

## Spring 2022

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Peter Modler

## When Politeness Strikes

Conducting Discussions as a Martial Art

### CONTENT

#### The Power of Facilitation

Futile chatter, incoherent arguments, constant interruptions, the same people delivering the same monologues—these are everyday annoyances in many meetings. Those who suffer are often the more competent participants. Anyone hoping to make discussions in businesses, parliaments, or the public sphere productive needs somebody prepared to unrelentingly defend a basic framework of fairness—even at the risk of seeming rude at first.

In his new book, Peter Modler presents the “martial art” of conducting discussions in a decisive and productive way. Mastering these skills hones ideas and saves nerves—and ultimately protects democracy.

*“Valor is the better part of discretion: Peter Modler’s tips for successful communication.” Stern on “Talking to Blockheads”*

- Full of gripping examples of debates in politics and society
- How to skillfully facilitate heated controversies
- The golden rules of communication for effectively facilitating discussions



March 2022  
244 pages; 18.95 EUR

Backlist: “Talking to Blockheads” sold to China, Czech Republic, France, Korea, Russia

### AUTHOR

Dr. Peter Modler spent many years as a manager and entrepreneur in the media sector and has run his own consultancy (www.drmodler.de) since 1998 as well as being a visiting lecturer at the *University of Freiburg*. He also spent five years as a judge at the Freiburg employment tribunal. Modler has also developed “Arrogance Trainings®” for female executives, with over 2,000 participants to date. He has also set up his own training scheme, “Profit by Difference. Coaching according to Dr. Modler®”. He has written and published numerous books, most recently the bestselling “Mit Ignoranten sprechen” (“Talking to Blockheads”, Campus 2019).

### TYPE OF BOOK / TARGET GROUP

Great combination of guidebook and narrative non-fiction for participants and leaders in conversations, meetings, videoconferences, and confrontational situations of all kinds.

[see also Backlist, p. 12](#)

Katrin Suder / Jan F. Kallmorgen

## Geopolitical Risk

Businesses in the New World Order

### CONTENT

#### A new economic agenda

We are witnessing more geopolitics, more sustainability, more technology than ever before—and decision-makers in politics and business have to confront new global dynamics if the economy is to weather international tensions, advancing climate change, societal expectations, and ever shorter cycles of innovation. Katrin Suder and Jan F. Kallmorgen illuminate the complex political background and suggest courses for practical action towards anticipating and managing the new risks facing us all in the 2020s. This book considers their effects on markets, business models, supply chains and investments. It makes clear that business strategy and the global situation are two sides of the same coin.

- Shows effective strategies for dealing with the geostrategic risks of the 2020s
- A toolbox and navigational aid to help businesses cope in an increasingly risky world
- Authors are the leading experts in geostrategic consulting



January 2022  
248 pages; 22.00 EUR

### AUTHORS

Dr. Katrin Suder is one of Germany's most renowned experts on strategy and technology. A physicist by training, she is on the supervisory board of several companies, was a member of the German government's digital council until 2021, and is a partner in *Macroadvisorypartners* advising S&P 500 and DAX-listed companies. She is a former director and senior partner at *McKinsey & Co.* and an undersecretary of state at the *Federal Ministry of Defense*.

Jan F. Kallmorgen is a historian and investment banker by training and has been advising international investors and businesses at the intersection of (geo)politics, capital markets, and economics for fifteen years. After positions at the *World Bank*, *Goldman Sachs*, and a variety of think tanks and public affairs consultancy, he founded the consultancy *Berlin Global Advisors (BGA)* in 2017, which specializes on geostrategic questions and intergovernmental relations.

### TYPE OF BOOK / TARGET GROUP

Great mixture of non-fiction and business title for anyone interested in geopolitical challenges for the corporate world.

Stephanie Schorp

## **Your Personality, Your Career**

How to Take Control of Your Own Professional Journey

### CONTENT

#### **A leading headhunter combines vocation and success**

Today's careers are no longer about going higher, faster, and further. They are journeys matched to individual personalities. Stephanie Schorp, a leading headhunter, has found the right position for countless top managers. From her experience, she concludes that there are particular factors which help anyone find exactly the right job. That's because careers and professional fulfilment don't just happen but are something that we are all capable of achieving if we only take charge of our journeys.

Stephanie Schorp shows us what those factors are and what anybody can do to take control of their own journey of career fulfilment.

