Fall 2026

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Michaela Brohm-Badry, Claudia Jahn

Be Who You Are – a Liberating Step

What it really means to be authentic

CONTENT

Authenticity instead of pretence

"Just be authentic!" is a refrain we hear time and again – at work, in all other situations in life, and on social media. Yet we have often lost touch with our inner core. How do we take off the masks we have put on for protection or to fit in?

This book brings together two perspectives that have never before been combined in this way: neuroscientist Michaela Brohm-Badry deciphers why our brain responds to truthfulness with resonance and how we can free ourselves from neural patterns. Actress Claudia Jahn identifies where our inner and outer selves are out of alignment and demonstrates how we can achieve true presence through self-reflective and body-centred methods. Together, they guide us towards inner clarity: authenticity is not a state, but a journey.

September 2026
Paperback
Approx. 256 pages
13.6 x 21.5 cm
D €25

AUTHOR

Michaela Brohm-Badry is a neuroscientist specialising in teaching and learning research and a professor of teaching and learning research and didactics at the University of Trier; she is also a columnist for *Wirtschaftswoche* and a contributor to *Spektrum der Wissenschaft*. Her published works include the books *Das gute Glück* and *Aufbrechen. Die Freiheit zur Selbstentfaltung gewinnen*.

Claudia Jahn is a multi-award-winning actress with decades of experience in film and theatre, author of '*Charisma ist, was du bist*' and founder of ASTIK Coaching. She supports figures from the worlds of business, culture and politics in developing their authentic expressiveness and media presence on stage and in front of the camera. She lives in Basel.

USP

- How genuine self-connection reduces stress, makes decision-making easier and strengthens inner independence in everyday working life
- A neuroscientist and an actress demonstrate how being authentic in a professional context makes a real difference – without putting on a front
- Reach your goal in four weeks: a four-week programme to rediscover your authenticity and embed it in your life

Daniela Dr. med. Bach

One Moment, I'm Just Taking a Menopause

How to boost your health and career during the menopause

CONTENT

At the peak of your career – and suddenly your body isn't playing ball

The menopause doesn't happen on the sidelines, but right in the middle of working life – and yet it's often treated as a taboo. Dr Daniela Bach, known to many as 'Doc Dany' from social media, is breaking this silence.
In her book, the gynaecologist combines medically sound knowledge with practical strategies for everyday working life. She explains the hormonal factors at play, helps readers to correctly identify symptoms, and outlines effective treatment and support options. All the while keeping in mind the question: How can I remain productive, in control of my own life, and healthy at work?
An empowering guide for working women aged 40+ who don't want their careers to be held back.
What the book offers readers:

- **Confidence in dealing with physical and mental changes.**
- **Practical tips for more energy, focus and self-care in everyday working life.**
- **Guidance on treatment decisions – explained clearly.**
- **Arguments to support discussions with line managers and HR.**
- **The courage to stand up for your own health with confidence.**

August 2026
Paperback
Approx. 224 pages
13.5 x 21.5 cm
D €26

AUTHOR

Dr **Daniela Bach**, known to many as 'Doc Dany', is a specialist in gynaecology and obstetrics. After more than 16 years in hospitals and private practice, she founded the 'Glückssprechstunde' in 2022 to provide women with more comprehensive and personalised support.
Today she works as a Women's Health Educator, advising both individuals and companies on holistic women's health and gender medicine. As a sought-after speaker and educator, she reaches a large community via social media – over 15,000 followers on Instagram and over 6,000 on LinkedIn – and is a prominent voice on perimenopause and the menopause.

USP

- Career opportunities rather than a topic of taboo: How working women can navigate the menopause with confidence and energy.
- A medical expert combines in-depth information on women's health with practical strategies for managing the menopause whilst working.
- Understanding the changes associated with the menopause, gaining stability and consciously steering your own career path.

