

Work & Careers

In the TV series, *Die Höhle der Löwen* [Dragons' Den], young entrepreneurs present their business concepts and, in the best-possible scenario, have a unique opportunity: One or more out of the five dragons of the jury – important entrepreneurs, such as (in Germany) Lencke Steiner, Judith Williams, Frank Thelen, Vural Öger and Jochen Schweizer – will support the start-up, invest their capital and advise the founders. But what about all those who also have a fantastic business idea but won't benefit from a "dragon's" support? Even without appearing on TV, business creators now have a genuine chance to realise their ideas.

In this book, Felix Thönnessen, the business start-up expert and behind-the-scenes coach in the TV programme, has gathered all the tips and good advice that you need for a successful business start-up: from formulating the idea via the business plan to setting up your first office.

The author provides the necessary tools for a promising business start, encouraging everyone to follow his or her own path and to realize their business idea step by step.

KEY SELLING POINTS

- > Successful business start-up for everyone
- > The most important dos and don'ts for all entrepreneurs by TV's *Die Höhle der Löwen* [The Dragons' Den] expert and coach

DIE HÖHLE DER
LÖWEN



VOX



FELIX THÖNNESSEN is a MBA and for many years has been a sought-after lecturer and keynote speaker on the subject of business start-ups. He is the owner of the consultancy companies, *wort & wahl* [word & choice] and *thoennessenpartner*, and also operates as a behind-the-scenes advisor during the VOX programme, *Die Höhle der Löwen* [Dragons' Den], preparing the candidates for the show.

REDLINE
TOP
TITLE



- > Overcoming the first obstacles, like a winner in the successful TV series, *Die Höhle der Löwen* [Dragon's Den]

07.09.2015

Thönnessen, Felix | **Successful business start-ups** | 224 pages | 14.8x21cm | softcover | 17.99 € (D) | ISBN 978-3-86881-604-4



One of only a few professional "ghost negotiators", Dr Adel Abdel-Latif has already advised innumerable clients during their negotiations and led them to their victory – a guaranteed success in the background. Formerly a doctor, kickboxer and CEO, he knows exactly how to rate your own and your opponent's strengths and weaknesses, how to figure out the right tactics and rigorously pursue your strategy, and how to prepare properly for forthcoming negotiations.

Because only those who are highly concentrated and ready for anything in a flash will succeed: analysing, evading, attacking, taxing, bluffing, parrying and countering, making offers and sometimes also having a few not-totally-clean tricks in store. He systematically shows us everything – plus a few practical tricks and unknown sleights of hand. With this book, you'll be optimally prepared for your next round of negotiations.

The perfect guide for all those who want to emerge as winners from every negotiation!

KEY SELLING POINTS

- > The secrets of success from negotiating expert and "ghost negotiator" Abdel-Latif
- > The most effective strategies and tactics – from cooperative to dirty
- > Medical practitioner, kickboxer and CEO: celebrity author with a regular column in *FOCUS Online*



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For the first time, negotiating expert Dr Adel Abdel-Latif reveals the secret tricks of the trade

DR ADEL ABDEL-LATIF is one of very few "ghost negotiators" and works as consultant and lecturer, among others at the globally leading Executive School of Management, Technology and Law at the University of St Gallen (ES-HSG), Switzerland. In addition, he is a specialist in radiology and was the 2013 world kickboxing champion – the skills he thus acquired often helped him in his negotiations.

REDLINE VERLAG
TOP TITLE



- > Be well prepared, react as quick as a flash, and always achieve success in negotiations

10.08.2015

Abdel-Latif, Adel | **Quick & Dirty** | The secret strategies and tactics of the professional negotiator | 144 pages | 12.5 x 18.7 cm | softcover | 14.99 € (D) | ISBN 978-3-86881-608-2



Often, life could be so much easier if we were not constantly confronted by people who don't do as we would wish them to. To be truthful, this is the rule for every day, around the clock. You always have to overcome resistance, nothing ever works just by itself.

This latest book by Kishor Sridhar therefore comes as a great relief: Here he has collected the most common situations from work and everyday life. For each case,

he explains what you have to do so that others will act according to your own wishes and interests.

Whether you want your boss to raise your salary, stop your colleagues teasing you or win over your partner with your own holiday ideas, this book translates the findings of behavioural psychology into practical advice for many situations.

KEY SELLING POINTS

- Quick help in concrete situations: the most common everyday cases at a glance
- The sequel to the successful book, *Wie Sie andere dazu bringen, das zu tun, was Sie wollen* [How to make others do what you want]

Translations rights sold to Republic Korea



ISBN 978-3-86881-553-5
17,99 €



KISHOR SRIDHAR is a management consultant, coach and public speaker. He supports businesses and executives during complex processes of change and in difficult projects. For this, he uses the soft powers of behavioural psychology and behavioral economics, demonstrating how it's child's play to overcome resistance. In addition to his consultancy work, Kishor Sridhar also teaches at international universities.



