

## Fall 2023

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Heike Buchter

## Who Wants to be a Billionaire?

The great global money-go-round

### CONTENT

#### The super-rich are hijacking our world

Our financial system is their money machine, our work is their plaything, our country is their depository of raw materials, our health is their patents, our environmental degradation is their profit: the world's billionaires are growing ever richer and ever more powerful. Yet many of them never even invented an innovative product, less still turned a start-up into a major corporation. They simply had a knack for turning a lot of money into much more money. But who are these money lords?

Heike Buchter, an experienced Wall Street correspondent, introduces the relevant actors pursuing their own private agenda. Nor are these the usual suspects: often they are little-known characters whose rise is the outcome of a financialized capitalism that threatens to undermine our democracy. This book is packed with revealing stories of financial tycoons, Silicon Valley investors, oligarchs and industrial capitalists from a wide variety of countries, told with an eye-opening knowledge of financial markets.

- Heike Buchter is the top New York correspondent for leading German weekly *Die Zeit*
- Exposes a risk to society: the excessive power wielded by billionaires in business, politics, and culture
- A glance behind the scenes of our economic system and its key players

Praise for *BlackRock*:

»Heike Buchter is Germany's answer to Michael Lewis.« – *Neue Zürcher Zeitung*

»280 explosive pages – and they read like a thriller, because the author has mastered the American art of highly readable non-fiction.« – *SWR 2*



October 2023  
288 pages; 28.00 EUR

### AUTHOR

Heike Buchter has been reporting from Wall Street since 2001. As New York correspondent for *Die Zeit*, she saw the 2008 financial crisis coming a year before it hit. In 2015, her book *BlackRock* was the first to shine a critical light on the leading US asset management company. In 2019, she published *Ölbeben (Oilquake)*.

### TYPE OF BOOK / TARGET GROUP

Non-fiction book for anyone interested in social and economic developments and debates.

Martin Andree

## Big Tech Must Go!

The digital corporations are destroying democracy and the economy – but we can stop them

### CONTENT

#### The manifesto for internet liberation

Statistics reveal that digital monopolies are bringing ever more aspects of our lives under their control. More and more transactions take place on just a few platforms, forcing us to wonder what happened to free markets and fair competition. We might also ask: Is that even legal? And why do we stand for it?

Leading media expert Martin Andree takes a sharp look at the situation, finding striking illustrations to show that we are being inexorably subjugated to handful of American corporations increasingly operating on the dark side of the force. Each quarter that passes without resistance makes our digital overlords more irresistible and the internet less free. This book is an opposition manifesto.

- **There's no time to lose—or the digital giants will have won**
- **By leading tech expert Martin Andree**
- **Let's fight for a free internet!**



August 2023  
256 pages; 25.00 EUR

### AUTHOR

Dr. Martin Andree teaches digital media at *Cologne University* and is CEO of *AMP Digital Ventures*. As well as being a professor of media science, he has twenty years' experience in digital marketing, including as Corporate Vice President at *Henkel*, and is in much demand as an interviewee and guest author in a variety of print and broadcast media, and as a conference speaker (e.g., *Gamescom*, *dmexco*, *ScreenForce*, *Werbewirkungsgipfel*, *Digitalgipfel*, etc.). His previous books include *Atlas der digitalen Welt* (*Atlas of the Digital World*, 2020) and *Digital Bootcamp* (2022), both published by Campus.

### TYPE OF BOOK / TARGET GROUP

Non-fiction book for all those who take a critical look at the digital economy.

Bernd Ziesemer

## Mao's German Superspy

How China conquered the Federal Republic

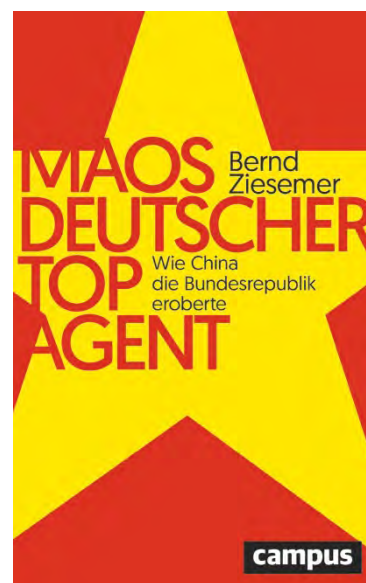
### CONTENT

#### Gerhard Flatow, China's first lobbyist

Anyone seeking to understand China's influence on German business ought to know the name Gerhard Ludwig Flatow. Flatow was a wealthy steel executive and a communist, and adventurer and a lobbyist. A fluent Chinese speaker, he became China's most important agent in Germany in the 1950s and 60s. He avoided detection until Bernd Ziesemer, a business writer and expert on China, pulled together the threads to discover that it was possible for one man to be both a Maoist and an industrialist.