Emmanuel Wandji Tchatat

Introverted and Visible

My strategies in a noisy working world

CONTENT

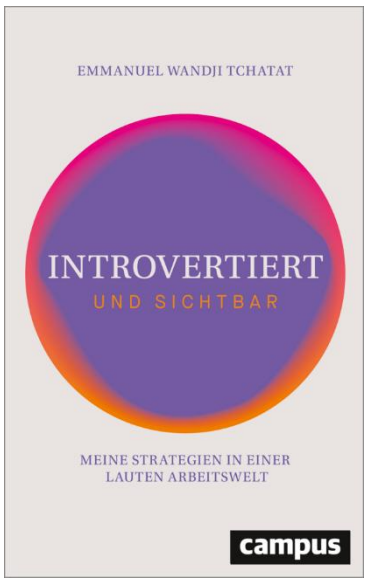
Why listening, analytical skills and strategic communication are real career advantages

In a working world where loudness is often mistaken for competence, quiet talents frequently remain unseen. 'Introverted and Visible' shows how introverts can make targeted use of their strengths and become visible in their careers – without compromising who they are.

Emmanuel Wandji Tchatat, who was already part of the management team at the NextGen agency at the age of 23, combines personal experience with concrete strategies from everyday business life. He describes how he went from being a quiet child in a loud, multicultural family to finding a leadership role – and why listening, analytical skills and strategic communication are real career advantages.

This book is not a general defence of introversion, but a practical career guide for a new generation of high achievers – and for anyone who wants to recognise that introversion is not a weakness, but an underrated resource.

- **A personal career story (from a quiet child in a loud, multicultural family to a senior executive).**
- **Concrete strategies for visibility in the workplace.**
- **Insights into managing introverted employees.**



August 2026
Paperback
Approx. 224 pages
13.6 x 21.5 cm
D €22

AUTHOR

Emmanuel Wandji Tchatat (born 1998) is part of the management team at the Swiss NextGen agency ZEAM, where he serves as Head of Operations. He advises companies on how to strategically reach Generation Z and is a regular speaker on Gen Z, social media and new workplace culture.

He helped build the TikTok channel for Delay Sports Berlin, which, with over 550,000 followers, is one of the sports channels with the widest reach in the German-speaking world. On LinkedIn (approx. 4,400 followers), he shares insights into his experiences as an introverted Gen Z leader.

Susanne Westphal

Letting Go

How to make room for what really matters in your working life

CONTENT

"Every ending holds a certain magic"

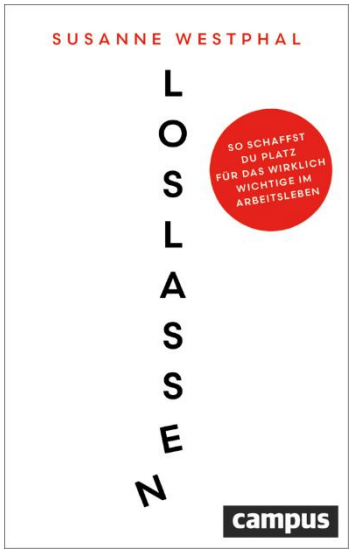
All too often, we cling to one-sided business relationships, unprofitable projects and inefficient routines – out of convenience, but also because we fear the consequences. We get bogged down in intractable conflicts instead of focusing on what is profitable.

In her new book, Susanne Westphal invites us to rethink professional farewells: not as failures, but as conscious decisions in favour of clarity and effectiveness.

She describes

- **Why we find it so difficult to bring things to an end – and the psychological reasons.**
- **Why not deciding is often the greater burden.**
- **How we can bring projects and working relationships to a clear and respectful close.**
- **How the ability to let go fosters focus and serenity.**
- **How a good ending gives rise to new energy and creative freedom.**

With practical tools, psychological insight and inspiring real-life examples, Susanne Westphal shows us how to free ourselves from old baggage: for a powerful new beginning.



September 2026
Paperback
Approx. 224 pages
13.5 x 21.5 cm
D €25

AUTHOR

Susanne Westphal has been supporting companies and executives through change processes for over 20 years. As a communications professional and coach, she has mastered countless farewells herself: the premature end of her business studies, being made redundant after parental leave, founding and selling a start-up, letting go of a marriage, leaving a corporate career behind. Today she heads the 'Institut für Arbeitslust'.

USP

- A communications and coaching expert demonstrates how consciously simplifying your daily work routine leads to better decisions and lasting effectiveness.
- More energy, greater concentration and sustained productivity through a conscious focus on what really matters.
- Recognising change processes, making clear decisions and creating space for conscious new beginnings.