- **A leading headhunter's insider knowledge**
- **How to forge a career to suit your personality**
- **Career advice for executives and anyone looking to get ahead**



March 2022  
248 pages; 22.00 EUR

### AUTHOR

Stephanie Schorp is joint managing director of *Comites perfect placements*, a human resources consultancy. For more than twenty years, she has been working as a headhunter involved in selecting and assessing candidates for leadership roles. Stephanie Schorp has taken her motivation to develop leadership and management for the future to offer training in Zen leadership and for *philosophymeetsmanagement*, a consultancy platform.

### TYPE OF BOOK / TARGET GROUP

A self-help book for the career-oriented reader that shows us how to connect our personal purpose to our career.

Hermann Scherer

## Turn Your Brand Into Gold

How to Make Yourself Visible and Desirable

### CONTENT

#### Scherer's secrets for success collected in one book

Coaches and speakers form a vast and ever-growing market. But only few of them succeed in being noticed and to make a living from coaching or public speaking. Hermann Scherer trains successful people with something to say. Many of his clients have made their way into the ranks of leading speakers.

In this book, Scherer reveals his accumulated knowledge of how speakers can make themselves visible and stand out from the crowd. Organized around ten building blocks—market analysis, positioning, fees, profile, book, performance, world wide web, winning clients, public relations, and capitalizing—Scherer invites readers to follow him along the path to success.

These tools will help all readers to turn themselves into brands.

- Scherer's highly successful "gold program" in book form
- Scherer's secrets for success can turn any speaker into a brand
- Germany's highest-profile coach and a best-selling author



March 2022  
244 pages; 18.95 EUR

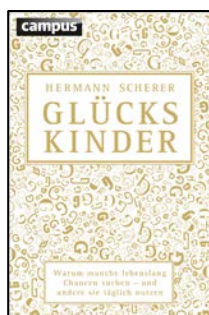
### AUTHOR

Nobody in Germany has put more speakers on the stage than Hermann Scherer. He has accompanied forty people on their way to becoming TOP 100 speakers and one hundred on their way to conquering the TOP 500. He turns people into brands to help them earn what they deserve and to conquer the world's stages.

### TYPE OF BOOK / TARGET GROUP

A self-help book that shows speakers and coaches, as well as the self-employed, how not to get lost in the crowd.

### ALSO AVAILABLE BY HERMANN SCHERER



#### The Lucky Ones

2011/2016, 237 pages

How some people seize opportunities every day, while others never find them

#### Over 80.000 copies sold

Rights sold to **China, Japan, Poland, Russia, Taiwan** (all expired)

Thomas Willberger

## Don't Fail

How to Make Your Startup Succeed from Founding to Exit

### CONTENT

#### How not to fail as an entrepreneur

Most startups fail. Would-be entrepreneurs get bogged down in detail, over- or underestimate their competitors, lose focus. Yet many of these mistakes are easily avoided—by learning from someone who made them himself and corrected them while he still had the chance: Thomas Willberger, the founder of several successful startups, is well aware of all the obstacles and pitfalls facing hopeful entrepreneurs. Don't Fail mixes the practice of startups with vivid storytelling. Across three practice-oriented sections, Thomas Willberger describes the key mistakes typically made during founding, in the first year, and ahead of a potential exit. Armed with this experience, entrepreneurs can avoid costly fails and take the direct road to success.



March 2022

248 pages; 22.00 EUR

- The successful founder of several startups offers his business hacks
- Anticipates typical errors during founding, in the first year, and ahead of a potential exit
- Insider knowledge from real-life startups

### AUTHOR

Thomas Willberger started his first business while still a student of mechanical engineering. Today he can look back at three successful startups. In 2020 he sold a tech startup that had broken through internationally and has since taken on roles as a co-founder and investor in new projects.

### TYPE OF BOOK / TARGET GROUP

Inspiring and extremely useful guide for all founders and those who are thinking about it.

Miriam Wohlfarth / Nina Pütz

## Getting Things Done

This is how Business Works!

### CONTENT

#### This is how business works!

Miriam Wohlfarth has managed what only few in the fintech industry ever achieve: She is one of Germany's first female fintech entrepreneurs, and a very successful one, too. Together with Nina Pütz, CEO of *Ratepay*, she has written a highly personal book about how founding and leading a company works today, what entrepreneurial skills it takes, and what it all means for recruiting and team building.

Miriam Wohlfarth and Nina Pütz share their experiences with all their ups and downs, offering an inspiring mixture of learning and anecdote.

