work–life balance – a plea for a new definition of the relationship between work and leisure
- > Aspects of a comprehensive change in the workplace and its framework references: intra-corporate, national economic, technical, architectural, socio-cultural and social
- > Farewell to the office: learning from the fundamental transformation of a global corporation



DR. ELKE FRANK has been a member of the executive board of Microsoft Germany since August 2013 where as Senior Director of Human Resources she is responsible for the personnel department. She previously worked for Carl Zeiss Vision, and the Mercedes daughter AMG.

DR. THORSTEN HÜBSCHEN is responsible for the Office business unit at Microsoft Germany – the core business of the world's leading software company. After 25 years, during which Microsoft Office defined the everyday office experience for millions of people, Thorsten Pretty is now preparing the way ahead, to a more networked and more humane world of working. Before Microsoft he worked at McKinsey & Company.



- > How we will work tomorrow – and where

10. 04. 2015

Elke Frank, Thorsten Hübschen | **Out of Office** | Why we need to re-invent work
224 pages | 13.5 x 21.0 cm | Softcover with flaps | Original edition
19.99 € (D), 20.60 € (A), sFr. 27.90 | ISBN 978-3-86881-582-5 | Commodity group 1784



WHO HASN'T COME ACROSS a few hair-raising stories about seemingly insane bosses? Such as the eight highly paid executives who rant for hours over coffee and cake about unpaid reminders – instead of checking whether the reminders were ever dispatched. Or the manager who schlepps home all the unread memos, directives and company releases on a Friday evening, only to lug them back to the office on Monday – still unread, of course.

Klaus Schuster knows what really plagues these executives: they're sick! He has collected all the relevant manager diseases in this book for diagnosis and cure. From "Caesar Delusion" to "Mick Jagger Syndrome", Schuster knows the clinical profiles of all the diseases and, with a good dose of humour, describes their symptoms, causes and possible treatments. After all, laughter is the best medicine!

KEY SELLING POINTS

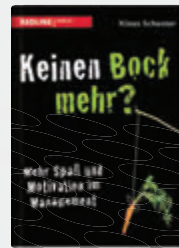
- Typical management diseases – a humorous encyclopaedia
- The perfect gift book for all managers who are disease-prone and for all those who suffer under them
- The latest title by successful author Klaus Schuster



11 Managementsünden, die Sie vermeiden sollten
(11 Management Sins to Avoid)
14.90 € (D)
ISBN 978-3-86881-038-7
Translation rights sold to Slovenia, Czech Republic and Hungary



Der freche Vogel fängt den Wurm
(The Cheeky Bird Catches the Worm)
16.95 € (D)
ISBN 978-3-86881-272-5
Translation rights sold to Slovenia



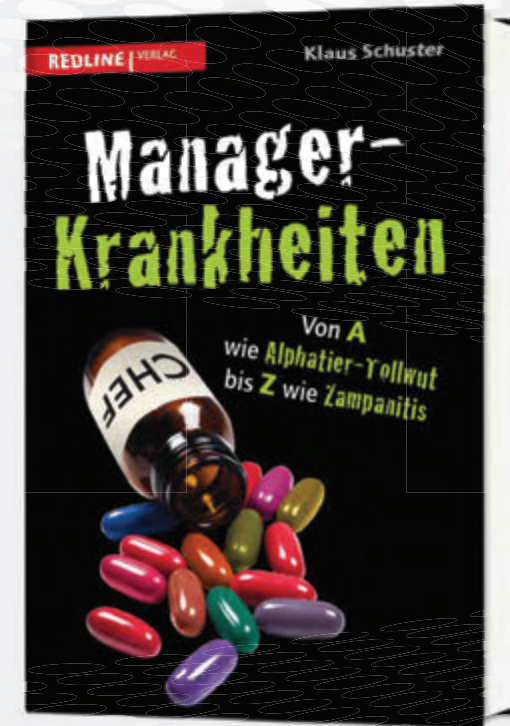
Keinen Bock mehr
(Can't be Asked)
16.99 € (D)
ISBN 978-3-86881-327-2
Translation rights sold to Slovenia



Wenn Manager Mist bauen
(When Managers Blunder)
16.99 € (D)
ISBN 978-3-86881-530-6



KLAUS SCHUSTER Klaus Schuster was the president of an international banking group and has most recently worked for the people's banks of Serbia and Slovenia. Today he advises, coaches and trains enterprises in all areas and industries. Redline Verlag has previously published his titles *Wenn Manager Mist bauen* (*When Managers Blunder*) and *11 Managementsünden, die Sie vermeiden sollten* (*11 Management Sins to Avoid*).



➤ Caesar Delusion and other ailments

12.09.2014

Klaus Schuster | **Manager Diseases** | From A as in alpha-male rabies to Z as in Zampano control freakery | approx. 128 pages | 12.5x18.7cm | Hardcover | 9.99 € (D), 10.30 € (A), sFr. 14.50 | ISBN 978-3-86881-540-5



IF YOU WANT YOUR COMPANY TO SUCCEED,

you'll find specialisation a simple and effective tool to achieve a greater market share, higher profits and increased overall success. In the revised edition of her book, the successful strategy expert Kerstin Friedrich explains, using the example of new enterprises, how to find the right specialism and how to turn the risks into competitive advantages. Perfect for freelancers as well as company owners and managers, this book offers a strategy guide to survival in the market.

KEY SELLING POINTS

- Specialisation and focus on the essentials as success factors
- How to build a successful business
- Updated and revised new edition



- Higher profile, more growth potential, greater success

11.07.2014

Kerstin Friedrich | **Specialisation for Success** | Developing competence • Building core business • Beating the competition | approx. 208 pages | 14.8x21.0cm | Hardcover
19.99 € (D), 20.60 € (A), sFr. 28.00 | ISBN 978-3-86881-544-3



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Dr Kerstin Friedrich is the leading expert in bottleneck-focused strategy. She supports companies and the self-employed in specialisation and diversification processes and works as a strategy consultant, lecturer and journalist.