Lena Wittneben

Completely at Ease With Imperfection

Success and confidence – beyond constant digital distraction and self-optimisation

CONTENT

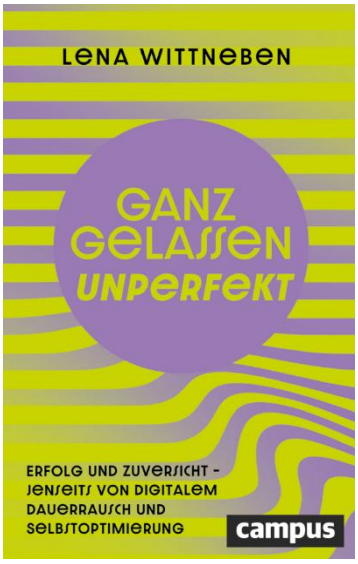
Self-management instead of self-optimisation

Success, visibility, resilience – and all at once, please?

In a working world caught between perpetual crisis, social media pressure and the obsession with self-optimisation, *Ganz gelassen unperfekt* shows us how to remain self-determined without having to constantly perform.

Lena Wittneben puts an end to toxic positivity and constant digital stimuli, advocating a more relaxed yet effective approach to performance, career and oneself.

With humour and practical insights, the book is aimed at anyone who is ambitious – yet doesn't want to burn out.



August 2026
Paperback
Approx. 224 pages
13.5 x 21.5 cm
D €25

AUTHOR

Lena Wittneben is a systemic coach, presenter and speaker. For many years, she has been supporting people in balancing performance with self-care, work organisation with self-management. She writes for Spiegel Online (Job & Career), among others. Her talks and workshops, such as "Stop the constant digital frenzy", are in demand across Germany in organisations and at conferences.

USP

- A book on combating unproductive chronic stress.
- How to succeed whilst staying true to yourself – without any toolkits.
- How to forge your own path whilst maintaining your performance.

Stefan Rennicke

Back to the Front

How burnout can lead to new paths

CONTENT

Give your performance a healthy direction

Why do some people withstand extreme stress for years – and then seemingly collapse all of a sudden? In 'Back to the Front: How Burnout Gives Rise to New Paths', Stefan Rennicke tells his story openly and powerfully, from working in international crisis regions to experiencing burnout as an entrepreneur.

As a project manager in Africa and South-East Asia, and later as the founder and managing director of a successful company, Rennicke was constantly confronted with responsibility, pressure and high expectations. Whilst external crises kept him stable for a long time, the internal stress of everyday life as an entrepreneur eventually led to a breakdown and a hospital stay lasting several weeks. He describes this turning point – and the path back to a more self-determined, healthier life – with honesty and reflection. The book combines personal experiences with clearly presented insights from stress and burnout research, and is complemented by brief testimonials from people in high-performance professions.

'Back to the Front: How Burnout Gives Rise to New Paths' is aimed at anyone who achieves a great deal, bears a heavy burden of responsibility and feels that things cannot go on like this indefinitely – and demonstrates that burnout is not a failure, but an opportunity to realign one's life in a new and better way.

October 2026
Paperback
Approx. 200 pages
13.5 x 21.5 cm
D €24

AUTHOR

Stefan Rennicke founded the sustainable workwear company KAYA&KATO in 2015 together with his wife. Prior to this, the historian and economist, who holds a PhD, spent a decade managing projects in sub-Saharan Africa on behalf of the German National Commission for UNESCO. In collaboration with companies, he implemented numerous national and international projects in the fields of international education, science and culture.

USP

- Personal experiences from crisis-hit regions and the world of business, combined with the latest findings from stress research.
- Meaningfulness as the key to self-efficacy, healthy working structures and sustainable professional conduct.
- How managers can identify patterns of stress at an early stage, break unhealthy dynamics in day-to-day working life and make sound decisions.

Martin Andree

Measuring the Digital World

THE COMPACT HANDBOOK – Activities, Players, Markets, Trends

CONTENT

The Internet as it really is

Today, digital media attract more attention than all print media, television and radio stations combined. Our lives are becoming more digital, and there are millions of digital services, websites, platforms and apps. But where do people actually spend their time? What activities do they engage in within the digital world? How significant is the role of big tech services – and how are independent providers faring online?