- Practice-driven know-how fleshed out with a wealth of stories of business life
- By Germany's first female fintech entrepreneur



April 2022

248 pages; 22.00 EUR

### AUTHORS

Miriam Wohlfarth is one of Germany's first fintech entrepreneurs. In 2009 she founded *Ratepay*, a payments service now employing over 280 people, and in 2020 *Banxware*, another successful fintech company. She is co-editor of the bestselling book "Die Zukunftsrepublik" ("The Republic of the Future").

Nina Pütz is CEO of *Ratepay*. Previously, she was CEO and managing director of *brands4friends* an online shopping club, as well as holding various executive positions at *eBay*.

### TYPE OF BOOK / TARGET GROUP

The book shows how good ideas with the right skills can become a successful enterprise, for executives who want to shape the future in their own companies.



Martin Andree / Niklas van Husen

## Digital Boot Camp

The Power Handbook for Digital Marketing, Sales, and Media

### CONTENT

#### The workout book for digital marketing

Hardly any business today can get by without social media advertising, online sales, and a well-thought-out strategy for winning clients online. But expertise is often lacking, along with the money to pay for digital consultants. The solution is Digital Boot Camp, an ultra-concentrated training camp in which marketing experts Martin Andree and Niklas van Husen systematically present all key aspects of online marketing—from developing strategy via running campaigns to setting up your own e-commerce models. Brilliantly visualized and with graphs, checklists, and exercises, this book offers the shortest way to take your digital fitness to a whole new level.

- The program for innovation with key marketing methods
- Contains a range of tools for starting out in digital marketing
- Brilliant visualization, bringing together form and content



March 2022

244 pages; 18.95 EUR



### AUTHORS

Dr. Martin Andree had twenty years of experience in online marketing, including as Corporate Vice President at *Henkel*. He is CEO of a digital marketing consultancy as well as an author and lecturer on digital media. In 2020, Campus published his “Atlas der Digitalen Welt” (“Atlas of the Digital World”).

Niklas van Husen is Managing Partner of *AMP Digital Ventures* and has had a wealth of practical experience in e-commerce, branding, and performance marketing. He was previously in charge of building and expanding digital distribution channels in multiple external marketplaces at *METRO Markets*.

### TYPE OF BOOK / TARGET GROUP

Workbook for a comprehensive introduction to digital marketing for all those who want to implement their own marketing projects.



Isabell M. Welpé / Nicholas Folger

## **Talent Management 5.0**

How to Find and Keep the Brightest Brains

### CONTENT

#### **Time for targeted recruiting**

The advance of digitalization offers enormous potential for businesses and their personnel development. Online interviews, digital processes for selecting suitable candidates, and paper-free job applications are only the tip of the iceberg.

Many other possibilities have so far remained unexplored and confront us with new questions: how can AI help in selecting applicants? How can algorithms be utilized for identifying skilled candidates? Can the Tinder principle be made to work in businesses, too?

Isabell Welpé and Nicholas Folger draw on interviews with HR experts working in corporations, mid-size businesses, startups, and research & development in order to identify best practices for tomorrow's talent management.

- **The future of personnel development is AI**
- **Practical solutions for successful digital recruiting**
- **Features best practices from HR experts**



March 2022  
248 pages; 22.00 EUR

### AUTHORS

Isabell M. Welpé held the chair in *strategy and innovation* at the *Technical University of Munich* and is director of the *Bavarian State Institute for Higher Education Research and Planning*. She also runs the annual *Change Congress*.

Nicholas Folger is a research assistant at the *Technical University of Munich*, where he is completing a Ph.D. on talent management.

### TYPE OF BOOK / TARGET GROUP

Guidebook about digital recruiting for personnel developers, managers and entrepreneurs.

Marc Konieczny / Marc Viebahn

## **Elective Management**

Finding the Perfect Fit for Leading Family Businesses

### CONTENT

#### **Finding the right executives with the symphony principle**

Filling top leadership positions in family businesses presents a special challenge: since the family alone is unlikely to provide the right candidates, businesses have to look elsewhere to find the managers they need. But finding the right leaders outside the family is not easy, either.

In order to help family entrepreneurs identify suitable candidates in a difficult field, Marc Konieczny and Marc Viebahn have developed the “symphony principle.” Seven factors for success help proprietors find the right managers to whom to entrust their life’s work. “Outside management” is thus replaced by something as close as possible to a family member: “elective management.”