- Solving everyday conflicts the gentle way, without stress or strife

07.09.2015

Sridhar, Kishor | **Everyone listen to my command** | Getting your way in 50 concrete everyday situations | 224 pages | 14.8 x 21 cm | softcover | 17.99 € (D) | ISBN 978-3-86881-594-8



TIME AND AGAIN IN OUR PROFESSIONAL LIVES

we encounter resistance from others. We rely on our colleagues, customers, partners and friends, but when they oppose us or ignore even rational arguments these people often turn out to be our greatest obstacles. But we don't have to resign ourselves to this!

In this book, using behavioural psychology and the insights of behavioural economics, Kishor Sridhar demonstrates how we can easily make others do what we want. Using clear and surprisingly simple methods as well as concrete practical examples, he demonstrates how to make even the most stubborn of people willingly comply with someone else's plan.

If you adopt these tactics, you will never again have problems with reluctant colleagues, difficult employees and stroppy customers – and the benefits will extend beyond your professional life.

KEY SELLING POINTS

- > Influence people using behavioural psychology
- > Understand and manage staff using behavioural economics
- > Indispensable for professional life, with many concrete practical examples



- > How to convince people when reasoning doesn't work



KISHOR SRIDHAR is a management consultant, coach and lecturer. He supports companies and executives during complex processes of change and difficult projects. For this, he applies the gentle force of behavioural psychology and behavioural economics and demonstrates how easy it is to overcome resistance. In addition to his consulting activities, Kishor Sridhar is a lecturer at international universities.

14.11.2014

Kishor Sridhar | **How to Make Others Do What You Want** | approx. 224 pages
14.8x21.0cm | Paperback | 17.99 € (D), 18.50 € (A), sFr. 25.40 | ISBN 978-3-86881-553-5



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The subject of branding is today more important than ever. This is true not only for products and companies, but also and especially for all those who wish to be successful in their jobs. Only if you position yourself correctly, if you understand how to market yourself as "unique", representing your very own *Me Brand*, will you have a chance of coming up trumps against numerous competitors.

But what do you need to know to stand out from the crowd? What is important? This is exactly what life

designer and branding expert Paul Misar defines in his new book. He explains how important it is to specialize in one area, and that you should have the courage to rub others up the wrong way at times. Plus he gives his readers the ten most important basic rules how best to position yourself of.

Complemented by real-life examples and entertaining anecdotes, Paul Misar has created a guidebook that will help anyone become their own brand.

KEY SELLING POINTS

- > The right strategies, practical tips and successful factors for optimum branding
- > The new book from "secret millionaire" and life designer Paul Misar – himself an unmistakable top brand!



Tim Mälzer and Paul Misar



Sir Richard Branson and Paul Misar



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PAUL MISAR was for several years the top marketing manager of a German DAX-listed company, and since 1992 has been involved in more than 25 companies in Germany and abroad as an active investor. Later he sold his group of companies and founded the "Best of Best Erfolgsakademie" [Academy of Success] for personality

development. Misar is one of the top speakers in the German-speaking area and has had several TV appearances. Redline Verlag previously published his title, *Die Lizenz zum Reichwerden* [Licence for getting rich].



- > How to turn yourself into a brand – and become unique

10.08.2015

Misar, Paul | **Uniquel!** | Success through authentic positioning and branding | 224 pages | 14.8 x 21 cm | softcover | 17.99 € (D) | ISBN 978-3-86881-602-0 | commodity group 1785



MOST PEOPLE DO NOT LIVE the life they actually hoped they would. The reason is that they have to work and earn money. And that's often only just sufficient. And if you do manage to set something aside, you still can't afford any great luxuries. In short, neither saving nor hard work will pave the way to financial freedom.

Paul Misar knows better than anyone else, and here he shows us that today there are different opportunities for amassing wealth, namely as an entrepreneur. He's shown how it's done in many of his seminars, and in his book he explains how, with the help of a simple system, anyone can quickly earn a million – in only 36 months! To do so, you buy shares in companies that you co-found, rehabilitate, expand and then resell. All this can be done without a great deal of starting capital and without special training. Today, you can make the web work for you – the Internet makes it possible for everyone to become an entrepreneur.