Measuring the internet provides insights – in a uniquely clear, concise and precise manner.

Six years after the publication of the pioneering 'Atlas of the Digital World', there is now new data, compiled on the basis of real-world usage measurements, available exclusively here and analysed. You will be surprised to see what the internet really looks like..

June 2026
Paperback
Approx. 176 pages
13.5 x 21.5 cm
D €25

AUTHOR

Prof. Dr. **Martin Andree** teaches media science at Cologne University in Germany. He has been doing research on the dominance of Big Tech for more than 15 years. Leading German media (including public television and leading newspapers) and conferences (including the Digital Summit of the Federal German Government) regularly call on his expertise for contributions on this subject. In 2020, he published the book »Atlas der digitalen Welt«, which has a strong reputation. He received the Günter Wallraff Special Award for Press Freedom and Human Rights for his book »Big Tech muss weg!« (2023), which has also been published in English (»Big Tech Must Go!«, 2025). He studied in Cologne, Münster, Cambridge and Harvard.

USP

- Provides guidance in an increasingly complex digital world.
- Uses exclusive data to show where and how digital media is actually used.
- The key findings of the latest data collection, presented in a concise format.

Ralf Nöcker

Marketing Worst Practices

Why so many marketing decisions are wrong and how to do it better

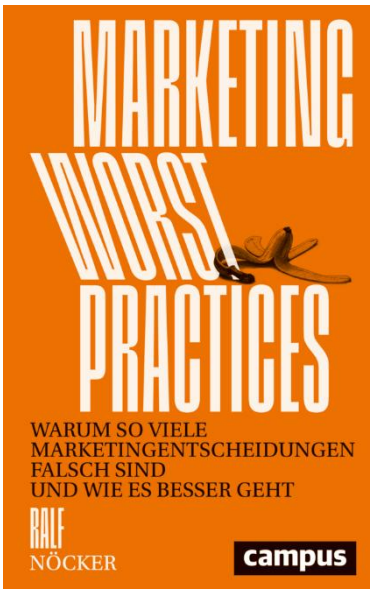
CONTENT

Of good intentions and costly mistakes

Why do even top brands repeatedly engage in marketing that has been proven not to work? Why are budgets cut where investment is needed, campaigns celebrated that achieve nothing, and pitches carried out that miss the mark?

Ralf Nöcker uses facts and real-life examples to show why bad marketing is not a one-off slip-up, but the norm within the system. He explains which cognitive biases, routines and structural constraints prevent impact and burn through money – and what actually distinguishes successful marketing decisions.

An indispensable reality check for anyone responsible for brands, budgets and impact who wants to make marketing more effective.



September 2026
Hardcover
Approx. 256 pages
13.8 x 22.0 cm
D €34

AUTHOR

Dr **Ralf Nöcker** is Managing Director of the GWA, the association of leading German advertising and communications agencies, and is therefore confronted daily with issues relating to brand communication. Prior to this, following a degree in business administration and a PhD, he worked from 2000 to 2009 as an editor in the business section of the Frankfurter Allgemeine Zeitung and as Head of Corporate Communications at the consultancy firm Kienbaum. Author of several specialist and academic books and numerous articles on the subject of brand communication.

USP

- Explains why even experienced marketing professionals systematically make the wrong decisions.
- Clear examples of worst practices highlight typical errors in thinking and decision-making – providing a basis for better marketing decisions.
- Practical guidelines for anyone who wants to make their marketing more strategic, effective and cost-efficient.

Marc Ebel, Georg Hesse, Amelie Rose

The Secret Playbook

Amazon's management techniques – how they really work and what companies can learn from them

CONTENT

What we can learn from Amazon – and what we'd be better off not

Amazon polarises. But one thing is undisputed: hardly any other company has grown so rapidly over the past 30 years – whilst remaining so consistently successful. In 'The Secret Playbook', three German Amazon insiders reveal for the first time the management techniques that really lie behind the success of the world's largest company – backed by one of the most comprehensive studies to date, involving over 50 former Amazon senior executives.

The book clearly distinguishes between myths and effective methods – and is equally candid about which principles may fail outside the corporation. A particular strength: each of the 20 Amazon management tools is systematically explained – from the definition and the logic behind their success to concrete implementation tips.

