

BESTSELLER

Personal Development
Management & Leadership
Business & Career
30-Minute-Series
Lazy Günter
Students on the fast track



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Series

30-Minute-Series

Lazy Günter

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About GABAL Verlag

GABAL is one of the leading business book publishing houses in Germany. We mainly focus on leadership, self-help issues, and general business and career advice. We also support increased awareness with regard to both professional careers and personal development.

Our goal is to easily deliver knowledge proofed for practice. Most of GABAL's authors are professional trainers, motivational speakers, or executives, and are all outstanding leaders in their respective fields with many years of hands-on experience. Their competence is reflected in their success, and therefore conforms to GABAL's philosophy "to benefit only from the best."

We exclusively publish tested true-to-life advice. Our books successfully deliver useable practices, motivation, and up-to-date information, and never shy away from challenging our readers – for their benefit.

Best regards,



Kerstin Schlosser

Personal Development

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Barbara Messer	You can do it!
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Markus F. Weidner	Good is not Good Enough
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Andreas Buhr	Selling will never be the same Again. How to wow customer 3.0 The Sales-Machine
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Klaus-Peter Horn / Regine Brick	The Hidden Network of Power
Peter Brandl	Crash Communication
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Roger Rankel / Marcus Neisen	Do Things Slightly Different How Referral Marketing Works Today
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Nadin Buschhaus / Unternehmen Erfolg	WHY
Georg Dauth	Leading with the DISG® Personal Profile System
Dietmar Hansch	Personality Leads
Cyrus Achouri	If You Want Call it Leadership
Robert Edward Neurohr	Strategies for Challengers
Ulrich Dietze / Christian Mannigel	TQS Total Quality Selling
Arnd Zschiesche / Oliver Errichiello	Brand Without Myth
Richard de Hoop	Play Music!
Dominic Multerer	Brands Must Consciously Break the Rules to be Different
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Alexander Verweyen	Courage Pays Off
Hans-Uwe L. Köhler	The Best Ideas for Successful Sales
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Susanne Klein	Dive Into Leadership
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Barbara Schneider	Hardworking Women Work, Smart women Move up the ladder Women at Eye Level
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Hans-Uwe L. Köhler	The Perfect Speach
Svenja Hofert	Practice Book for Freelancers How to Set Up a Successful Business for Trainers, Consultants and Coaches Practice Book for Setting Up a Business My 100 Best Tools for Coaching and Consulting Networking for Trainers, Consultants, Coaches
Hermann Scherer	A Guide for Topspeakers Speaker Business Expert You don't get what you deserve, but what you negotiate
Brügger / Hartschen / Scherer	Priciples of Simplicity
Jacqueline Groher	Jacque's Success Strategies
Oliver Gorus	Successful as a Non-Fiction Author
Grünwald / Kopper / Pohl	The Turbo Students
Angelika Höcker	Business Hero
Michael Wurster / Stefan Hagen	The Carreer Guide
Albrecht Kresse	The Big Edutrainment-Book
Zamyat Klein	Creative Seminar Methods
Johannes Stärk	Successfully Passing an Assessment-Center Successful Job Interview
Josef W. Seifert	Successful Meeting Moderation Moderation & Communication Visualisation, Presentation, Facilitation Moderation & Conflict Resolution
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Brigitte Scheidt	New Paths in Working Life
Brigitte Seibold	Visualisation Made Easy
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Katja Kerschgens	Tighten Presentations Instead of Punishing the Audience
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Doris Brenner / Frank Brenner	Assessment-Center
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Elisabeth Ramelsberger / Michael Rossié	Media Training Compact
Stefan Gottschling	Simply Better Texting
Susanne Klein	When all the Problems Come from Others 50 Tools for Trainers, Consultants and Coaches
Katja Ischebeck	Successful Concepts
Matthias Garten	Creating and Conducting Presentations Successfully
Bernecker / Gierke / Hahn	Acquisition for Trainers, Consultants and Coaches
Günther Frosch	Texting for Trainers, Consultants and Coaches
Dorothee U. Lüttmann / Patrick Schwarzkopf	Pimp up your Coffee Break
Bernhard Bauhofer / Michael Neubert	How Good is My Reputation?
Rolf Meier	The Only Thing That Bothers are the Participants
Jürgen Kurz	Forever Cleaned Up Forever Cleaned Up - Digital as Well
Rolf H. Ruhleder	My 202 best Tips for Sales People
Jacqueline Irrgang	Guideline Customer Service
Carmen Schön	More Than Just a Job

Personal Development



For rights inquiries contact Kerstin Schlosser at kerstin.schlosser@gabal-verlag.de

Sylvia Löhken and her book caused a so-called “Love Storm” for the many wonderful intros out there. And the success story goes on and on!



Sylvia Löhken
Quiet People – High Impact
 How to Demonstrate Presence and Attract Interest
 288 pages, hardcover

How can I live a successful and happy life as an introvert?

30-50 percent of any population are introverts. In her keynotes and coachings, Sylvia Löhken helps quiet persons find their strong points – and she shows ways for both introverts and extroverts to achieve the best in their joint efforts and collaborations. With their own means. And with all the differences.

Advice literature on the subject of communication is usually based on the „Extros“. This book takes a different approach: It helps introverted persons to find their own strong points as well as typical obstacles in communication. Introverts are not deficient, but they have different strengths and different needs than extroverted people. Different types of quiet people? What’s good for them? What makes them successful? How can people show silent presence: at work and privately.

Three Main Parts:

- The strengths, needs, challenges of quiet people
- Arrange a private space and a workspace
- Practical tips for networking, negotiation, oral presentation for meetings

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Introduction

Extros and Intros: Two worlds in one

Part I: Who you are. What you can do. What you need.

1 Why are you quiet? What, pray tell, is a quiet person?
 Extros and Intros: the discovery of these types and new insight into their personalities
 Are you a quiet person?

2 The Strengths of an Intro: The Secret Treasure
 Strengths: Caution, Depth, Concentration, Listening skills, Relaxed demeanor, Analytical thinking, Independence, Perseverance, Writing (instead of talking), Empathy

3 Intro Needs: Intro Hurdles
 Hurdles: Fear, Focusing too much on the details, Overstimulation, Passivity, Avoidance, Predominance of the intellect, Self-denial, Fixation, Avoiding contact with others, Fear of conflict

Part II: How to be happy in one’s private life and successful in one’s career

4 My home is my castle: Shaping the private sector
 The inner social circle
 Finding a partner
 Living as an Intro without a partner

5 Public domain: Shaping one’s workspace
 Quiet people in teams
 Intro-management strategies

Part III: How to Demonstrate Presence and Attract Interest

6 Tests of courage: How to build and maintain contacts
 Contacts: The strengths of quiet people
 Contacts: Pay attention to the needs of Intros

7 Intros in Business: Negotiating
 Intro strengths in negotiations
 Intro hurdles in negotiations

8 Dive into the deep end: Hold a lecture
 Using Intro strengths in the lecture
 Overcoming difficulties during the lecture

Reviews in the German Media

“The blond woman with the soft, calm voice works as an independent consultant. Among her clients are many people who change sides from the quiet world of science into the noisy economy and do not know what is happening. Löhken tries to bring together the two worlds.”

Der Spiegel

“Introverts can speak in front of an audience. Sylvia Löhken herself is the best example: She was elected Speaker of the year 2012.”

WAZ

“Being loud and extroverted stands for success. But especially the quiet people have strengths we desperately need.”

Brigitte

“Löhken’s book is as quiet as her target group. It goes without a pressure to change. Her approach is much more conclusive: know and emphasize your own strengths, and learn how to use them.”

Financial Times

“Introverted persons don’t like working in the limelight. However, says Sylvia Löhken, the quiet persons are those who create big things.”

Handelsblatt

“Success does not have to be loud. Dr. Sylvia Löhken, author of the book „Quiet people - High Impact“ and herself an „Intro“, explains how to make it to the top as a quiet person.”

Legal Tribune Online

“It’s fortunate that Sylvia Löhken wrote a book about success and career strategies specially for the quiet people.”

Emotion

“Sylvia Löhken describes in a wonderful way what quiet Persons need and how they can take care of themselves”

Petra

“Quiet Person – High Impact gives Introverts valuable advice for all occasions. How to succeed in teams, and how to have conflict-free relationships.”

managementbuch.de

“This book is a plea for the power that lies in silence.”

Business Bestseller Summaries

“Löhken has good News: You don’t have to be an extrovert to be recognized.”

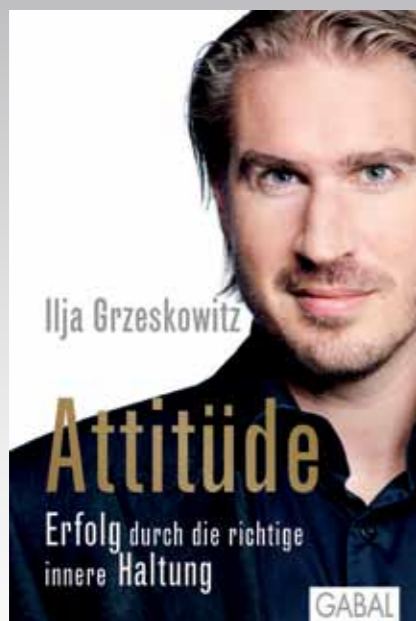
“First Aid Tips for Introverts.”

Computerwoche



Sylvia Löhken is an introvert herself. Her special strength is to translate academic knowledge to information that is both useful and exciting. After receiving her Ph.D. in linguistics, she worked for 10 years as a manager in Germany and Japan (a „soft-spoken“ country, by the way :-). Sylvia Löhken is certified as a coach and facilitator (University of Bielefeld, Germany) and Member of German Speakers Association (GSA) and Coaching Net Science.