IMPORTANT FOR YOUR SALES SUCCESS

- > The new route to financial freedom
- > Creating a fortune as an entrepreneur
- > The author is well known from the RTL series, *Secret Millionaire*



Paul Misar aka Peter Bayer during the RTL programme *Secret Millionaire*

PAUL MISAR was the top manager of marketing within a German DAX group for several years, and since 1992, he has actively participated as an investor in more than 25 companies at home and abroad. In the years 2005 and 2006, he sold his company group and founded the "Best of Best Erfolgsakademie" (Best of Best Success Academy) of personality development. Misar is one of the top speakers in the German-speaking area and has appeared several times on television, for example on the RTL show, *Secret Millionaire*.



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- > Not a dream, but a realistic goal: the first million after only 36 months!

13.02.2015

Paul Misar | **A license to get rich** | The recipe for success as a self-made millionaire
224 pages | 14.8 x 21 cm | Softcover | Original edition | 17.99 € (D), 18.50 € (A), sFr. 25.40
ISBN 978-3-86881-577-1 | Commodity group 1496



THE AMOUNT OF INFORMATION in the average office is growing all the time. E-mails arrive every second, the telephone rings nonstop, and page-long memos are distributed for every little project and procedure. Little wonder then that at some point even the most disciplined of employees will capitulate and lose both overview and direction. Yet the opposite is expected of us, namely the punctual and professional processing of all major and minor tasks.

In her book, Sigrid Hess offers solutions to this dilemma. She clearly explains how to cleverly filter the flood of data, how to prioritize ad hoc but correctly, and how to make cooperation with your colleagues considerably more effective. She offers practical tips and concrete tricks for dealing with particular office applications in the most productive way, and reveals how to make an overflowing E-mail inbox a thing of the past.

The perfect book for all those who suffer from the daily information overload and who want to once more face everyday challenges efficiently and professionally and be in "charge" of their working lives.

IMPORTANT FOR YOUR SALES SUCCESS

- Brings the dominant issue in everyday office life to the point and captures the feeling of millions
- Guide for restructuring and reorganizing everyday tasks
- Working more productively and relaxed thanks to better self-management
- From the expert and bestselling author on office organization

Re-order now!



More than
20,000 copies
sold

ISBN 978-3-86881-355-5
19.99 €



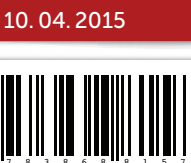
SIGRID HESS has many years experience as a trainer in IT and office organization. Her aim is to optimize processes in the office – from grand concepts to routine work on the PC. After several years as an engineer in the pharmaceutical industry, Sigrid Hess went freelance. Since 1999, she has worked as a trainer in electronic data processing and office skills.



➤ Mastering digital communication

10. 04. 2015

Sigrid Hess | **Surviving information overload** | How to keep everything under control
224 pages | 14.8 x 21 cm | Softcover | Original edition | 19.99 € (D), 20.60 € (A), sFr. 27.90
ISBN 978-3-86881-573-3 | Commodity group 1497



ON AVERAGE, MANAGEMENT positions will be newly filled every two to three years. High expectations, employee loyalty for the previous manager and competitive situations within the team can turn the start for a new manager into an ordeal.

In his career classic, Peter Fischer shows which initial strategies allow you to make a perfect start and how you can encourage a climate of positive change. The revised edition also features the latest findings from research and consultancy, including a number of new aspects, such as the lateral entry of women, problems with change-management processes and the difficulties faced during an acquisition phase. Concrete building blocks and examples, as well as numerous checklists, guidelines and tips help new executives to identify the factors that typically accompany a change in leadership. And make it possible to avoid common beginner's mistakes.

IMPORTANT FOR YOUR SALES SUCCESS

- > Everything you need to consider in the first few days in a management position
- > Avoiding pitfalls and stumbling blocks in the new job
- > The successful reference work in a revised and updated new edition

The classic –
more than
50,000 copies
sold



DR. PETER FISCHER is an economist and psychologist. He is the managing director of an international consulting firm with headquarters in Hamburg, and has worked as an organizational consultant and management trainer for many years. His book is based on the wealth of practical experience he has gained as a coach, seminar host and consultant.



- > The classic for the successful start in a new executive position – completely revised

06. 03. 2015

Peter Fischer | **New on the executive chair** | Success in the first 100 days
208 pages | 14.8 x 21.0 cm | Hardcover | Original edition | 38.00 € (D), 39.10 € (A),
sFr. 49.40 | ISBN 978-3-86881-587-0 | Commodity group 1497



NOT EVERYONE IS NATURALLY HAPPY in the spotlight. Yet today it is more important than ever to be able to sell oneself: changing jobs and self-employment have become the norm in professional life. As a result, everyone is expected to be able to get others talking about them and to present and promote themselves. The way things are today, you can't afford to feel ashamed, shy or nervous.