For executives, entrepreneurs, founders, students and ambitious employees, this book offers not abstract strategic thinking, but a practical workbook for transformation, a culture of innovation and sustainable growth.

September 2026
Hardcover
Approx. 224 pages
15.5 x 23.3 cm
D €34

AUTHOR

Prof. Dr **Marc Ebel** is Professor of Marketing and Management at IU International University in Munich. Prior to this, he spent 16 years at Amazon, where he established several innovative business models in Germany, including the Amazon MP3 Store, the one-hour delivery service Prime Now, and the grocery division Amazon Fresh. Today, he advises companies on the Amazon ecosystem, innovation and management, as well as transformation through digitalisation and AI.

Georg Hesse worked at Amazon for 15 years from 1999 onwards and was part of the German management team for many years. He subsequently put Amazon's management techniques to the test outside the Amazon bubble as CEO of two publicly listed digital companies. He now works as an executive and consultant for digital transformation, AI and organisational development, serves on the supervisory boards of listed companies, and acts as a coach for start-ups in the sustainability sector.

Amelie Rose is a freelance consultant and interim manager. She works with large technology start-ups and management teams at medium-sized companies to build structures that enable growth. Previously, she helped establish a new food delivery business at Amazon. At N26, she set up and led the strategic project management office for operations. At a medical technology scale-up, she was responsible for market entry in the EU and, together with the CFO, led a multi-million-euro funding round. Today, she applies tried-and-tested principles to other organisations, making growth predictable rather than haphazard.

USP

- personal experience from over 30 years in leadership roles at Amazon.
- Empirical insights from a mixed-methods study drawing on the experiences of over 50 top managers.
- Concrete practical guidance for organisations of all sizes – from start-ups and SMEs to large corporations.

Heiner Thorborg

Behind the Scenes of the Powerful

Germany's most influential headhunter reveals the rules of the game at the top

CONTENT

What makes a truly good CEO – and why do even brilliantly trained top managers fail at the top?

To mark the 100th anniversary of headhunting, one of the most experienced insiders opens the doors to the upper echelons of business. Heiner Thorborg looks back on almost five decades of executive search and offers a brutally honest insight into what really matters when appointing board members and senior management.

He explains why narcissism can destroy entire corporations, why international experience is indispensable today, why age should not be a factor, and what positive impact women have in board positions. Thorborg analyses real-life cases, identifies missteps in headhunting, and offers insights into the 'unwritten rules' of the powerful.

A first-hand reality check for (aspiring) CEOs, supervisory board members and female entrepreneurs who want to know how headhunters tick.

August 2026
Approx. 224 Pages
Hardcover
13,8 x 22,0 cm
D €32

AUTHOR

Heiner Thorborg, whom the F.A.Z. (Frankfurter Allgemeine Zeitung) respectfully describes as "one of the last true originals in his field", has been working in the recruitment business for almost 50 years. Thorborg began his career at Egon Zehnder. In 1989, he founded his own company in Frankfurt am Main. In 2008, a second office was opened in Zurich. In 2007, Thorborg founded Generation CEO, the first and, to this day, most important professional women's network in the German-speaking world.

USP

- Tips from one of Germany's most successful headhunters, who knows the secret rules of the top management level inside out.
- Using numerous examples, the book demonstrates what skills truly define top managers today and how you can successfully attract the attention of headhunters.
- A clearly structured distillation of over forty years of professional experience.

Yasmin Weiß

What Will Remain of Humanity When AI Takes Over?

How leaders can find their strategy for the biggest labour market revolution to date

CONTENT

When machines take over, the human factor becomes more important than ever

Artificial intelligence is transforming the world of work more profoundly than any previous technological development. For the first time, the focus is no longer solely on the automation of processes, but on knowledge work – and thus also on the role of managers.

AI expert Prof. Dr Yasmin Weiß makes it clear why this transformation is, above all, a management revolution that, whilst harbouring risks, also offers many opportunities.

In a practical, well-founded and positive light, she describes the rules of the game in tomorrow's world of work. She explains which skills, mindsets and qualities remain irreplaceable. You will learn how the role of leadership is fundamentally changing and which key tools you should master to remain relevant and effective.