Attitude makes the difference



Ilja Grzeskowitz
Attitude
 Success Through a Proper Attitude
 256 pages, hardcover

Rights sold to:

- Czech Republic

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Foreword

Prologue: It's all a matter of Attitude

Chapter 1: Self-Responsibility

Chapter 2: Focus

Chapter 3: Intention

Chapter 4: Good Conditions

Chapter 5: Perception

Chapter 6: Flexibility

Chapter 7: Passion

Chapter 8: A+ Attitude

Chapter 9: Action

Epilogue: The Swiss Jackknife for Your Success

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The author

Why are some people successful while others struggle every day for acknowledgement? Why do the achievements of executives or athletes look as if they have been done with ease while others have to fight hard for every achievement? The answer is attitude! The author describes seven key factors for success that help to achieve one's goals in private or business life more effectively, more easily, and with more pleasure. The author offers motivational suggestions, approaches, checklists, and specific instructions to help readers use these strategies. The book aims at helping the reader to direct his life in the desired direction.

The book explains the seven factors for a successful attitude. Attitude is the golden thread that runs through the success stories of different people. Attitude describes success principles, not rules.

The 7 Success Factors:

1. **Personal Responsibility:** This is the foundation for success. It is better to cut one's own path than try to meet the expectations of others.
2. **Focus:** Concentrate on opportunities and possibilities rather than excuses and reasons why something does not work.
3. **Intention:** Have always the end in mind. A powerful "Why" leads to a strong "How." Good conditions: Good decisions create strength for more good decisions.
4. **Good conditions:** Good decisions create strength for more good decisions.
5. **Perception: Self-image:** making a reasonable supposed-actual comparison.
6. **Flexibility:** Adapt to developments and changes. Together with persistence and perseverance this can prove to be a secret weapon for success.
7. **Passion:** Outside of the 9 to 5 job. If you are excited about something, strive for excellence.

Tonality and Structure:

- Each chapter focuses on a component of the attitude model
- A casual writing style, many examples and stories, practical solutions
- Checklists at the end of each chapter and exercises throughout facilitate understanding and the practical transfer of knowledge from the book

Tags:

success, motivation, inspiration, attitude, responsibility, career

The Reader's Benefits:

- Position yourself and your company as the number 1 in the minds of your customers
- Develop immense potential with the right attitude
- Banish bad mood and wailing from your company and replace them with self-responsibility and winning mentality
- Implement a corporate culture that focuses on opportunities and possibilities
- Lead your employees through processes of change with motivation and personality

Testimonial

We were impressed with Mr. Grzeskowitz's strong combination of communication skills, leadership paired with extensive business experience and the high level of personal energy, motivational outlook towards individuals and the group, as well as his attitude.

KF Andersen

Leadership Academy

Reviews in the German Media

"There has to be a new leadership philosophy to enable the leaders of today to lead authentically and make their own company distinctive. An unmistakable pioneer of this trend is the speaker and author Ilja Grzeskowitz. In his lectures and seminars he promotes a leadership style based on personality and a positive attitude, which he calls A+ attitude@."

Wissen + Karriere

"Talent and favorable circumstances have been said to guarantee success. But often, they are insufficient, because the right attitude is missing. Ilja Grzeskowitz, an expert on leadership personality development, explains how you can develop the right attitude for success."

ChangeX



Ilja Grzeskowitz (Berlin) is one of Germany's top speakers. He is an author, trainer, and lecturer at the University of Economics and Law in Berlin. As a corporate business coach and personal coach, he accompanies executives, vendors, and entrepreneurs on the road to personal and professional excellence. He was the youngest chief executive in retail in Germany at the age of 27 and ran Wertheim Ku'damm and Ikea Hamburg from 2002 to 2007.

www.grzeskowitz.de

How our Working Environment Changes



Markus Väh
Cooldown
 The Future of Our Work and How We
 will Cope with it
 280 pages, softcover

How can we meet the demands of the modern world? Core requirements have changed in recent years and will continue to change rapidly: coping with the rapid flood of information, strengthening our social skills in networks, managing our time and our resources, leading our employees (and bosses) with competence, and not least recognizing meaning in our work.

These are a lot of tasks, into which most employees are pushed with no or insufficient preparation. The model presented in this book, the INSEL (ISLAND) model, attempts to give an answer that covers five different dimensions based on modern neuropsychological findings: information, network, self-management, ethics, and leadership.

The INSEL model is not a solution to a single problem, nor can it explain all the challenges we face in our working environments. The INSEL is simply an idea about how the single working person can find his or her way in the working world of tomorrow, and provides answers and ideas to five key questions: How can I master information economically and efficiently? How can I acquire social skills and build sustainable networks? How should I organize myself in an increasingly complex working environment? How can I recognize and follow my moral compass? How many ways can modern management be different?

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Part I: The 3rd Transformation

The 3 transformations
 Changes through the third transformation
 The interconnected society: Information overload and communication overload
 The new insecurity: Various forms of working
 The new invalids: Stress, burnout, etc.
 The new me: Work and the search for meaning
 The new leaders: Leadership in Transition

Part II: You want to drop out? – How to master the 3rd Transformation

What does "INSEL" mean?
 Information
 Network
 Self-Management
 Ethics
 Leadership

Key Marketing Points:

With the INSEL model, this book provides a working vision that gives us hope. That's what people need. The book is a sequel to the successful book *I'll Have a free Night Once I'm Dead* by Markus Väh. Based on psychological and neurobiological findings, it integrates previous books on the subject with practical solutions for business. It is a "quiet" book for the layman and not at all polemical.

Reviews in the German Media:

"This is not a guide that offers simple solutions, and that's what makes the books so authentic. The psychologist Markus Väh shows how the future of work is shaped and how we can master it. Väh offers for the successful "cooldown" his INSEL (ISLAND) model ("Information," "Network," "Self-management," "Ethics," and "Leadership"). His holistic approach is constructive, creative, and utterly human."

Magazine Books

"We are all hungry for success

Psychologist Mark Väh explains why optimism does not protect against failure - and why it may does not matter to us."

taz

"Excessive demands at work - The next burnout is bound to occur

People who think to suffer from a burn-out, usually only suffer from mental overload, says psychologist Mark Väh. A therapy would not be of use. It's the corporate structures that need to change."

Süddeutsche Zeitung

"A terrific book!"

Bücher

"PIONEERING!"

bücher & menschen

"Insightful"

buch aktuell

Author's Previous Work:



I'll Have a Free Night Once I'm Dead

The causes for Burnout lie in the working environment's increased demands: multi-tasking, fear of losing one's job, delusion time management, information overload, and excessive demand. It is a common misconception that the causes for Burnout lie in the inability to work under pressure.

It's a book for a wide target group with a decided opinion about our self-understanding of working. The book consists of nine chapters which have a focus on the causes of the structured Burnout and offers solution approaches.

Amazon Best Sellers Rank:

Nr. 1 in Books > Management > Corporate Culture



Markus Väh is a psychologist and expert on burnout and work psychology. As a speaker and consultant, he gives lectures and seminars on burnout and psychological (self-) management. His book *I'll Have a free Night Once I'm Dead* was reprinted four times within six months, and chosen by the magazine changeX as the "book of the month December 2011."

The Art of discovering one's own pace of life



Petra Schuseil
Find Your Pace of Life
 And Live More
 160 pages, hardcover

Table of Contents

Foreword

Intro: Find your own pace of life!

- i. Everyone has their own pace of life
- ii. Time is not set in stone
- iii. Your time-diary

Chapter I

You and your pace of life

- 1.1 Passive victim of time or independent time-manager?
- 1.2 Your pace of life self-assessment
- 1.3 Flow experiences
- 1.4 Target index: My ideal pace of life

Chapter II

„But I cannot, not how I want to!“ Who or what is in charge of your life?

- 2.1 How did we become what we are?
- 2.2 The internal team keeps busy
- 2.3 The chicken and the egg question: Our feelings
- 2.4 The various hats we wear

We are all unique. Thus pace of life is also a very individual thing. It involves more than just time management. The pace at which we live determines how we feel, how much energy we have, how much we are in harmony with ourselves and how meaningfully and exciting life is for us.

We all feel more or less determined by others, other people, places, circumstances and have things firmly under control. We often fail to notice that we commonly boycott ourselves.

Petra Schuseil explains in her book with the help of self-tests, key questions and exercises how to find your own individual pace of life.

Whether you need a nudge or to push the Stop button, whether you need more time quality or more space to live a more self-determined life, with the right pace of life, you will feel more comfortable and can enjoy your life to the fullest.

Chapter III

Be the one to set the pace in your life

- 3.1 Life at the moment: Control: quick-quick – circum-spect
- 3.2 Short song or opera: Control: impatient – long wind
- 3.3 Of breaks and clock phases: Control: energize – take a breath

Chapter IV

Be conscious of time – use it just as you need it

- 4.1 Be the conductor of your life: Control: react – act
- 4.2 Dance through life: Control: boredom – enjoyment
- 4.3 Sheet of music or jam session: Control: plan – improvise
- 4.4 The power of silence: Control: loud – silent

Chapter V

Play your melody of life

- 5.1 Introduce a new rhythm to your life
- 5.2 Be your own conductor!
- 5.3 Strike a chord in yourself
- 5.4 Improvisation and the wild joy it brings
- 5.5 Conclusion: Live your own pace of life!

Tonality and Structure:

- The book “coaches” the reader in five chapters in all matters of the pace of life
- With a self-test at the very beginning of the book, the reader is instructed on how to reflect and is therefore guided throughout the whole book
- Exercises from his coached experience in reading the book help the reader to make progress toward finding his pace of life
- It is important to distinguish this book from the many time-management guide books. It's not about “more time” or “time efficiency,” but becoming aware of one's own individual pace in different areas of life

Tags: coaching, self-management, self-help, success, time management, pace of life

Reviews in the German Media:

“The pace of modern life bothers us. However, it's not because it's too fast per se, but because we are often influenced by others. A new advice book shows how we can each discover our own pace and adjust to it at a rate that suits each and every one of us. There's no pre-determined plan.”

ChangeX

“Some people struggle to keep up with time. Others feel like time progresses too slowly. It's not so hard to find one's own pace of life. You don't even have to look at your watch – but you need to watch yourself.”