- **Seven factors for the successful leadership of family businesses**
- **Strategies to help family businesses recruit leaders**
- **Featuring a range of illustrative case studies**



March 2022  
244 pages; 18.95 EUR

### AUTHORS

Dr. Marc Konieczny and Dr. Marc Viebahn are united not only in their fondness for jazz, but are also partners and associates of *Interconsilium*, which for thirty years has been the leading recruitment consultancy for executive positions in family businesses.

### TYPE OF BOOK / TARGET GROUP

Business guide for family entrepreneurs, advisors to family businesses, executives in family businesses and those who want to become one.

Simon Sagmeister

## **Business Culture Design**

Develop Your Corporate Culture with the Culture Map

*Updated edition*

### CONTENT

#### **Culture as visible strategy**

Although culture is what gives companies the ability to survive, it is often addressed only after problems have emerged. While it is true that corporate culture cannot be put into numbers, it can be visualized and modeled using the author's Culture Map. The values underlying all corporate cultures are represented in seven colors which combine to form individual patterns. The Culture Map can be used as a basis for successful change and innovation processes, mergers, and integrations. When managers and employees see where they are trying to go, it enables them to take the appropriate decisions and actions.

- **Over 7.000 copies sold since first publication 2016**
- **Corporate culture as the key to business success**
- **Target group: middle and top management**
- **Visualizes the Culture Map method**



May 2022  
232 pages, 44,- EUR

**First edition also published  
in English**

Rights sold to: **China**

### AUTHOR

Simon Sagmeister is the »culture guy«. He is the founder of *The Culture Institute* in Zurich and a partner at *Science House in New York*. Fortune 500 corporations as well as midsized companies around the world place their trust in his Culture Map approach.

### TYPE OF BOOK / TARGET GROUP

A Workbook that introduces *The Culture Map* that enables the analyses of company business cultures and how to adapt it individually for all leaders who want to better understand and steer their companies.

Daniel Damler

## **Gotham City**

Architectures of the State of Exception

### CONTENT

**State of exception and state failure—what can the fictional metropolis teach us?**

It would be hard to think of a more famous imaginary city in this age than Gotham City, home to Batman for more than eighty years. Gotham City is an iconic location in popular culture, a battlefield between good and evil, and the epitome of the state of exception in modern society. The enormous popularity of the Batman movies has made Gotham a globally recognized symbol of a permanent political crisis, for the rule of crime, and for staggering state failure—but also for unconventional means of dealing with crises and for the triumph of a republican idea of heroism.

Daniel Damler attempts to identify the peculiarities of Gotham's emergency and takes a historical approach to contextualizing them in legal and political terms. Since Gotham is primarily a visual phenomenon, the discussion turns to the scenery and architecture of the movies, whose set designs play a key role in lodging the image of Gotham in popular consciousness. The superhero's infrastructure (Batcave, Wayne Manor) and other canonical locations are visual markers of the state of exception and constitute powerful spaces of memory.

- **The first study of the fictional city to be grounded in legal theory**
- **A unique fusion of legal and political scholarship, of film and architectural history**
- **An urgent question of our times: how do states of exception shape our societies?**

### AUTHOR

Daniel Damler is assistant professor at the faculty of law at the *University of Tübingen*, where he teaches European legal history, legal theory, and civic law, as well being an affiliated scholar at the *Max Planck Institute for Legal History and Legal Theory* in Frankfurt.

### TYPE OF BOOK / TARGET GROUP

Interdisciplinary science title about how a halting state of emergency shapes a society.



March 2022  
248 pages; 22.00 EUR

## BACKLIST

### *Economy & Society* **Talking to Blockheads**



[More information](#)

Rights sold to **China, Czech Rep., France, Korea, Russia**  
Over 20,000 copies sold  
French sample available

### *Self-Help* **Living with Brains**



[More information](#)

Almost 10,000 Books sold  
and over 5,000  
audidownloads

### *Life* **Do not leave your time unattended!**



[More information](#)

Over 7,000 copies sold

### *Economy & Society* **Against the Self- Righteous**



[More information](#)

Rights sold to **Denmark, Italy, Netherlands**  
Over 200,000 copies sold  
English sample available

### *Job & Career* **Habitus**



[More information](#)

Rights sold to **Korea**

Over 10,000 copies sold

### *Finance* **Thinking About Money**



[More information](#)

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