Following years of research, studying intelligence documents and personal papers as well as talking to eyewitnesses, Bernd Ziesemer presents the spectacular story of a unique personality which not only embodies a whole era of German-Chinese relations but which continues to influence them to this day.

- Chinese influence on German business, then and now
- A Chinese agent in Germany exposed
- A spectacular life story told on the basis of unpublished documents, with letters and photographs



August 2023  
256 pages; 28.00 EUR

### AUTHOR

Bernd Ziesemer is a business writer and columnist for *Capital* magazine. His writing has appeared in publications including *Zeitschrift Internationale Politik*, *Handelsblatt*, *Financial Times*, and *Stern*. After being a correspondent in Russia and Asia, he became editor-in-chief of *Handelsblatt*, a post he held for many years. First travelling to China in 1982, he became a regular visitor and studied at *Chongqing University* in 1988. He has written several books.

### TYPE OF BOOK / TARGET GROUP

Biography for those interested in economics, current affairs and economic history as well as China.

Annahita Esmailzadeh

## Token Women, Old White Men

Time to end prejudice in the workplace!

### CONTENT

#### A world (of work) without compartments

For as long as Annahita Esmailzadeh can remember, she has found herself sorted into one compartment or another—without really fitting into any of them. An attractive young woman and an immigrant, she hardly matches the cliché of a successful tech executive.

In this book, Annahita Esmailzadeh addresses hard-to-shift prejudices in the work place, examines traditional gender roles, and highlights the dire consequences of age discrimination, racism, and classism. Never preachy, she draws on relatable examples to show how prejudice emerges, how we may all fall prey to it, and how dangerous it can be in the workplace.

- Features cartoons by Schlorian
- Author is a business influencer with more than 140,000 LinkedIn followers
- Uses relatable anecdotes to unmask everyday workplace prejudice
- Annahita Esmailzadeh shows how to succeed by defying compartmentalization



August 2023

224 pages; 22.00 EUR

### AUTHOR

Annahita Esmailzadeh is an executive at *Microsoft* and one of the German-speaking world's leading influencers, with 140,000 followers. She uses her reach to campaign for more diversity in business and for modern approaches to leadership.

### TYPE OF BOOK / TARGET GROUP

Inspiring and thought-provoking non-fiction book for HR professionals, employees in managerial positions and those affected by prejudice themselves.

Marie-Theres Braun

## How to Persuade People Who Want to be Right

24 cooperative techniques

### CONTENT

#### Persuade with cooperation, not confrontation

How to win critics over to my ideas? How to get people on board who insist that theirs is the only correct attitude? And why do so many discussions, both online and off, escalate so quickly? Drawing on real-life stories taken from the worlds of work and leisure, she illustrates the hidden power of cooperation-based strategies. She explains what leads to conversational dead ends and how to avoid them, and shares the rhetorical devices that can convince our opposites and help us keep the upper hand in discussions.

Step-by-step techniques will help even conflict-shy readers to become more assertive and persuasive. In this inspiring book, an expert communicator explains how to crack even the toughest cases and to foster a positive culture of discussion.

- 24 cooperative techniques to make you more persuasive
- Helpful rhetorical tips, including for online communication
- Strategies for greater assertiveness



October 2023  
224 pages; 24.00 EUR

### AUTHOR

Marie-Theres Braun is a communication coach and a speaker on questions of rhetoric and negotiation. She trains teams working in sales and procurement, executives and board members. She also shares here insights as a teacher and as an expert featured in *Frankfurter Allgemeine Zeitung*, *Focus Online*, and various TV and radio shows.

### TYPE OF BOOK / TARGET GROUP

Guidebook for successful communication especially for women and introverts.

Filiz Louise Kacmaz / Robert Kötter / Marius Kursawe

## **Work Life Romance**

Reinvent your life in 24 hours!

### CONTENT

#### **Live your dream!**

Filiz Louise Kacmaz, Robert Kötter, and Marius Kursawe take the readers of their new books on an intense and motivating journey: twelve chapters—each representing a two-hour lesson—cover all elements of a happy working life. The three coaches provide support with innovative methods and inspiring examples drawn from practical experience. Whether it's about a completely new start in your career or finally being happy again in your existing job: with this practical guide, you will find your personal work-life romance. Simple. Directly applicable. Tried and tested thousands of times.