Freundin

“If you ask Petra Schuseil, the right pace matters in life. As an experienced pace of life coach, she is familiar with the different paces people come across during their lives, especially from her own time in Frankfurt, Hong Kong, and Switzerland. Through her coaching methods, she shows her clients how to find the pace of life appropriate for them and how to keep it.”

Wissen und Karriere



Since 2006 **Petra Schuseil** (Switzerland) has been a pace of life coach. From London via Switzerland to Hong Kong she met several life tempos and discovered that all places have different pulse rates. With her lectures and coaching she inspires people to live at their own pace of life. Petra Schuseil works as a coach and trainer with a focus on time management and life balance, pace of life, burnout prevention.

Megatrend Coaching



Stefanie Demann
Self-Coaching
 The Best Self-Coaching Tools
 216 pages, hardcover

Rights sold to: Russia

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Introduction: Lifelong self-coaching

Chapter 1: Gain Clarity: What are you made of?

- Step 1: How are you? What worries you?
- Step 2: Who are you? What distinguishes you from others?
- Step 3: What do you want? What's important to you?
- Step 4: What do you bring to the table? (Look to your genes and education)
- Step 5: What was? What is? What will be? Exploring your past, present, and future
- Step 6: Discover your potential and make the most out of it!

Chapter 2: Making Decisions: How to find your way

- Step 7: What decisions have you made so far?
- Step 8: What decisions are you avoiding?
- Step 9: How have you made decisions up until now?
- Step 10: Mourning missed opportunities? Learn to recognize future opportunities
- Step 11: The right questions for the right decisions

Self-coaching accompanies us throughout our lives: getting things straight, making decisions, gathering courage, motivating oneself again and again, pause . . . All this does not happen in one day, nor in a workshop. Self-coaching helps us to improve in those areas in which we personally have an influence: our thinking, our behavior, and our feelings. Therefore this book offers more than eighty tools and is geared to the four stages of development: gaining clarity, making the right decisions, acting sustainably, and keeping it rolling.

You can't stop the inevitable with self-coaching. Still, you need not sit back and do nothing. As a self-coach you will do the best you are able to – and that's more than most people do.

This book offers eighty proven tools for self-coaching. The tools are designed to cover issues of personality development such as motivation, making decisions, making changes, burnout prevention, success, and failure. The tools are not simply listed one after another, but are integrated textually. The reader is given an introduction to the basic themes of coaching and the matching tools.

- Step 12: Gain confidence, find something you're excited about
- Chapter 3: Where to find the necessary courage**
- Step 13: Learning how to see your guiding stars
- Step 14: Goals come from decision-making
- Step 15: Create a plan
- Step 16: Experience the first kick of life from your goal
- Step 17: Navigate your fears and concerns effectively
- Step 18: Give yourself a break from all the pressure
- Step 19: Look for support and accept help
- Chapter 4: Stay Tuned: self-coaching forever!**
- Step 20: How to stay motivated
- Step 21: Reward yourself
- Step 22: No need to stress! Give yourself a break.
- Step 23: Press pause every now and then
- Step 24: Enrich your life with a wealth of experiences
- Step 25: Be kind to yourself and others

Reviews in the German Media

"... a very helpful book with a great collection of exercises, which is very interesting especially for coaches."
Zeitzeleben

"The author introduces in a vivid, very well-structured and accessible way, a convincing plan for future self-coaches."

"Do it yourself is in vogue. Even in terms of personal development. A new guide shows how to become a self-coach and how to make the best out of yourself – for a lifetime."

changeX

"Gain clarity, make decisions confidently, summon the courage to execute, act and motivate over and over again – that's what matters in professional self-coaching. With a few tips you can learn and apply self-coaching."

Salesbusiness

"How can you use your own potential the best? For many years, the author and communication trainer Stefanie Demann dealt with this particular question. In her book "Self-Coaching - the 86 best tools" she gives the answers to that question."

WAZ

"Self-Coaching: How to be the director of one's own life"

Four acts and 25 scenes comprise the screenplay written by Business Coach Stefanie Demann, who encourages the reader to become the director of his or her own life, and that above all, self-coaching is lifelong coaching."

network-karriere.com



30 Minutes Error Awareness

Researching the causes of errors, learning from one's mistakes and making the most out of it



30 Minutes Self-Coaching

Every person is solely responsible for his/her personal success. What can I do? What do I want? How can I achieve my goals? - These are the central questions of self-coaching.

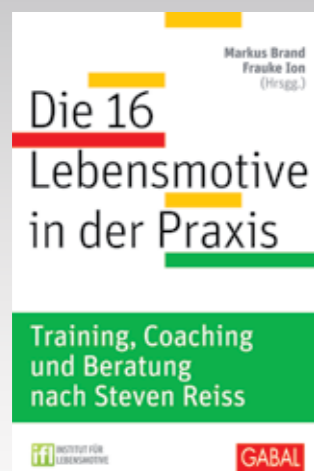
- Taking control over one's own personal development
- Define achievable goals and reasonable strategies



Stefanie Demann is a communication trainer, speaker, and coach. She studied communications and worked for more than ten years in corporate communications, most recently as a press officer for an international IT company. She is a member of the GSA.

Her book 30 Minutes Self-Coaching was published in 2009 and is currently in the 4th edition. She acts as a business coach for employees and executives from all business sectors in discovering the enthusiasm for one and how to act accordingly. As an experienced coach and self-coach she knows the best coaching tools from professional and private practice. www.demannplus.de

Who am I and what do I really want? What motivates people? Career? Money? Family? What makes people happy and satisfied?



The 16 Basic Desires in Practice



Leading with the 16 Basic Desires



30 Minute The 16 Basic Desires

What are basic desires?

Basic desires are fundamental psychological impulses that define an adult's personality. Professor Reiss identified 16 fundamental aspects of motivation which capture what any one individual is striving for and what is really important to him or her. The Reiss Profile provided a tool with which basic desires can be captured on an individual level.

An example: the desire for Status

'Status' shows how much respect an individual pays to people with a social status they consider to be desirable. Those motivated by status aim to identify themselves with a high social standing, and express this in the clothes they wear, the way they behave, the titles they adopt etc.

People with a weak basic desire for status, on the other hand, have an urge for social equality. They respect other people regardless of background, title or other status symbols.

The importance of the basic desires in practice

There are three essential points to bear in mind regarding the practical application of the theory of the 16 basic desires:

1. Each basic desire can be a performance driver.
2. Basic desires which are either particularly strong or weak in an individual are equally strong performance drivers.
3. A basic desire never exists in isolation; the combination of basic desires is important.

Basic Desires / Motives and their application

Basic Desires

- Are the ultimate purpose of human behaviour
- Allow to predict behaviour
- Are stable and appear permanently
- Display the diversity of people
- In their structure of motives
- In living the motives

Basic Desires (Life-Motives)

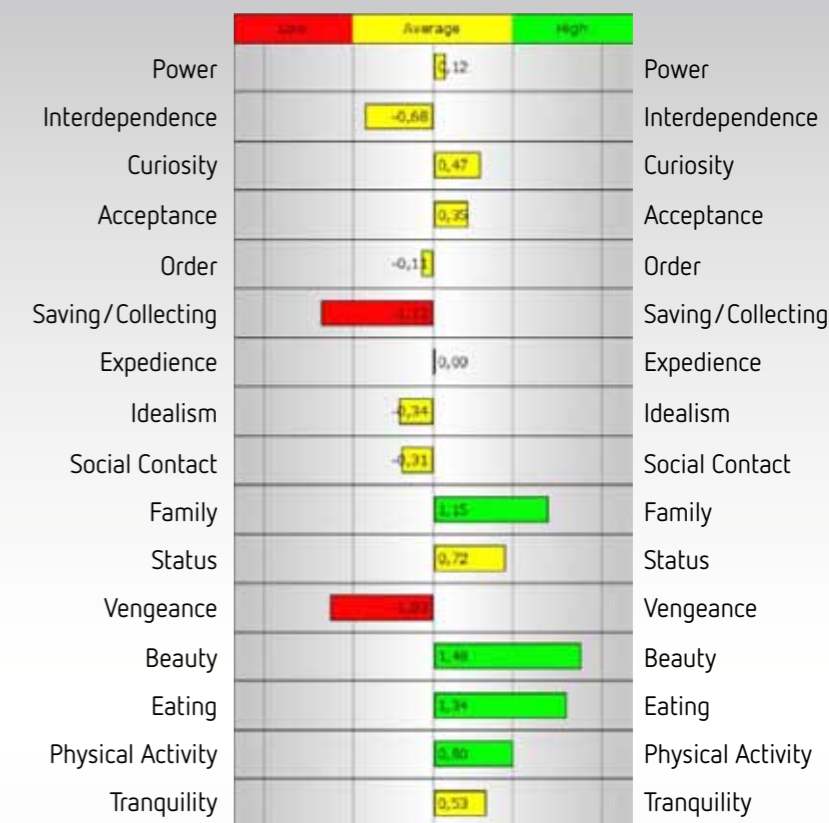
The Reiss Motivation Profile is based on 16 life motives; our individual blend of these motives has a permanent effect on our behaviour and is crucial in terms of our willingness to perform.

"Basic desires are those motives that are universal, intrinsically motivated, intrinsically valued, psychologically significant, and can only be temporarily satiated before they reassert themselves and motivate behaviour anew. We do not choose basic desires - they occur automatically."

Steven Reiss

Areas of Application

- Leadership Development
- Personal Development
- Coaching
- Career Counselling
- Teambuilding
- Relationship Counselling
- Professional Sports
- Personal Training



Frauke Ion has been a consultant, trainer and business coach since 1988. She looks back on many years of experience in management in international companies. At home and abroad she has worked in a managerial capacity for companies such as Mövenpick, Sheraton, NUR Touristik, Intercontinental, Marriott and FranklinCovey, 8 years of which in human resources management and 5 years in general management.

Her expertise is based on top quality trainer training in the USA and Germany. She is certified for various communication and management training programmes, e.g. Insights, DISG and the FranklinCovey programme. She trained as a business coach and a ReissProfil Master.