An inspiring guide for anyone who wants to understand and positively shape the future of work.

April 2026
Hardcover
Approx. 224 Pages
14.3 x 22.0 cm
D €30

AUTHOR

Prof. Dr **Yasmin Weiß** is one of Germany's leading experts on artificial intelligence in the workplace. As a professor of business administration, consultant and member of numerous supervisory and advisory boards, she researches and teaches how artificial intelligence is transforming the world of work (Future of Work) and what the relevant skills of the future (Future Skills) are. She has received numerous awards, including the 'Digital Leader Award', 'Top 50 Women Shaping Germany's Future' and a place in the 'Top 40 under 40' in the field of science and society. She runs her own podcast on the topic of 'Future of Work, Future Skills & AI'.

USP

- The latest insights into AI translated into practical applications for the workplace of tomorrow.
- Empowers you in your leadership role during the biggest labour market revolution to date.
- You set the course; AI helps with the implementation.

Bernhard Lorentz

Green AI

How the economy can save the climate and increase prosperity

CONTENT

Climate saviours instead of climate killers

Artificial intelligence is considered a major threat to the climate due to its high energy consumption. Industry and sustainability expert Bernhard Lorentz demonstrates that the opposite is true: innovative AI technologies represent a huge opportunity because they can accelerate the decarbonisation of all sectors whilst simultaneously strengthening the economy.

In his book, Lorentz presents numerous global best-practice examples of how companies are already using AI to increase the range of electric cars, manage factories more efficiently and make flights more climate-friendly. He also demonstrates that, within just a few years, AI will save far more emissions than it consumes – and sets out clear policy demands to accelerate this development and promote investment in green AI.

A well-founded framework for the economy, demonstrating how technology turns climate protection into a competitive advantage.

June 2026
Approx. 160 pages
Hardcover
13.5 x 21.5 cm
D €28

AUTHOR

Prof. Dr **Bernhard Lorentz** has been working for many years at the intersection of academia, the private sector, the public sector and philanthropy. He is Managing Partner and Global Climate & Infrastructure Leader at Deloitte, as well as Founding Chair of the Deloitte Centre for Sustainable Progress. He also chairs the Advisory Board of the Climate Neutrality Foundation.

Before joining Deloitte, the economic historian developed and founded the Hertie School of Governance, Germany's first professional school for public policy. Furthermore, as Managing Director of the Mercator Foundation between 2008 and 2014, he established several think tanks that are now leading institutions in the fields of climate, energy, China and migration/integration, including Agora Energiewende, the MCC, MERICS and the Expert Council on Migration and Integration.

USP

- The first book to show how artificial intelligence can be used to protect the climate.
- Written by a renowned German economic historian and think-tank founder.
- With vivid and cutting-edge best-practice examples.

Martin Schürz

Surplus And the Fear of Death

The tech billionaires' quest for immortality. An essay

CONTENT

Extreme wealth is not enough for them: Tech billionaires' quest for immortality

Tech billionaires such as Elon Musk, Jeff Bezos and Peter Thiel are fabulously wealthy and wield enormous power in society. Yet they also want to be godlike and become immortal. For the powerful super-rich, death seems to be the ultimate narcissistic insult. For in death, the poor and the rich become equal – regardless of their wealth and power in life. Through investments in the booming longevity industry, they seek to combine mundane profit-seeking with fantasies of personal immortality. This further increases their wealth and power and makes it harder for the rest of us to live a dignified life. Yet the super-rich's ambitions are limited by a narcissistic desire for god-like status, behind which lies a fear of death.

Martin Schürz examines the connection between excessive wealth concentration and the tech billionaires' quest for immortality, drawing on social-psychological approaches and Sigmund Freud's reflections on death. His argument: extreme wealth must be brought to an end so that all people can freely determine the meaning of their finite lives.