Using a simple but effective five-step programme, Susanne Hake shows how to overcome your shyness and surmount blockages. Step by step, you'll learn how to recognise, emphasise and showcase your own strengths. The aim is to recognise what new possibilities can open up even outside the world of work; this is achievable with confidence and trust in yourself.

KEY SELLING POINTS

- > Quieter people get their deserved chance for more success in professional life
- > Recognise and communicate your own talents
- > Five steps to becoming more confident



> Overcome your fears and sell yourself well



SUSANNE HAKE is a certified coach and storytelling consultant for the self-employed and companies. She is also a certified naturopath and a body psychotherapist. She has already made several feature films and a TV series. Based on her wealth of experience, she has developed a short-term coaching programme that she has successfully used with over a hundred clients.

10.10.2014

Susanne Hake | **Self-marketing for the Timid** | approx. 208 pages | 14.8x21.0cm
Paperback | 16.99 € (D), 18.50 € (A), sFr. 24.00 | ISBN 978-3-86881-550-4



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"BOREOUT", the widespread but still underestimated phenomenon was first described by the authors Philippe Rothlin and Peter R. Werder in 2007. Caused by boredom and a lack of challenges in the workplace, boreout has consequences just as alarming as those of burnout: dissatisfaction, a loss of joie de vivre and poor performance. At risk are all those burdened with monotonous, undemanding and unsatisfactory work – and who do nothing about it.

In this updated and expanded edition, the authors explain, through concrete examples, how you can escape the risk of boreout.

KEY SELLING POINTS

- > Boreout – an alarm bell for employers and employees
- > Remedies for dissatisfaction and a lack of challenges in the workplace
- > Expanded and updated new edition



Extensive media coverage on *Diagnose Boreout (diagnosis boreout)*



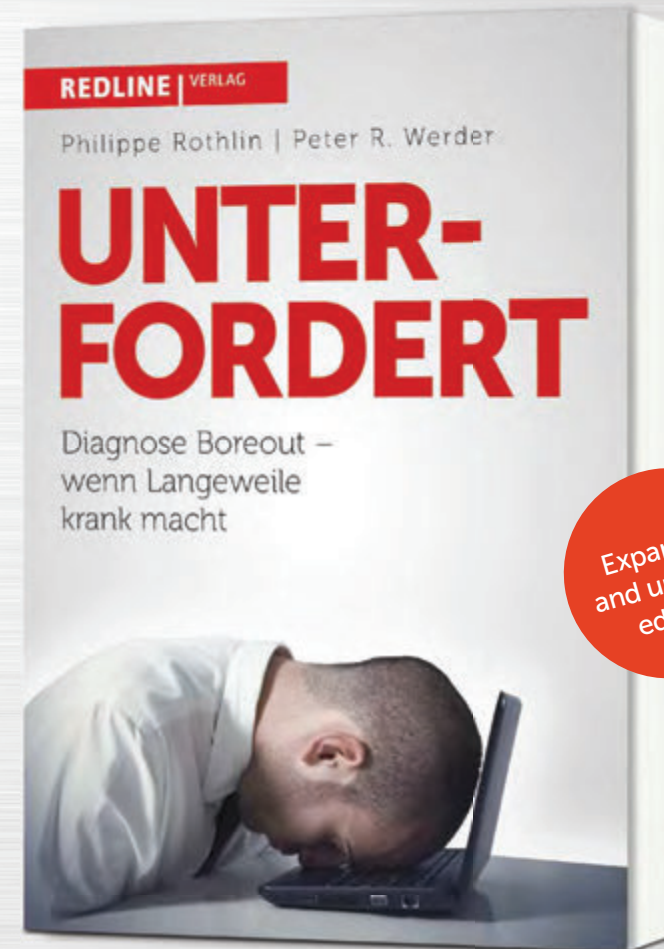
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PHILIPPE ROTHLIN works in the financial industry for an international banking group. He studied law and business administration and has a Master of Business Administration (MBA). He is co-founder of an advertising agency and in addition he works as a strategy consultant in the financial and industrial sectors.

PETER WERDER, PhD, manages communication for a Swiss healthcare group and is a lecturer at the University of Zurich on Communication in Health. He has worked as a journalist, a music teacher and a PR consultant, has published several articles and books and leads the Zurich Gospel Choir.



> The book that made us aware of boreout

11.07.2014

Philippe Rothlin / Peter R. Werder | **Underchallenged** | *Diagnosis boreout – when boredom makes you sick* | Paperback | approx. 180 pages | 14.8x21.0cm
17.99 € (D), 18.50 € (A), sFr. 25.40 | ISBN 978-3-86881-551-1