Since 2002 she has run her own consultancy and training company, ion international and she is also co-owner of the Institute for Human Motivation in Cologne.

Frauke Ion works in both German and English, develops customised people development and training concepts, and is a member of various trainer and consultant networks. Her special passion is the design, implementation and moderation of management events, kick-offs and corporate events of all kinds.



With the help of **Markus Brand** personnel development becomes personal development. In his trainings, coachings and lectures, the Psychologist is devoted in particular to the individual components of motivation and behavior. He made a name for himself as an author and TV Coach. The expert for personal, team and leadership development founded in 2006 the Institute für Lebensmotive based on the life motive analysis by Professor Steven Reiss.

Management & Leadership



For rights inquiries contact Kerstin Schlosser at kerstin.schlosser@gabal-verlag.de

Europe's leading expert in loyalty marketing



Anne M. Schüller
Touchpoints
 Being in close Contact with the Customer of Today. Management Strategies for our new Business World
 352 pages, hardcover

Nowadays the consumer's most powerful weapon is loyalty and not consumer reluctance. Consequently, customer loyalty will become the biggest corporate challenge of the future. However, only companies who have passionate and loyal employees will also enjoy passionate and loyal customers who keep on returning and actively recommend the company. The goal here is loyalty leadership.

Topics:

- Achieve lasting success and healthy profits through Total Loyalty Marketing creating loyal customers who keep on coming back and who are passionate enough to actively recommend your company.
- Customer-focused employee management: The customer is the real boss. Achieving success thanks to customer-focused leadership culture and loyal employees.
- Word of mouth and recommendation marketing: a sales growth booster The best sales growth strategy of all times: how to win fans and get them to promote your company in both the offline and the online world.

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Insight

Touchpoints: The moments of truth
 The new way: The Customer Touchpoint Journey
 Touchpoint Management : The tool for our new Business World

Part 1

The success factors for a new business world
 The new buzzwords: Networks, Social, Mobile & Co
 The Network is watching you
 Social networking: The 'we' wins
 New models urgently needed
 Organizational Charts - newly built

Part 2

Tool for a new business world
 The Customer Touchpoint Management

What are customer touch points?

- Step 1:** The Performance Analysis
- Step 2:** The Performance Strategy
- Step 3:** Operational implementation
- Step 4:** Monitoring and Optimization

Part 3

Tool for a New Working World: The Collaborator
 Touchpoint Management
 Why a new instrument?
 New Work: The new employees
 The new role of the manager
 The Company of Excellence

Outlook

2012 Anne M. Schüller's book Touchpoints received the prize Mittelstandsbuch des Jahres, awarded by the Oskar Patzelt Foundation

2012 Touchpoints was named Business Book of the Year in the category Business Practice and at the same time was rated best in the category customer loyalty by the online business magazine managementbuch.de.

2012 Touchpoints was awarded with the Deutsche Trainerbuchpreis, awarded by the GSA (German Speaker's Association)

Touchpoints has been on the bestseller lists in Germany, Austria and Switzerland for months. It was also awarded the German Book Prize for medium-sized companies in 2012.

In 2010 Anne M. Schüller was awarded with the Conga Award and she now belongs to the 10 best speakers in Germany.

Press Commentaries:

"One of the most successful business books recently."

[Literaturforum](#)

"One of the most accredited business trainers in the German speaking world."

[Die WELT](#)

"Anne M. Schüller is one of the most important management thinkers in this country."

[Wolfgang Hanfstein, managementbuch.de](#)

"Anne M. Schüller is considered Europe's leading expert on loyalty marketing."

[from the business newspaper Der Kurier](#)

"Anne M. Schüller, Germany's best-known expert on loyalty marketing."

[from the marketing magazine Horizont](#)

"She is considered the German grande dame of customer-focused marketing; her lectures and books are regarded as cult references by many."

[business portal ChangeX](#)

"What makes this book (Touchpoints) stand out from the mass of advice books is Schüller's consistent incorporation of the topic into the world of social networks."

[Harvard Business Manager](#)

"Her message is so clearly and obviously correct that she should advise the decision-makers of the Republic."

[Financial Times Germany](#)

"Anne M. Schüller brings humanity back into the company. And quite soberly from an economic perspective."

[getAbstract](#)

"Schüller enjoys a great reputation as a business coach, especially in loyalty marketing."

[Handelsblatt](#)



Anne M. Schüller holds a degree in Business Administration and is known to be one of the leading experts for loyalty marketing. For more than 20 years she worked as a manager within the sales and marketing departments of various global players. Today she is a successful consultant, keynote speaker, business trainer and lecturer.

Anne delivers top-class, motivating, hands-on and inspirational speeches on the following topics: customer-focused management, customer loyalty, recommendation marketing, customer recovery marketing as well as emotional selling. She is also the author of ten management books and coined the term TOTAL LOYALTY MARKETING.

Amongst her clientele are top players of German, Austrian and Swiss business including Allianz, SiemensForum, IBM, BMW, TUI, Novartis, Vodafone, A1 Mobilkom, Swisscom, Intersport, Schweizer Post, Basler Versicherungen, BITKOM, L'Oréal, HypoVereinsbank, Rewe, Erste Bank, Generali, Expert, Amgen, Sage Software, Management Center Innsbruck.

Brands Have to Polarize. They need a Forceful Character



Dominic Multerer
**Brands Must Consciously Break
 the Rules to be Different**
 244 pages, bicolored, hardcover

This book teaches you how to put your best foot forward. It teaches you how to develop a feeling and an awareness of what to do in order to build your own brand, how to understand the existing rules in your industry, and how to break them down in order to be one step ahead of the competition.

It explains how to differentiate yourself, shock people, remain unpredictable, and communicate „hot content,“ meaning occupying topics to make them tangible. After you read this book, you'll never find yourself backed into a corner.

p. 207

YOU CANNOT WIN
 AGAINST EVERY
 WIND MILL.
 HOWEVER, IF A
 COUPLE OF
 WINDMILLS
 STAND STILL, IT
 WAS WORTH THE
 EFFORT.

“It’s not enough to
 be just a little
 different.”

“Do not worry.
 Just do it.
 It doesn’t hurt.”

Audience:

- executives, marketing staff, freelancers, SMEs, advertisers

Keywords:

- brand
- marketing
- corporate strategy
- advertising
- communication
- leadership

Key Marketing Points:

- A manifesto for conscious brand communication
- There are countless marketing books. What is taught here is marketing in the field
- Multerer understands how companies work
- Includes six prominent examples from the corporate world
- Includes short abstracts at the end of chapter and helpful checklists

Reviews in the German Media:

“Multerers messages are drastic, bold, and concise.”

Handelsblatt online

“Dominic Multerer walks the talk: which is to break the rules. He does it in a competent and likeable manner.”

Dr. Florian Langenscheidt

“... and is considered at present as one of the best speakers.”

Badische Neueste Nachrichten

“Multerer is cult – a „must have“ for successful marketing!”

Claudia Nortmann / Client Service Director / Publicis Group

“Dominic Multerer’s presentation was more than impressive and the two hours passed by quickly.”

Ralf Zirkenbach / Global Account Executive / Vodafone Global Enterprise

“The marketing experts’ lecture offers countless practical examples which provoke thought and give fresh impetus for retracted marketing structures. He does not mince matters, just like in his book. He remains honest, fair and sensitive. His main concern is, that branding is understood.”

Press news

“Success for Unconventional Thinkers

His references range from BP and Bertelsmann to Vodafone and his refreshingly unconventional and very effective way of thinking is in demand internationally: At the age of 22 Dominic Multerer is considered a marketing genius. Powerfully he conveys how small, medium and large companies can use his brand strategy the most advantageously. An inspirational book with proven success principles, practical examples and valuable incentives.”

Büchermenschen

Dominic Multerer (born 1991) is considered a marketing talent. He is an entrepreneur, marketer, and consultant through and through. At the age of 16, he was named by the HANDELSBLATT as Germany’s youngest chief marketing officer. With his teaching assignment at the Cologne Business School and European Management School (EMS) in Mainz, he is also one of the youngest college lecturers in Germany.



He supports companies like BP Europe, Goodyear Dunlop, Arvato Bertelsmann, Xenium and SMEs such as Dürkop in strategic and practical issues of brand management. As a practitioner with varied experience in brand communication, he is always one step ahead as far as academic knowledge goes. Multerer signifies straight talk, a fresh, bold vision, and compelling marketing know-how. With all his 21 years, he speaks with CEOs and heads of marketing at eye level. He’s bold, forthright, down-to-earth, and gives a fresh impetus to the marketing world. In his present book, he describes how and why his credo – that brands have to consciously break the rules – works.

The main challenges in sales



Andreas Buhr
Selling will never be the same again -
How to wow customer 3.0
256 pages, hardcover

This book describes the new challenges faced by sales activities today. What are the qualifications and characteristics a salesperson needs in order to be successful? What kind of sales philosophy must a business adopt in order to motivate its people? What part does customer 3.0 play? What kind of products and services can still be sold today? And, most importantly, what does customer orientation mean today? How can it be successful? These are some of the questions addressed by this book, not only in theory, but also based on numerous real-life examples.

Furthermore, we'll provide insights into the new customer mindset, value- and meaning-driven customer behaviour and market- and value-driven leadership. Sales can't be successful unless all these factors are taken into account.

Are you ready for customer 3.0?

Whether you are able to increase your profits or forced to bury your brand depends on how successful you are in reaching out to your customers 3.0, avoiding mistakes and opening up new distribution channels. Six assertions will guide us through this book. They are the outcome of the study I'm going to present in the following pages. The core thesis is: Sales will never be the same again.

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Preface by Prof. Hermann Simon

Author's note

Introduction: Selling will never be the same again ...

... as yesterday's customers are about to disappear. Are you ready for customer 3.0?