- **Find your personal work-life-balance in 24 hours**
- **The sequel to *Design Your Life***
- **Features individual and carefully designed workshop tools**



September 2023  
256 pages; 35.00 EUR

### AUTHORS

Marius Kursawe, Robert Kötter, and Filiz Louise Kaçmaz are among German's leading experts in Germany on questions of job satisfaction and professional (re)orientation. With »Life Design« they developed their own coaching method and have helped more than 10,000 people over more than ten years to shape their work-life-romance. For over five years, they have been training other coaches in their methodology and offer certification as »Life Design Coach«.

### TYPE OF BOOK / TARGET GROUP

Guidebook for all who strive for a perfect work-life balance.



Katrin Busch-Holfelder

## **I've Got No Time for Coaching!**

50 quick wins for more ease and energy in life

### CONTENT

#### **The solution is in your hand**

What's a good life and how can I achieve it? Hundreds of self-help books aim to provide answers to these questions. Endless courses, books, and social media, however, often ensure only that more and more apparent deficits emerge. Instead of reaching fulfilment, readers are often left with a sense of emptiness, feeling tired and frustrated.

In 50 short chapters, this book shows you that the individual path to more joy in life is much easier than you think. Instead of permanent self-optimization, you will learn to make your life easier and happier by making small changes according to your personal needs—no longer »That's the way to do it!« but instead »Do what's best for you!«

- **Fast help for more joy and a greater sense of control in life**
- **Pragmatic tips that translate into direct action: the essence of key self-help themes**
- **Short and relatable chapters, written by an experienced coaching expert**



September 2023  
220 pages; 19.00 EUR

### AUTHOR

After 20 years of working in DAX-listed companies, Katrin Busch-Holfelder is now a lecturer, trainer, and coach who helps people develop their potential. She teaches at *Coaching Akademie Berlin* as well as working with industry as a transformation coach. Her key message is: the transformation is with us—we are all able to prepare for the future and ensure our own contentment.

### TYPE OF BOOK / TARGET GROUP

Self-Help title for all who are fatigued by the pressure to optimise themselves and want to use easily accessible coaching knowledge to make their lives more positive.



Svenja Hofert

## Free Yourself!

100 mental models for clear thought and better solutions

### CONTENT

#### New models of thinking to meet future challenges

We all act according to certain mental models, which means that we are constantly making images of reality. These images—though we may not be aware of it—then go on to guide our actions. Yet reality has long made this way of thinking obsolete. We act according to outdated ideas, and our solutions are no longer fit for purpose.

In this book, Svenja Hofert gathers 100 mental models to help us deal with modern complexity. The areas covered include success and leadership, work and careers, learning and development, groups and cooperation. She offers practical and often playful suggestions for expanding our thinking and finding up-to-date solutions to the key issues of our time—in our jobs or our private lives, in society or in business.

- Mental models for smart decisions
- Mental models: thought systems that help us understand the world
- 100 mental models to make us fit for the future



September 2023  
320 pages; 24.00 EUR

### AUTHOR

For several decades now, Svenja Hofert has been exploring the future of work. A *Nextlevelcoach*, trainer, and keynote speaker, she has written more than 25 business books and is a specialist for mental models for transforming thought.

### TYPE OF BOOK / TARGET GROUP

Guidebook for readers who want to stay ahead while the world and the working environment changes.

Katja Paar

## Doing Workshops

For inspired teams, more creativity, less wasted time

### CONTENT

#### Setting up effective workshops the fast and simple way

Well-done workshops are effective and motivating instruments for groups, teams, and organizations. They promote cooperation and ensure noticeably better results.

Katja Paar has been developing thrilling workshop concepts for many years. Her book provides a set of practical building blocks for users to experiment with and recombine to suit their needs. As well as concrete guidelines for conceptions, moderation, and design, the book contains a versatile set of methods for innovation, strategy, and team building—all visualized in easy-to-follow illustrations. This is an innovative and practice-oriented handbook for anyone who is ready to go.

- The creative and practice-oriented guide to setting up worthwhile workshops
- Different methods introduced with overviews and checklists
- More than 100 illustrations for visualization



September 2023  
272 pages; 30.00 EUR,  
illustrated

### AUTHOR

Katja Paar is an independent workshop moderator and organizational consultant who spent many years as Head of Strategy & User Experience Design with a Berlin digital agency. Using people-centered methods, she helps teams and organizations to develop potentials, attain goals, and make good cooperation a reality.

### TYPE OF BOOK / TARGET GROUP

Workbook for all who are looking for an easy and direct introduction to the conception and design of workshops, with or without workshop experience.

