

# Sales & Marketing

Brand lands and flagship stores, urban entertainment centres and hip restaurants all form part of the economy's new experience worlds. After the fully designed apartment home and the aesthetic workplace come the so-called "third places", those public spaces where you can feel at home and recharge emotionally. These are the spaces of both, spectacular engagement marketing and "walkable advertising". They make our cities shine – without these living spaces, they would be only half as attractive.

In this updated new edition of his marketing classic,

Christian Mikunda reports on the latest trends in the installation of "third places". This "giga-phenomenon" has spawned gigantic ships with their own Central Park and amphitheatre in their open stern as well as hotels boasting 150-m- (492-ft-) long infinity pools at an altitude of 200 m (656 ft). The new discipline of "urban design" transforms our cities into playgrounds for adults or allows us to walk through 50-m- (164-ft-) tall trees that are, in fact, hanging gardens.

This book is an inspiration and a must-have reference work for everyone working in marketing!

## KEY SELLING POINTS

- > Public spaces become "walkable advertising"
- > Updated and revised new edition of the marketing classic
- > The translation rights of the former edition have been sold to Hungary, P.R. China and Korea



*"Christian Mikunda decodes the psychology of these 'third places', their hidden artifices and staging tricks, distilling them into a high school of experience marketing for the 21st century."*

Sylvia Englert, Amazon.de editorial



CHRISTIAN MIKUNDA, originally a film and television scriptwriter, today advises the European business world as a mastermind on the new experiential worlds. With his book, *Der Verbotene Ort oder Die inszenierte Verführung* [The hidden place or The staged seduction], he developed the theory of strategic dramaturgy.



- > The standard reference work for mood and experience marketing

07.09.2015

Mikunda, Christian | Emotional Marketing | Welcome to the Third Place | 256 pages | 16.8 x 22 cm | softcover | 32.00 € (D) | ISBN 978-3-86881-601-3



The daily contact with customers is very demanding: You need nerves of steel, the patience of an angel, how to read people well, diplomatic skills and much more. Unquestionably, at the top of the list is a positive attitude! This is the greatest of artforms – keeping a positive attitude even when the customer embarks on a confrontational course. In her training manual, expert Monica Schori shows how you can systematically

acquire the necessary skills and master the discipline of treating the customer as king. With the help of exercises and checklists you will learn to keep your cool, shed persistent prejudices and judgments, and to accept unpleasant facts, to elegantly manage a conflict and to perfect a customer-oriented dialogue. Ten lessons for all those who know that an even-tempered head of service is key for contented customers and for success.

## KEY SELLING POINTS

- > Confidently avoid, cope with and process stress situations in customer service
- > The trainings manual for the guidebook *Überleben im Kundenkontakt* [Surviving customer contact]

Previously published



ISBN 978-3-86881-575-7  
16,99 €



MONICA SCHORI has many years experience in the service sector, among others in managerial positions at various hotels. She specialized in cross-corporate personnel development and, as an independent advisor, she runs customer service seminars and training sessions for companies of all sizes and all branches of industry.



- > Learn how to deal with every customer

09.11.2015

Schori, Monica | Training manual customer contact | The road to confidently handling all customers | 192 pages | 14.8 x 21 cm | softcover | 16.99 € (D) | ISBN 978-3-86881-598-6



**EVERYONE WHO WORKS** in the service sector knows this situation: there are customers who are downright predestined to make your (working) life difficult. But no matter how unpleasant the situation may be, a good service provider will of course always behave in a professional and even-handed manner.

In this new edition of her classic about the service industry, Monica Schori shows how to succeed. She details with the various types of problematic clients and how to best and adequately deal with them, and she also explores the causes for many typical conflict situations in customer contact. With practical tips and exercises, she offers a helpful guide for anyone who is in direct contact with the customer.

### IMPORTANT FOR YOUR SALES SUCCESS

- > The best way to deal with difficult customers
- > A guide for all service employees
- > Updated and completely revised edition



MONICA SCHORI has many years of service experience in the catering and hospitality industry, and among others, she held senior positions in various renowned hotels. She specialized in inter-company personnel development and now runs service seminars and training courses as an independent consultant for companies of all sizes and industries.



- > Problem situations with clients – and how to survive them

13.02.2015

Monica Schori | **Surviving customer contact** | How to handle difficult situations correctly  
224 pages | 14.8 x 21 cm | Softcover | Original edition | 16.99 € (D), 17.50 € (A), sFr. 23.90  
ISBN 978-3-86881-575-7 | Commodity group 1785



**THE PROMISES OF BIG DATA** and the new world of data are still great – but unfortunately so are confusion and disappointment for many entrepreneurs, marketing and sales people about the difficulty in harnessing the vast amount of data. The key question is therefore not whether but how to make use of data.

In their new book, the authors of *Our Data in Heaven* explain how to employ properly selected data. They explain the current state of digital data acquisition and what trends are to be expected, which mistakes to avoid and which methods are available. And what needs to change in management, corporate culture and structure for a company to become a smart data champion. One thing is quickly becoming clear: simply collecting data, without regard to the customer's privacy, will not be successful in the long run. Fewer data will achieve more – as long as they are the right data.

### IMPORTANT FOR YOUR SALES SUCCESS

- Clever use of big data and the targeted selection of data
- How to turn a company into a smart data champion
- With application areas, strategies, toolkit and glossary

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**PROF. DR. BJÖRN BLOCHING** is the head of the international Competence Center Marketing & Sales as well as of the Hamburg office of Roland Berger Strategy Consultants. In addition to consulting on marketing and sales, Bloching is responsible for, among others, corporate responsibility, sports/events, culture, regional development and tourism..