1. Selling will never be the same again ...

... as customers who prefer self-realization to bargain hunting simply can't be bought

2. Selling will never be the same again ...

... as smart 3.0 customers are looking for smart product ideas they can adapt to meet their own needs and wishes

3. Selling will never be the same again ...

... as in a 3.0 world selling now goes on 24/7

with no selling-free zones left

4. Selling will never be the same again ...

... as customers don't buy from winners but rather from appealing, competent people

5. Selling will never be the same again ...

... as adapting to mega trends is key and the risk of ignoring – the new ROI – enormous

6. Selling will never be the same again ...

... as it takes true believers to make others believe

7. Selling will never be the same again ...

... but where exactly is it going?

Keynote to the reader – by Brian Tracy

Sources used and further reading

Press Commentaries:

"Andreas Buhr is considered one of the great sales popes in Germany."

changeX

"Andreas Buhr is THE expert on sales leadership."

WAZ

"Andreas Buhr walks the talk!"

wirtschaft + weiterbildung

"A well-written wake-up call of a designated practitioner."

Financial Times Germany

"Andreas Buhr describes how sales professionals in the B2B but also in the retail business need to adjust themselves to the sovereign clients in order to continue to have success."

Harvard Business Manager

Amazon Ranking:

- Nr. 7 in Books – Job & Career – Marketing & Sales – Sales
- Nr. 11 in Books – Job & Career – Marketing & Sales – Customer Management

Internationale Appearances:

Switzerland, Austria, The Netherlands, USA, South Africa, Turkey, Finland, Spain, Hungary, Czech Republic, Malaysia, Hongkong, Poland, Dubai VAE

Clients, among others:

- ebay Germany
- L'Oréal
- Media-Saturn-Holding
- Microsoft
- Osborne Clarke
- Peek & Cloppenburg
- SAP
- StepStone
- Swisscom (Schweiz)
- Tommy Hilfiger
- WeightWatchers Germany



Andreas Buhr studied Business Administration in Bielefeld and started his professional career at the ERGO AG in 1980. He began there being responsible for the external sales team. By the age of 28 he became member of the top management in one of the biggest selling organisations in Europe. Within 26 years of work Andreas Buhr made a business in force of 3 billion Euro with more than 1000 employees. The expert of leadership in sales (sales intelligence) is CEO of the Buhr & Team Akademie für Führung und Vertrieb AG since 2005. Andreas

Buhr is lecturer of leadership and sales at the European School of Business in Reutlingen (ESB), at Steinbeis University in Berlin and at the ZFU International Business School in Switzerland as well as skilled and certified trainer for neurolinguistical programming of the DVNLP Association in Berlin. His strong techniques distinguish him as an excellent speaker und trainer.

Andreas Buhr is member of Club55, European Experts in marketing and sales, of the Q-Pool 100 e.V. and the national president of the German Speakers Association.

How to See and Understand More of the Future with the Eltville Model



Pero Micic
The Five Futures Glasses
 304 pages, hardcover

> All language rights available
 except English language rights

Future management is the bridge between strategic management on the one side and futures research on the other side. It describes the totality of all systems, processes, methods and tools for the early recognition and analysis of future developments and their inclusion in strategies.

Many problems in management and in life result from people's different views on the future. People subconsciously assume that everyone understands how they think and talk about the future in the same way as they do. They assume that everyone is wearing the same 'futures glasses' which often causes misunderstanding, frustration and failure.

The five futures glasses described in this book make it easier to see and understand more of the future:

1. The blue futures glasses are for assumptions about the probable future of your environment
2. The red futures glasses are for possible surprises in your environment
3. The green futures glasses are for opportunities to create a better future
4. The yellow futures glasses are for your vision of a desired future
5. The violet futures glasses are for your planned future and for your actions.

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- | | |
|--|---|
| 1. About this book | 7. Your red futures glasses: How could the future surprise you? |
| 2. Why we need futures glasses | 8. Your violet futures glasses: which future are you planning? |
| 3. Many futures and five futures glasses | 9. See more of the future |
| 4. Your blue future glasses: What lies ahead? | 10. Appendix |
| 5. Your green futures glasses: Which future opportunities do you have? | a. Checklist of all terms and concepts |
| 6. Your yellow futures glasses: Which future do you want to form? | |

The five futures glasses and the resulting „Eltville Model“ bridge the gap between everyday life and futures research. They have been developed through research in more than a thousand workshops and projects with non-profit organizations as well as with leading corporations around the world, such as BOSCH, Microsoft, BAYER, AstraZeneca, Roche, Ernst+Young, Ford, Vodafone, EADS and Nestle. This model provides you with a road map for thinking and communicating about the future and a comprehensive structure for your future projects as well as your strategy. In addition, the Eltville Model helps you to apply the common foresight tools much more effectively.

Target Group

This book is designed for all decision-makers, be they life-entrepreneurs, heads of families, chairmen of clubs, entrepreneurs, Board members, mayors or heads of government. When it comes down to it, we are all chairmen of the board of our own life enterprise, regardless of which role we have and whether we only lead ourselves or millions of people. We all need to think about our future and put on all five pairs of glasses.

In detail, the target group consists of:

- Leaders
- Top-Managers
- Entrepreneurs
- Middle management
- Consultants, trainers and coaches
- Success oriented employees of companies of any size and industry

Praise for German edition

*"I know of no one approach that covers the whole futures field as systematically and intelligently as the Eltville Model does."
 "The Eltville Model, with the five futures glasses, is the most comprehensive and integrated model of strategy development using the perspectives and tools of strategic foresight that I know."*

Dr. Peter Bishop, Associate Professor of Strategic Foresight, University of Houston

"The Eltville Model is the most effective strategy development tool that we have used so far at Continental."

Dr. Hartmut Wöhler, Continental

"This valuable system with the five futures glasses made sure we achieved very good results within a very short time."

Dr. George Oenbrink, Degussa Evonik

Dr. Pero Micic is a leading expert on future management and future markets and CEO of FutureManagementGroup AG, Eltville, Germany. Dr Micic studied Business and Future Studies in Germany, Great Britain and in the USA. He received his PhD from the Leeds Business School with a work on futures methodology.



He is the author of five other books and numerous articles on future management and is a frequent speaker at events worldwide.

Since 1991, Dr. Micic has been a consultant for many of the world's leading enterprises on issues of corporate foresight, future markets and practical implementation into strategic management. Dr. Micic is a founding member of the Association of professional Futurists, president of the advisory board of the European Futurists Conference in Lucerne and president of the Conference on Trend- and Future Management.

www.FutureManagementGroup.com

Successful Projects aren't sorcery!



Bianca Fuhrmann
Project Voodoo®
 Master daily project perils and turn even
 confusing projects into success stories
 256 pages, hardcover

Rights sold to: Czech Republic

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Preface: Project success is no witchcraft!

1 Project Manager

- 1.1 Challenge: Why today's project managers have such a tough time.
- 1.2 Project success: What is this?
- 1.3 Project-Voodoo-Guidelines: A foundation for all project eventualities.

2 Zombie Projects

- 2.1 Obsession: Organisations in project trance
- 2.2 Curse: Let's just start!
- 2.3 Fear: Hierarchy over competence
- 2.4 Deadlock: Project Immortality
- 2.5 Summary

3 Project-Voodoo-Methods

- 3.1 Project-People: The unknown species
- 3.2 Project-Voodoo-Principles: Unflinchingly forward

There are various manuals about the basics of project management. Project Voodoo®, on the other hand, focuses on the pitfalls of the everyday project life and is an accurate method for getting difficult projects back on track. If projects threaten to fail, only a miracle or witchcraft seem to help: Nobody knows where to go, the target is out of sight, more meetings always bring fewer results, the team is divided, and the deadline is dangerously close. Only those who know the typical vulnerabilities in projects, the project zombies, can take action against it.

Project Voodoo® is an innovative project management strategy and a new way of project management thinking! It combines sound project management and crisis intervention with creative elements from systemic business coaching. Project Voodoo® also combines collaborative project management with traditional management methods and is based on the number one success factor: the people.

A new, proven method to lead difficult projects to success.

- 3.3 Project-Voodoo-Decisions: Now, not tomorrow
- 3.4 Project-Voodoo-Dolls: The Crisis Compass of Intuition
- 3.5 Summary
- 4 Project Rituals**
- 4.1 Sworn: Everyone pulling in the same direction
- 4.2 Visualisation: The blind spot in the crystal ball
- 4.3 Cure: Prevention is better!
- 4.4 Practice Witchcraft: Get your goal with lateral thinking and inspiration
- 4.5 Summary

Epilogue: Goodbye to Project Nightmares!

Audience:

- Project managers and project team members, unconventional thinkers, executives, consultants, innovative companies, project management associations

Keywords:

Project Management

Press Commentaries:

"In 99 percent of cases, it's man responsible for the failure of a project. Or have you ever heard that a checklist has unleashed a project crisis?"

Project Voodoo

"A great book which addresses aspiring and experienced project managers who know their craft - but also understand that we are only human beings. And that counts at the end of the project work. That's a magical insight."

changeX

"Project Voodoo®" is a refreshingly unorthodox guide for young project managers who work for their team, not for deadlines and budget requirements."

managementbuch.de

Testimonial:

Goodbye Project Nightmares!

THE reference book for how successful project management really works! A great work of reference that reveals the pitfalls of everyday projects and an absolute MUST for all projects in large corporations and their surrounds.

In project crises, what's the use of checklists and processes where the core problem is the human element? Absolutely nothing! At times like these, only one new strategy helps: Project Voodoo!

Marinda Seisenberger

(Business Coaching & Management Training)



Bianca Fuhrmann is an experienced multi-project manager and troubleshooter. She's a graduate engineer, systemic business coach (SHB), experienced project manager, and lecturer and worked after her graduation as a project manager among others at the Deutsche Telekom AG. Bianca Fuhrmann relies on more than technically good project management, she combines solid craftsmanship with creative approaches. The result is the unique method she has developed: Project Voodoo®.