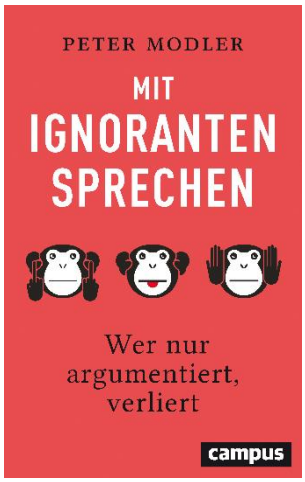
August 2026
Paperback
Approx. 200 pages
13.5 x 21.5 cm
D €26

AUTHOR

Martin Schürz is an economist and psychotherapist. He works at the 'die Boje' outpatient clinic with children and young people suffering from complex trauma. As an economist, he has been conducting research into wealth inequality for more than 25 years. He is the group leader of the Economic Microdata Lab in the Research Department of the Austrian National Bank. In 2015, he received the European Parliament's Progressive Economy Award (jointly with Pirmin Fessler). For his book Überreichtum (Excessive Wealth), published in 2019 by Campus, he was awarded the Bruno Kreisky Prize for Political Books.

Our Top Sellers

Job & Career
Talking to Blockheads



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Over 34,000 copies sold

Finance
Mommy Goes Millionaire

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Over 36,000 copies sold

Business
Leading, Achieving, Living

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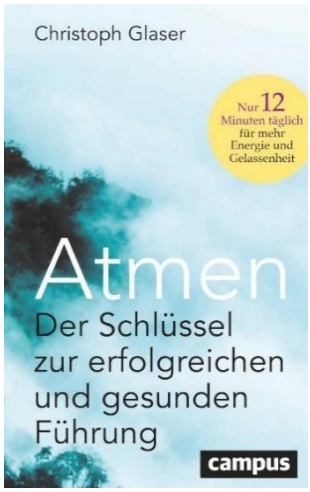
Over 145.000 copies sold over all

Business
Breathing



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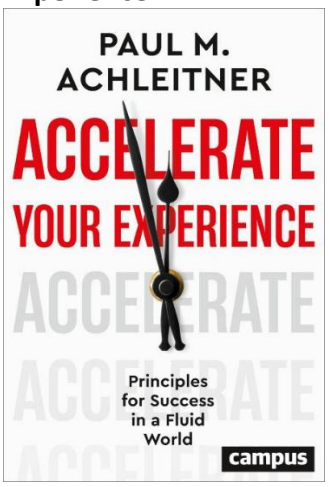
English translation available

Over 12.000 copies sold

Business
Accelerate Your Experience



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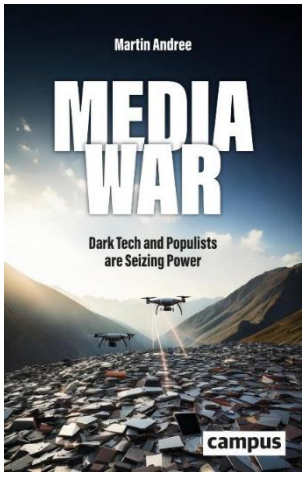
Spiegel Bestseller

Political Science
Media War



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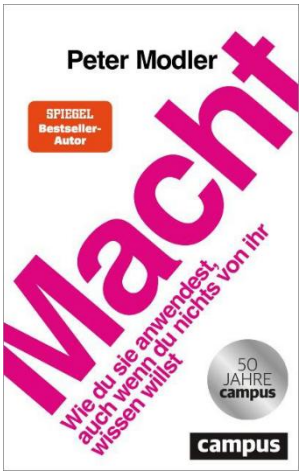

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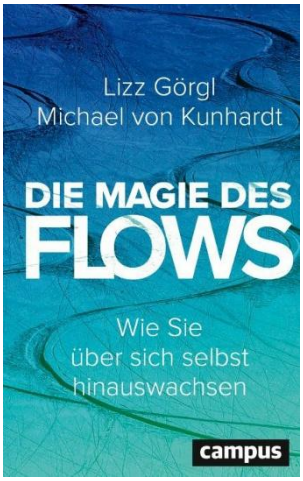

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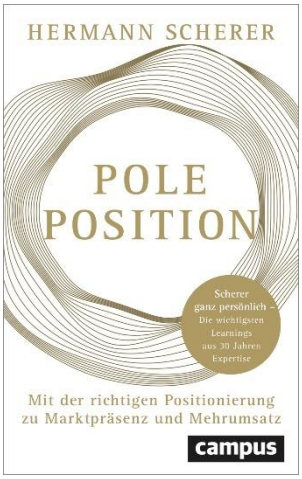
Business
Pole Position



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Over 6,000 copies sold

Business
Data Means Power!