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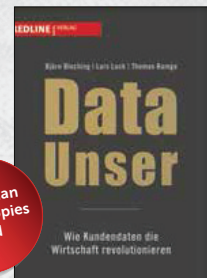
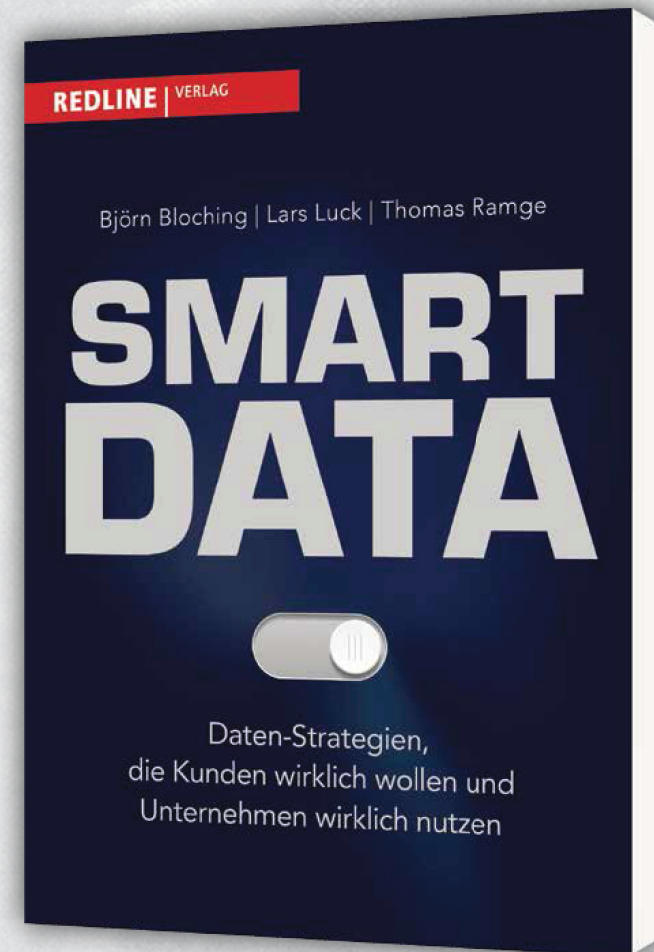
**LARS LUCK** is the head of portfolio strategy at Metro Group. Previously, he was a partner at Roland Berger Strategy Consultants where he ran the "Market Attack" workshop. As a business consultant, he advised global market leaders as well as SMEs in the areas of digitization, multi-channel management, as well as target group marketing..

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**THOMAS RAMGE** is technology correspondent for the business magazine *brand eins* for which he regularly writes on IT issues and the future of marketing. In addition, he works as contributing editor for *The Economist*. In 2007, he was awarded the Herbert Quandt Media Prize. Among his publications are the books *Die Flicks* and *Marke Eigenbau*.

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7,000 copies  
soldISBN 978-3-86881-319-7  
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10,000 copies  
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24.99 €

- Less is more – especially in the age of big data

06. 03. 2015

Prof. Dr. Björn Bloching, Lars Luck, Thomas Ramge | **Smart Data** | Data strategies that customers really want and that companies will really make use of | 240 pages | 14.8 x 21 cm Softcover with flaps | Original edition | 24.99 € (D), 25.70 € (A), sFr. 33.30  
ISBN 978-3-86881-583-2 | Commodity group 1785



**FOR MORE THAN THREE DECADES,** Edgar K. Geffroy has been one of the most successful management consultants, and with his customer relations theory, which he terms clienting, he has revolutionised the business world. Geffroy provides an insight into the future of customer orientation, in which the digital client will play an increasingly important role.

With clienting, he put customer focus on a whole new level. Numerous large companies have already benefited from his guidelines. In his new book, for the first time, he now presents the seven fundamental steps of clienting.

A valuable book for all those who have recognised how important it is to put the customer at the "heart of the matter"!

### KEY SELLING POINTS

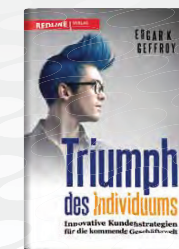
- Best-practice customer orientation: the clienting formula for success
- By the expert of customer loyalty – for more than 30 years
- By the bestselling author of *Das Einzige, was stört, ist der Kunde* (*The Only Downside is the Customer*) and *Triumph des Individuums* (*Triumph of the Individual*)

*"Every time, he [Geffroy] manages to motivate people to try out new things!"*

Dirk Backofen, Head of Business Customer Marketing, Telekom Deutschland GmbH



EDGAR K. GEFFROY is the pioneer of the clienting concept, with which he has redefined customer focus worldwide, and has been considered one of the most sought-after German business experts for 30 years. Redline Verlag has published his books *Das Einzige, was stört, ist der Kunde* (*The Only Downside is the Customer*) and *Triumph des Individuums* (*Triumph of the Individual*) among others.



*Das Einzige, was stört, ist der Kunde* (*The Only Downside is the Customer*), 24.99 € (D)  
ISBN 978-3-86881-372-2  
Translation rights sold to India and Czech Republic

*Triumph des Individuums* (*Triumph of the Individual*), 24.99 € (D)  
ISBN 978-3-86881-491-0

14.11.2014

Edgar K. Geffroy | **At the Heart of the Matter: The Customer** | The seven keys to unique customer success through clienting | approx. 208 pages | 14.8x21.0cm | Hardcover  
19.99 € (D), 20.60 € (A), sFr. 28.00 | ISBN 978-3-86881-552-8