"He is one of the best in his field. His speeches and seminars are in high demand – with market leaders and those who strive to become market leaders." Süddeutsche Zeitung

HERMANN SCHERER - SPEAKER BUSINESS EXPERT

More than 2,000 speeches to around a half a million people, 30 books in 18 languages, successful company foundations, lectures at several European universities, an ongoing consulting business, and constant new goals - that is Herman Scherer. He's earned the reputation of being a consistent, pragmatic business expert as a result of his cooperation with more than 3,000 market leaders, nearly all of them DAX companies, medium sized »Hidden Champions« and prominent international companies from all over Central Europe. So far, companies such as Audi AG, Deutsche Telekom AG, Hilton International Hotels, Lufthansa AG, McKinsey, Microsoft AG and Siemens AG have profited from it.

Testimonials

„As a speaker, Hermann Scherer is in a class of his own. He truly understands how to portray facts in a funny and entertaining way something which made a great impression on me. I will integrate the impulses and ideas from your speech.“ Frank Behling, Deutsche Post AG

„I just received my copy of › Beyond Mediocrity‹ and love the design, format, print quality, cover! Everything just seems to fit. It will be difficult to top that.“ Dr. Petra Begemann, Books for Economics and Management



Hermann Scherer, MBA, studied Business Economics with a focus on marketing and sales promotion. After his studies he built up a number of enterprises, one of his enterprises ranked among the top 100 enterprises in Germany. Simultaneously, he became an international business consultant, trainer coach and instructor for the biggest training and consulting organization in the world. This organization awarded him with the Platinum Award for delivering the highest quality and highest revenues. Among the global rankings of over 10,000 retailers, he achieved ranks among the TOP 10 on a regular basis.



Beyond Mediocrity – Success in Business Against Cutthroat Competition

In the future, quality alone won't suffice to secure business success against the cutthroat competition. Quality takes place in the customers' heads. What good is being good if nobody knows about it? There are only two options: differentiate or lose! Only the right position and an offer that can not be denied will earn you the attention, attraction and a certain degree of recognition you need. This is why only those with guts are market leaders. Bold management for tomorrow's market!

- Career Book of the Year 2009“ - Hamburger Abendblatt
- Best Book of the Year - A Firework of Marketing Impulses - Hamburger Abendblatt
- Rated best in the Category Management - Managementbuch.de



Thinking is Stupid - How you Can Act Intelligently

It can be really scary, if we look at the list of Stupid Thinking Errors in which we so often walk right into. The effects are felt in all areas of our lives. The author paves the way to prudent thinking and better decision-making. The book contains many exciting and enlightening puzzles. The personal mind check: many optical illusions, puzzles, and examples illustrate and help the reader to understand that his thinking and his decision-making authority function only poorly. "Stupid Thinking Errors" is not smart dairy of the author, but a pragmatic purpose: what can we learn from a greater understanding for the mechanisms of our thinking?



How Trainers Can Transform to Become Exciting Speakers



30 Minute Targeted Negotiation Techniques
Rights sold to: China



The 12 stages of a professional sales pitch
Rights sold to: China, Czech Republic, Russia



You don't get what you deserve, but what you negotiate

Dr. Arnd Zschiesche and Dr. Oliver Errichiello Leading Experts on Branding and Brand Management



Dr. Arnd Zschiesche and Dr. Oliver Errichiello are considered brand punks in suits. The brand sociologists are concerned with all aspects of strategic brand management and long-term enforcement of trademarks. Both are lecturers for brand sociology and brand management at the University of Lucerne and authors of several professional and non-fiction books.

Reviews in the German Media

“The goal of respectable brand management has been and remains the acquisition and preservation of the consumer’s trust. There is no security without trust.” - Dr. Oliver Errichiello

“A completely new book on branding. “Brand management is driven only by social laws,” say two brand experts who think that the classical approaches are nonsense. They demand that brand advertising must carry brand performance, because of the trust consumers put in brands.” - changeX

“Reading the book is fascinating due to the clear language and the well-made layout. Key lessons can be found at the beginning and the end of each page, and convey the most important messages of the book.” - Soziologie Heute

“Short, practical, and full of possibility the authors get to the heart of what sets strong brands apart from the competition. One hundred percent free of marketing hot air. A must-read!” - Roter Reiter

“Right at the beginning, the authors make clear that the basis for all success is building a habit, and discuss the paradox that every consumer wants to be an individual, but part of a community - the community of individuals. Entertaining read!” -Werben und Verkaufen

„Brand without myth gives an insight into the workings of brand communication and explains the self-similarity within brands. The reader awaits crystal clear answers, a clear page design, and many illustrative examples. And the book offers another feature: Each topic is presented conclusively on one page.“ - innovative-in



Brand Without Myth - The First Honest Brand Book

Core topics and values:

Armani, Apple, BMW – brands are surrounded by a myth. But what is a brand? According to the authors, the power of branding is the power to attract interest and nurture trust.

- Brands are created when a positive bias is associated with a performance which the company has accomplished and communicated effectively over time. This achievement is totally free of myths. The authors show that each company can establish a brand if the company walks the line and understands the basic rules of brand management.

Facts about brands:

- A brand is just a social phenomenon (trust)
- A brand is always concrete, never abstract
- Brand management needs to be implemented in all corporate divisions
- Brands are always destroyed from within (management errors)
- Brand management has nothing to do with emotions
- A successful brand does not necessarily need advertisement



30 Minute Advertising

The commercial after the movie yesterday—great! But what product was it about again? Blackout! This happens more often than you think. Out of sheer creativity, the actual advertising message does not come across to the customer. For the company it’s a disaster. Because what is at stake in advertising, is advertising. Nothing else! The authors explain in their book how good advertising actually works and how you can successfully deliver your message to the customer.



30 Minutes Branding

The book describes how strong brands operate. The authors offer practical tips, clear examples and a defined methodology. 15 years of experience in branding and brand management for day-to-day business.

5 core topics and 10 rules of successful brand management:

- What is a brand? • How does a brand work?
- Brand and product • brand and clients
- Brand and advertising

Press Commentary:

„For the reader with scant time, the compactly-edited book describes how a brand actually operates.“ Acquisia

Business & Career



For rights inquiries contact Kerstin Schlosser at kerstin.schlosser@gabal-verlag.de

Hardworking Women work, clever one's move up the ladder – How Women can take the Lead



Barbara Schneider
Hardworking women work, clever one's move up the ladder
 How Women can take the Lead
 224 pages, softcover

Rights sold to: Bulgaria, China, Romania

Table of Contents

Introduction
 Qualification is only half the battle
 Puff is part of the trade
 Your rivals never sleep
 No more fear of competition
 Women at the top - A rocky road
 How women administrate
 The search for the female management style
 Successful management strategies
 The future of leadership
 The Odd Couple
 Men support men
 Insufficient marketing on one's own account
 Positive self-marketing instead of exaggerated self-criticism

Women have become ever more prevalent and necessary in the professional world in recent years, thus creating the very best career possibilities. But men still get the better jobs. Unending high performance is the name of the game for many women. In order to have a career, it takes more than diligence and performance. Effective self-marketing combined with networking skills are almost a requirement today, and especially in professional life – whether you're employed or self-employed. Schneider's book is a guide for ambitious women for everyday work situations, with many practical hints and tips for women and men in politics, economy, and culture. Good performance has to be supplemented with good self-promotion.

It is not enough to be good – you have to consistently ensure that the right people know you are. Women often suffer from „Sleeping Beauty Syndrome“: they secretly hope that their skills and performance will eventually be discovered. The image of the busy bee is no good for women, therefore aim to be the last one at the bar instead of the first in the office. It is really the informal meetings that are the true communication and information sources.

Ten steps to professional self-marketing

- Step 1: Self-marketing starts with you
- Step 2: Thinking big!
- Step 3: Get off the bench
- Step 4: Talk about your goals
- Step 5: Make a name for yourself
- Step 6: Sell Your Ideas
- Step 7: Socialize: From Small Talk to Big Business
- Step 8: Invest
- Step 9: Ask for more
- Step 10: Celebrate Successes

Women at Eye Level – Getting Women to the Top



Barbara Schneider
Women at Eye Level
 Getting Women to the Top
 192 pages, softcover

Rights sold to: Bulgaria, Romania

Table of Contents

Introduction
 Useful facts and hard facts
 Women fail because of men, children, and themselves
 The double role of women: Family Manager - Business Manager
 The female way
 The self-marketing trap
 The modesty trap
 The communication trap

Hardworking Women work“ addressed the topic of the personal adjusting screws which can be tightened by women in order to get promoted: self marketing, communication, networking ...”

In her new book, Barbara Schneider expands her perspective. Women stumble upon three hurdles:

1. the male culture
2. the child – career balancing act
3. themselves

The book is accompanied by a regular management column of the author featured in *Die Welt*.

Women are not the better managers simply because they are women: there is more at stake than a female and a male leadership style.

Women are no silver bullet. Expertise and experience are the key factors to success.

The choice of the right partner is a key factor for the career of a woman: with a husband who wants to have ironed shirts in the cabinet in the morning and a warm meal in the evening, career management could become difficult.

USP:

Women are capable of leadership, but have to become fit for leading positions.

What brings them to the top: tracking clear career statements, leaving their own comfort zones, and scoring with communication and making connections.

The popularity trap
 The networking trap
 Promotion strategies for women
 Gain clarity
 Communicate your career goals
 Leave your comfort zone
 Make connections and gain allies
 The Dream of gender-mixed top management
 Women in top management remain an uncomfortable topic

Reviews in the German Media

"Barbara Schneider's book is wonderfully practical and true-to-life. In this book, many different people have their say, experienced men and women who report on their success stories."

[existenzielle.de](#)

"The author is an expert; she knows how to keep women happy. She sustains curiosity and focus from start to finish."

[managerSeminare](#)

"How women can become leaders"

Practical tips for climbing the ladder to the top. Barbara Schneider's whimsical advice "better to be the last one at the bar rather than being the first in the office" is meant in absolute seriousness. Any women who want to climb the career ladder must show up on the office stage at the right time and ensure that the right people learn from their good performance."

[Welt am Sonntag](#)

"What types of people actually make it in their career of choice?"

It's not only a question of ability. An advancement to the top of a large company does not fall into one's lap. This is especially true for women. For young professionals, it often unclear for a long time how to get on the right track for a career. There is no schedule for the "great career". And promotion decisions are not always transparent."