Bettina Steinbrugger

## Bloody Business

How to build a sustainable start-up—and never mind taboos

### CONTENT

#### Start-up empowerment—not only for women!

Following a chat among friends, Annemarie Harant and Bettina Steinbrugger found themselves wondering why women who insisted on natural and organic food did not apply the same criteria when it came to tampons, sanitary pads, and panty liners. For a long time, finding sustainable menstrual products was virtually impossible. To change this, the two friends founded »erdbeerwoche« (strawberry week) as a social business in 2011.

Since then, the »erdbeerwoche« team has been raising awareness around menstruation and sustainability while offering appropriate products in its own online shop. Most start-up stories tell of word-beating success or spectacular failure. Above all, however, they are stories about men. Yet this book shows that beyond all the clichés surrounding start-ups, there are successful businesses founded by women.

- Sustainable empowerment: a successful start-up by and for women
- A lively and inspiring tale of the rocky path to entrepreneurship

*»This book is for everybody looking to go their own way. What it aims to show is that it's worth believing in your own idea—however crazy others might think it to be. I hope you find a story to inspire you, something to help you on your next step, whether at work or in your personal life. Because one thing's for certain: it's practically always worth it.« – Bettina Steinbrugger*



September 2023  
224 pages; 26.00 EUR

### AUTHOR

Born in 1984, Bettina Steinbrugger already took a strong interest in issues of sustainability as a college student. In 2011 she co-founded »erdbeerwoche«, the first social business in the field of menstrual hygiene. The company received numerous awards and continues to go from strength to strength. Its mission is to break down taboos surrounding menstruation and to help young people find a healthy, self-determined, and sustainable approach to their periods.

### TYPE OF BOOK / TARGET GROUP

This guidebook is aimed at all innovative minds who want to start a business.

Alexander Groth

## The Boss I'll Never Forget

How to win your colleagues' loyalty and respect

*Updated edition*

### CONTENT

#### Leading with the personal touch

Most great managers are one thing above all: great personalities. That's why Alexander Groth, in this completely revised new edition of his book, explains how any manager can develop strong personal traits. The outcome of this process is a person whose life is geared towards, not career optimization, but leading others with humility, acceptance, and trust. Only with these qualities can managers make their mark in their business and win the hearts and minds of their staff.

- The definitive work for business leaders
- 40,000 copies sold
- Fully revised new edition



October 2023

240 pages; 29.00 EUR

Rights sold to **Czech Republic**  
(expired)

»Anyone looking to make a positive impact on their colleagues' hearts and minds will find in Alexander Groth's book many astute insights into maturing as a strong leader.« (Hamburger Abendblatt)

### AUTHOR

Alexander Groth is a leadership expert and professional speaker. He is head of the leadership module in the master's program at the *University of Stuttgart* and visiting lecturer in change management in the *University of Mannheim's* highly-regarded department of business administration. His clients are drawn from the executive level of numerous international corporations.

### TYPE OF BOOK / TARGET GROUP

A guidebook for all managers that leads to great management and leadership.

## BACKLIST

### Finance

#### Your Money or Your Life

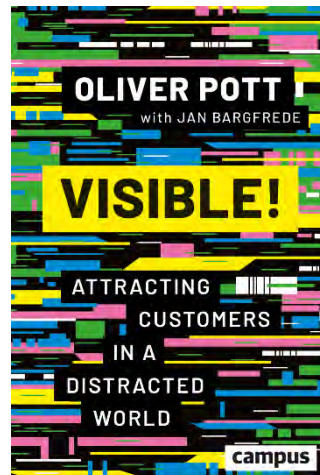


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Almost 5,000 copies sold

### Business

#### Visible!



[More information](#)

Rights sold to Korea

Over 7,500 copies sold

### Self-Help

#### Living with Brains



[More information](#)

Rights sold to Russia

13,000 Books sold and over 5,000 audidownloads

### Economy & Society

#### Greens Drive SUVs and Jogging Makes You Immortal



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Rights sold to Korea

7.000 copies sold

### Self-Help

#### Visible Women

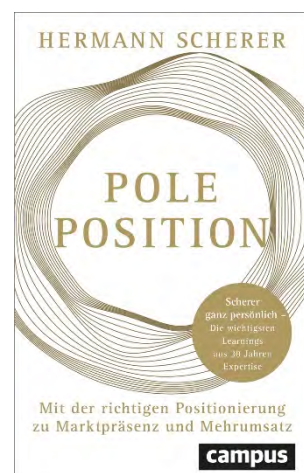


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Over 3,500 copies sold

### Business

#### Pole Position



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Over 6,000 copies sold