More information

Business
Nature, Inc.

More information

Business
When Every Decision Counts

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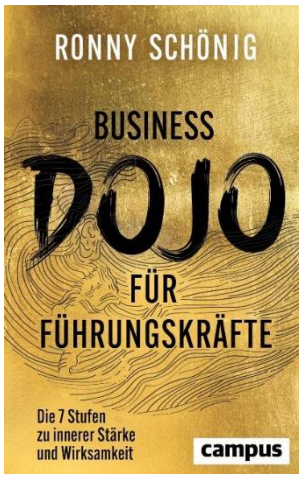

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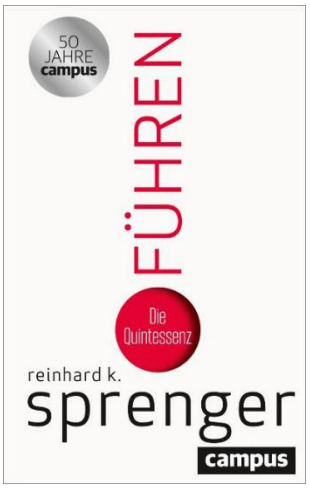

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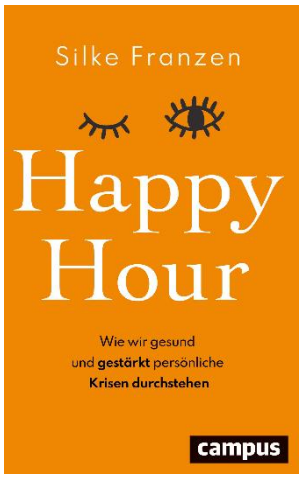

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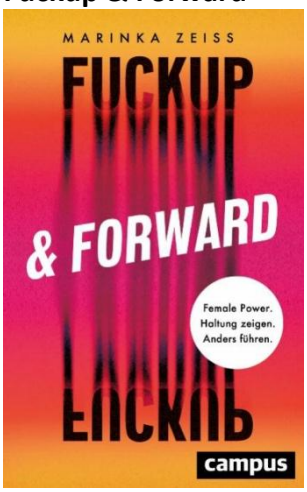

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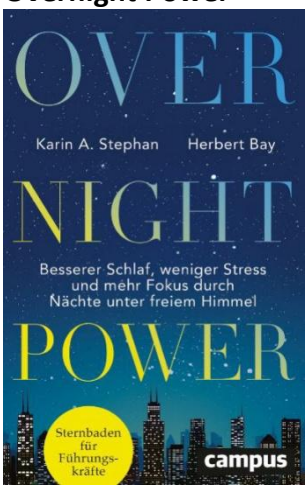

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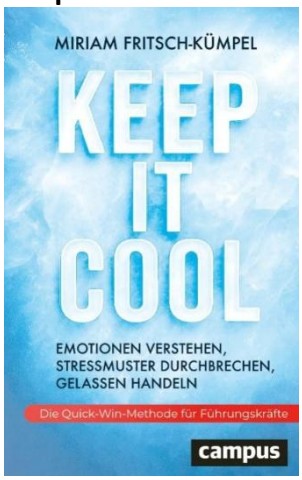

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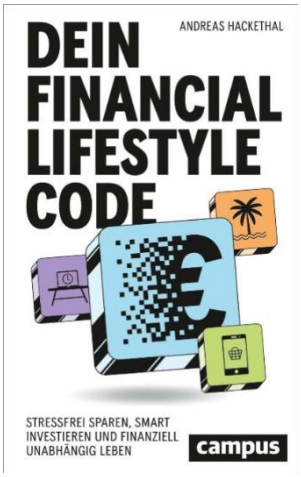

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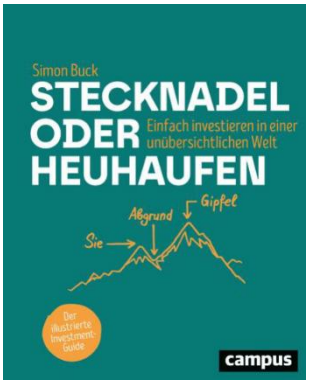

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