[FAZ](#)

"Women on the executive floor"

Competent women in the office is fine and dandy, but women on the board? The ex-manager Barbara Schneider has heard such sayings quite often. In an interview, the author speaks about male power games and cat fights in leadership."

[Spiegel Online](#)

"Gentlemen, we can do that, too."

In the cult series Mad Men, men were smoking, drinking, and posturing themselves all the way up the career ladder. Well, those were the 60s. Today, however, there are really worthwhile strategies we (women) can learn from the opposite sex. Coach Barbara Schneider examines the job tricks of men and explains how women can successfully score by applying these strategies."

[PETRA](#)

"The title of Barbara Schneider's book, "Hardworking women work, clever one's move up the ladder. How women can take the lead", appears to be aggressive and clever at the same time. The book could have the makings of an eyewitness document. For a long time, academics thought that education and skills would be enough to climb up the career ladder. Barbara Schneider (as well as other management coaches) thinks this is unlikely. More likely is: networking, shaking things up, and working overtime."

[DIGITAL MEDIA WOMEN](#)

"A Question of Sex?"

Women are well-educated and as competent as men. Nevertheless, they experience professional competition differently and are pushed onto the sidelines more quickly than men. "Women at Eye Level" gives tips for how to deal with these opposing forces."

[Gut zu Fuß](#)

"This advice book acts as source of ideas and inspiration and offers a variety of tips and success strategies as food for thought. Examples of women and men in business and politics complement the tips. Schneider talked with leaders and young executives, mothers, and fathers, and with practitioners and experts.

Her first book, "Hard-working women work, clever ones move up the ladder," became a business best seller. "Women at eye level" has the same potential."

[Die Ratgeber](#)



Barbara Schneider:

- 15 years of experience in management positions in large international companies
- Certified career coach, business graduate (University of Hamburg), member of the board of directors of spot-media AG, Hamburg, Speaker with the focus on "Women in Leadership"
- Founder of events and networks: Business Breakfast Club in Hamburg, Munich, Frankfurt, WOMEN's Business Day in Hamburg

Strategies for simple products, services and processes



Chris Brügger, Michael Hartschen,
Jiri Scherer
Simplicity for business success
Strategies for simple products, services
and processes
160 pages, hardcover

> All language rights available except English language rights

Press Commentaries

Being Complicated is Easy

“As Goethe once wrote: ‘I didn’t have time to write a short letter, so I wrote a long one instead.’ Even Carlos Ghosn, CEO of Renault-Nissan, captured it in a nutshell: ‘Being complicated is simple.’ This means: Simplicity is not so easy. Chris Brügger, author of the book “Simplicity for business success! Strategies for simple products, services, and processes,” followed these thoughts and asked: How can simplicity be described in general? What is the advantage of simplicity? ”

Horizonte

“Why make matters complicated when they could be simple? Because complicated service is often the easiest: no thinking about customers’ needs, no reflection of the company’s products. Simplicity, and clarity, however, are a lot of work. But they pay off. Companies can benefit from simplifying their products and services.”

changeX

“Products, services, and processes are becoming more diverse and complex – these realities increasingly overwhelm employees as well as customers. The call for simplicity gets louder. But simplicity is not so easy to establish. ”

KMU-Magazin

There are few things more annoying and frustrating in work than dealing with a piece of complex machinery or a cumbersome process which will not do what you need done. From complexity comes stress, anxiety and frustration – even rage – followed by apathy and exit. But you don’t have to be a victim anymore.

Now you can get the tools and support to move your company in exactly this direction. Simplicity is a new course which is invaluable to companies looking to uncomplicate their business processes and thus, their lives.

The world is becoming increasingly complex. Competition means that products are puffed up with additional functions and features. Services are extended and offered in many different variants. This complexity results in a high expenditure of time, increased error proneness and leads to more customer queries and complaints.

However, customers love simple products and services. Simple business processes make life easier. In “Simplicity for business success!” 5 principles and 14 strategies outline how to make products, services and processes simpler. Numerous examples assist in the implementation.

Table of Contents

CHAPTER 1 Simplicity Wins!

- 1.1 Let’s Make Things Easy Again
- 1.2 The Tree of Simplicity
- 1.3 The Five Principles and Associated Strategies
- 1.4 The Simplification Process
- 1.5 Different Roads Lead to Rome

CHAPTER 2 The Principle of Restructuring

- 2.1 Strategy 1: Create New Order
- 2.2 Strategy 2: Form Modules and Small Units
- 2.3 Strategy 3: Separate the Exception from the Mass

CHAPTER 3 The Principle of Leaving Out

- 3.1 Strategy 1: Review the Past
- 3.2 Strategy 2: Delegate Activities
- 3.3 Strategy 3: Take Out Functions or Elements

CHAPTER 4 The Principle of Adding

- 4.1 Strategy 1: Combine Functions or Elements
- 4.2 Strategy 2: Add Benefit
- 4.3 Strategy 3: Hide Functions or Elements

CHAPTER 5 The Principle of Replacing

- 5.1 Strategy 1: Remove Something Fundamental from Our Thoughts
- 5.2 Strategy 2: Change the Dimension
- 5.3 Strategy 3: Transfer a Concept

CHAPTER 6 The Principle of Perceiving

- 6.1 Strategy 1: Shorten Time
- 6.2 Strategy 2: Take Over Something Familiar

CHAPTER 7 Plan and Conduct a Simplicity Workshop

The Chief Simplicity Officer (CSO)
Six Points to Remember

APPENDIX

Overview of suitability of the Strategies

Overview of Definitions

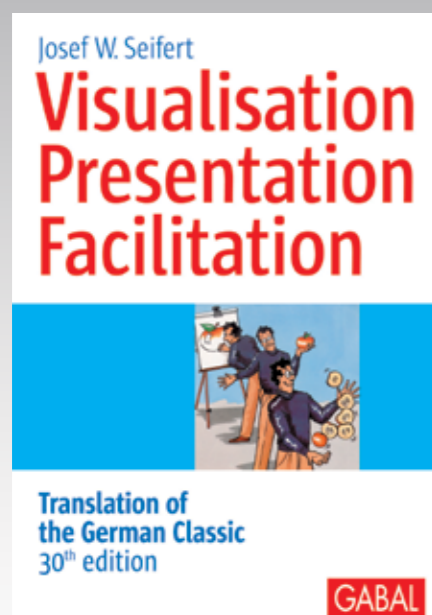
Bibliography

Jiri Scherer studied economics at the Lucerne School of Business, and completed a postgraduate degree in Innovation Engineering. He has several years of experience in the moderation of innovation workshops and directs creativity and simplicity trainings. Jiri is the author of Creativity Techniques: Finding, Evaluating and Implementing Ideas and Innovation Management and of several professional articles on creative thinking. He received the New Entrepreneurs in Technology and Science Award from the Gebert RUF Foundation. Jiri is a co-founder of Denkmotor. www.denkmotor.com

Michael Hartschen, PhD, studied mechanical engineering at the University of Stuttgart. He obtained his PhD in the field of innovation and technology management from the BWI at the ETH Zurich. Since 1995, Michael has been working in the areas of innovation, simplicity, technology and product / business development. As a lecturer at the Zurich University of Applied Sciences in the areas of innovation management, business development, and corporate management (as well as at the University of Bern in the field of research management), he shares his experiences regarding theory and practice. Michael is the coauthor of Simplicity and Innovation Management. He is the founder of Brain Connection. www.brainconnection.ch

Chris Brügger studied hotel management at the Swiss Hotel Management School and has a postgraduate degree in Quality Management from the Swiss Institute for Business Administration. For several years, he worked in management positions in the hotel sector in Switzerland and abroad, and he travelled to every continent as a consultant for a leading hospitality consulting firm. Chris is lecturer at BWI Management Education of ETH Zurich and directs Simplicity and Creativity trainings in German and English. Chris is a co-founder of Denkmotor. www.denkmotor.com

The Long-Seller from the Well-Known Expert on Moderation



Josef W. Seifert
Visualisation, Presentation, Facilitation
 200 pages, hardcover

> All language rights available
 except: English, French, Chinese,
 Korean, Taiwanese

Visualisation, presentation, and moderation - it is impossible to imagine modern organizations without these working methods. Anyone who has mastered them can

- successfully visualize facts
- properly prepare and confidently give presentations
- organize meetings more effectively
- moderate employee/continuous improvement process groups in a result-oriented manner
- successfully lead workshops and team-training sessions

In this three-part book the author has collected together a wealth of rules, tips, and ideas for the closely related areas of visualisation, presentation, and moderation, all of which can immediately be put into practice. For lectures, discussions, workshops, and meetings this volume is a working basis, a handbook, and also a compact reference work.

Visualisation, presentation, and facilitation are tasks faced by employees of modern organisations more and more frequently. The growing interest in corresponding practice sessions and complete training courses goes to show the importance of this topic.

This provides the user with a collection of the most important principles, rules, and helpful hints, which together make up a comprehensive "guide book". The focus of this book is the "how to", meaning concrete suggestions and useful contributions for practical application.

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1	Visualisation	3.1	Just What is Facilitation?
1.1	Why Visualisation?	3.2	The Facilitator
1.2	Planning a Visualisation	3.3	Preparing a Facilitation: Clarifying the Objective, Preparing for the Participants, Personal, Methodical and Organizational Preparation
1.3	Building Blocks of a Visualisation: Media for Visualisation (Information Carriers) and Design Elements	3.4	Conducting a Facilitation
1.4	"Composing" a Visualisation: The Sheet Partitioning, Arrangement and Logic, Colours and Shapes	3.4.1	The Course of a Facilitation
2	Presentation	3.4.2	Facilitation Aids
2.1	Presentation – What's the Point?	3.4.3	Facilitation Methods
2.2	Preparing a Presentation: Topic and Goal, Target Group, Content, the Sequence of Events, Organising the Presentation	3.4.4	Guiding a Facilitation Process
2.3	Conducting a Presentation: Tips for the Opening, Main Body, Conclusion	3.4.5	Excursion into Facilitating a Discussion
2.4	After the Presentation	3.4.6	Excursion into Large Group Facilitation
3	Facilitation	3.5	After the Facilitation: Personal Follow-Up, Organisational Follow-Up
			And at the end a few Tips for the Podium
			By the Way...
			Literature

Topics:

- Business presentations
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- Public speaking

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The SIX STEPS facilitation and moderation method is used today, when conducting open space workshops, taskforce meetings, discussions, and online meetings.

SIX STEPS: The facilitation cycle by Josef W. Seifert

<http://www.youtube.com/watch?v=bC2kG6hkhQc&feature=youtu.be&noredirect=1>

Ciclo da Moderação de Josef W. Seifert

<http://www.youtube.com/watch?v=C7cY0uZRpSY>

"This book provides really a useful introduction into visualization, presentation and facilitation. [...] If you need a good, profound and comprehensive introduction into the methods of presentation and facilitation, choose this book."

Amazon-Customer



Josef W. Seifert is a qualified educationalist and a specialist in moderation. He is a managing partner of the renowned consultancy and training company MODERATIO in Bavaria, and author of several books on moderation. For more than 25 years he has been working in change management, first as a management trainer and later as a facilitator. He coined the term business facilitation. In addition, he is considered the originator of systemic conflict facilitation. He also teaches Business Facilitation at the University of Applied Sciences in Ingolstadt.

30-Minute-Series Lazy Günter Students on the fast track



For rights inquiries contact Kerstin Schlosser at kerstin.schlosser@gabal-verlag.de

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- All the important information is printed in blue.
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- Several summaries within the chapter allow you to skim through quickly. They are printed in blue and marked by a clock symbol, making them easy to find.
- There is an index to help you refer back.

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Online-Marketing

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Marketing Cooperations

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Power-Memory
Time-Management
Self-PR
Self-Organizing
Burnout
Work-Life-Balance
Emotional Intelligence
Resilience
Time-Management for Anarchists
Stress Management

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Job Interview
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Flow

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Technique of Questioning
Understanding Body Language
Taming Assholes
Proper Feedback
Elevator Pitch
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Quick-Witenedness

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Small Talk
Writing
Arguing Fairly
Be Convincing
Intercultural Competence
Negotiating
Online-Presentations
Writing a nonfiction book

Powerful Voice
Twitter, Facebook, Xing & Co
Conflict Resolution
Efficient Reading
Transfer of Knowledge
Resolving Annoyance and Frustration
Standing One's Ground
Presentations

Günter, the little voice of self-doubt

Dr. med. Stefan Frädrich is well known as an expert for successful self-motivation. The versatile trainer and coach is author of several internationally bestselling books, host of TV-shows and an entertaining, charismatic and motivating speaker. He created the popular cartoon-character "Lazy Günter". Dr. Frädrich's seminars "Quit smoking in 5 hours" and "Slim in 5 hours" are held internationally by numerous trainers. Additionally Stefan Frädrich is engaged in various social responsibility projects such as the German society for nicotine prevention or the mentor foundation.

Lazy Günter is your weaker self. He's the persistent voice which tries to persuade us not to do sports or to delay duties that are supposed to be done. Günter prefers the easy way and therefore refuses to waste his energy. But how can we cope with this inner troublemaker?

Time for better ideas for your inner self talk!

- How can you motivate yourself and others?
- How can you experience happiness – even in tough times?
- How can you unleash your inner power?
- How will your own brain support you?
- And how will you achieve what you want?



As soon as Günter understands the mechanisms of real self motivation, he'll start supporting you: "Doing something new is fun!", "You can do it!", "Let's get started, right now!" And that will give you and your team more motivation, more energy and more success!

Stefan Frädrich, author and creator of Günter, is giving the answer. He's an expert on healthy lifestyle. The Günter books are written concentrating on every aspect of life.

Bestsellers:

Title	Copies sold
Günter, the inner pigdog	90.000+
Günter loses weight	40.000+
Günter becomes a Sales person	35.000+
Günter quits smoking	25.000+
Günter prospers	22.000+
Günter for pupils	18.000+
The Günter Principle	15.000+

Rights sold to:

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- Korea
- Poland

Reviews in the German Media

"Actually, you'd much rather chill out in the sun, instead of being stressed out in the office? Stefan Frädrich gives 100 tips on how you can still motivate yourself to go to work."

Freundin

"Stefan Frädrich, the author and Timo Wuerz, the illustrator, know all the tricks with which Günter tries to make our life easier."

Welt am Sonntag

"Fortunately Günter-inventor Stefan Frädrich does not confine himself to simple and banal psychology. His real issue - the change of ingrained behaviors - is pursued chapter by chapter. (...) Good advice - and especially feasible advice. These small changes in ones daily grind should encourage Günter to make changes more easily."

"A lot of practicable good advice! The small modifications in our daily routines help our minds to deal with real change."

Die Welt

"Dr. Stefan Frädrich joins in "Günter, the inner pigdog" elements from psychotherapy, communication, self-management and motivational psychology to a perfect mix of 100 practical tips that Timo Wuerz has vividly and aptly illustrated."

Die neuen Bücher

"Dr. Frädrich's incantations are surprisingly effective."

RTL

"If you want to be successful, you need to be able to sell. Unfortunately that's not always easy. Because something in our mind keeps demotivating us. It whispers in our ears: Leave it alone! That makes no sense! Or: You'll never make it!"

Cosmopolitan

"Thanks to trainer Stefan Frädrich [and Günter] I finally got rid of my vice!"

Bild



The Günter Principle



The Günter Principle for a healthy body



Günter, the inner pigdog



Günter becomes a Communication Expert



Günter is giving a Presentation



Günter quits smoking



Günter gets a promotion



Günter loses weight



Günter succeeds



Günter becomes a Sales Person



Günter for pupils



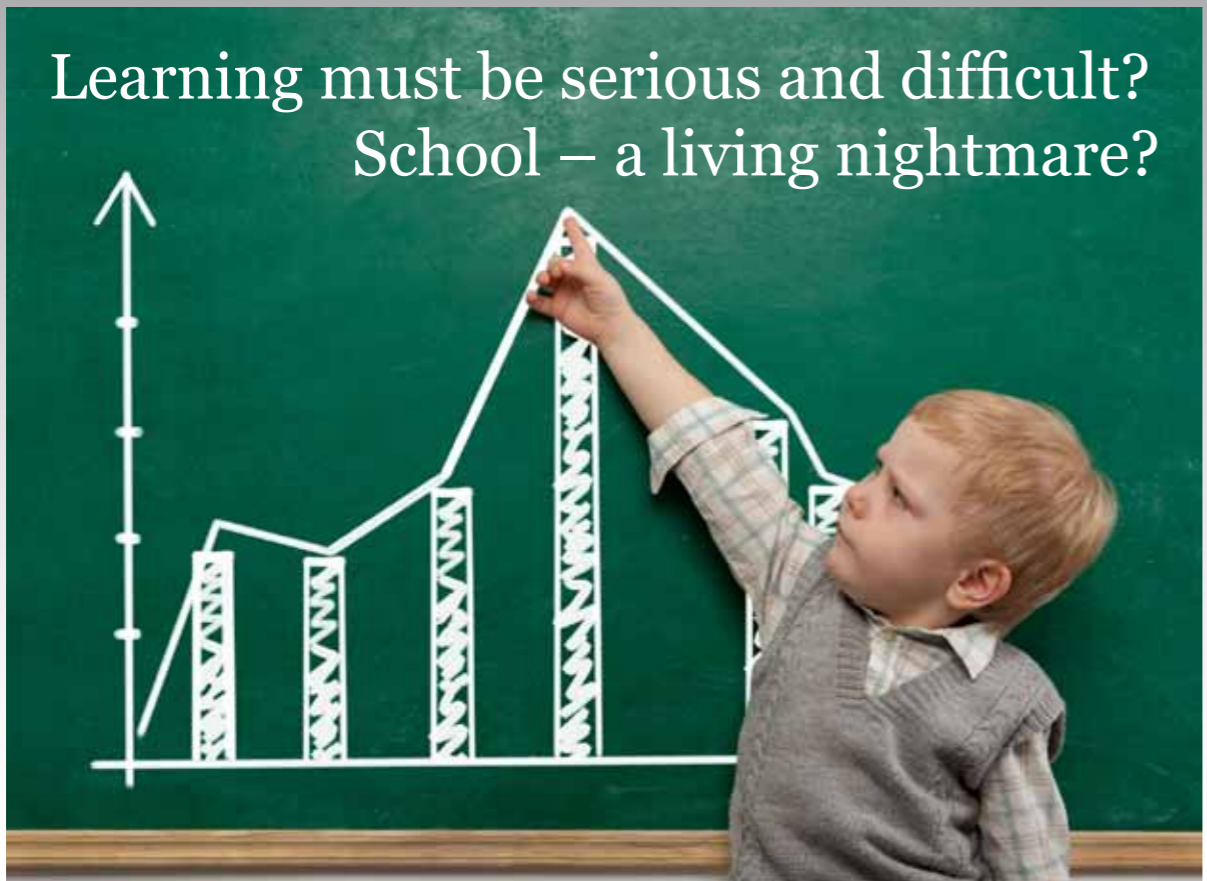
Günter goes to the office



Günter learns how to flirt



Günter becomes fit



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- At the end of each chapter the reader is provided with a summary of the main contents
- You will gain the greatest benefit reading this book if you try out the exercises and tasks in the book right away.



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Fun at school	45.000	Good at exams	33.000
Be good at arithmetic	45.000	Good manners	33.000
Time-Management	40.000	Successful Together	30.000
Mind Mapping	40.000	Identify one's strengths	30.000
Power-Memory	40.000	Achieving one's aims	30.000
Motivation	35.000	Learning vocabulary	30.000
Oral Presentations	35.000	Solving arithmetical problems	25.000
Resolving Conflicts	35.000	Homework	25.000
Stress-Management	35.000	Write essays at school	25.000

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