

**GABAL**

# FOREIGN RIGHTS

**FALL 2023**

**Personal Development**

**Career & Success**

**Business & Management**



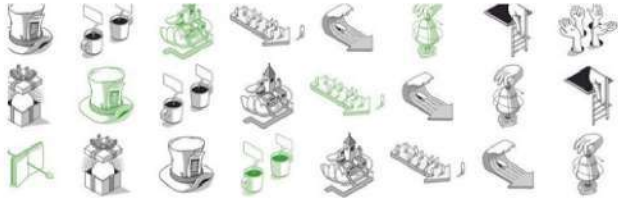
**GABAL. YOUR PUBLISHER.**

## NEW BOOKS FALL 2023

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# The Kindness Economy

## Oona Horx Strathern



People, Planet, Profit



© Aria Sadr-Salek

### Good to Know!

Preface by Matthias Horx, Founder and Owner of the Future Institute

With numerous illustrations by Julian Horx

Large marketing and social media campaign in the planning stage

The author has previously worked for Unilever, Nike, Evo, and many more

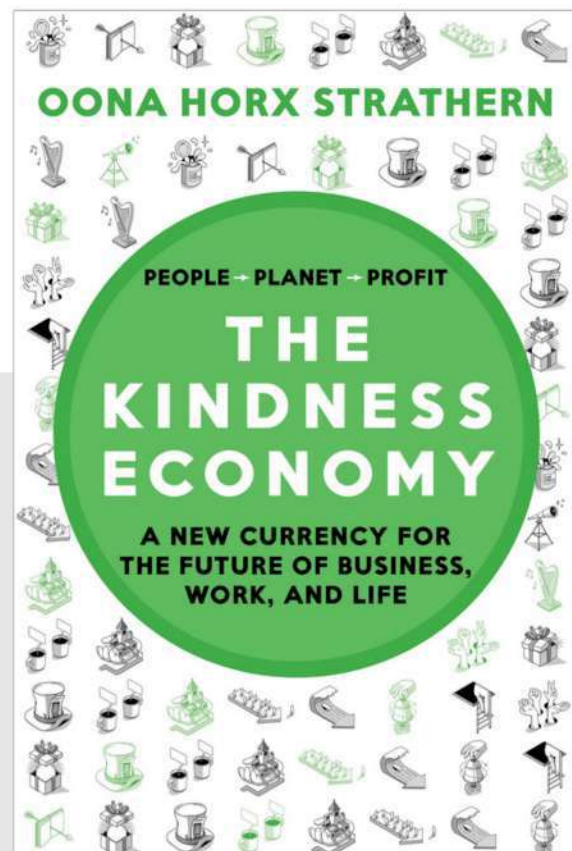
- The megatrend of kindness and its entrepreneurial potential are illustrated through numerous best practice examples
- Leveraging 30 years of experience as a respected trend and future researcher
- Shifting from a focus on value creation to value appreciation

Top Title

### Kindness Works

The Kindness economy is a powerful new force for change in business that will benefit not just society but the planet. The decade old profit first driven business strategy of not “giving a fuck” about people or the planet is no longer tenable for the multitude of challenges we face both environmentally, and socially. Today we need to switch around our priorities - first people, then the planet, then profit. In that order. From just chasing value (profit), to adding values (kindness), this book looks at the successful examples and strategies to build better society, better cities, and a better future for us all. In terms of trend logic, it is the countertrend we have been waiting for.

**Oona Horx Strathern** speaks and writes regularly on living in the future as well as produces the annual HOME REPORT on the future of design, home, architecture, and building. As a trend consultant she has worked for international firms such as Unilever, Beiersdorf, and the Deutsche Bank. She has spoken at congresses across Europe, from Finland and Portugal to Switzerland and Slovenia, booked by everyone from the IAA, ISPO, Female Future Festival, BMW, Villeroy & Boch, as well as top design, building and architectural fairs. Oona is the proud owner of an Irish passport, has lived and worked throughout Europe, hitched through Africa, and has taken up surfing and boxing the wrong side of 50. She worked for many years as a TV and print journalist for the *Observer* in the UK and currently lives in an experimental self-designed Future Evolution House in Vienna with her husband Matthias Horx, occasionally with their two grown up children, Tristan and Julian, and a mad dog called Bubbles.



### Oona Horx Strathern Kindness Economy

A New Currency for the Future of Business, Work, and Life  
14,8 x 22,5cm | 160 Pages | Softcover  
ISBN 978-3-96739-151-0

#### Genre:

Business ethics and social responsibility

# The Generation Z Handbook

## Felix Beilharz



By 2025, Generation Z is projected to generate approximately 30% of the gross income and become the largest consumer generation.

### **Felix Beilharz**

**Gen Z**, often referred to as Generation Z, encompasses individuals born from the mid-1990s to the early 2010s, succeeding the Millennial generation. They are characterized by their **digital nativism** and unique attitudes towards technology, culture, and social issues.

#### Good to Know!

Large-scale marketing and social media campaign in the works

Featured on ARD, ZDF, SAT.1, RTL, Pro7, VOX, FAZ, DIE ZEIT, FOCUS, STERN, Handelsblatt, WirtschaftsWoche, and many more

His own podcast "7x7x7 – The Online Marketing News of the Week," with over 100 episodes, is highly popular among followers

Over 100 annual speaking engagements on the topic of Gen Z

Featured Title

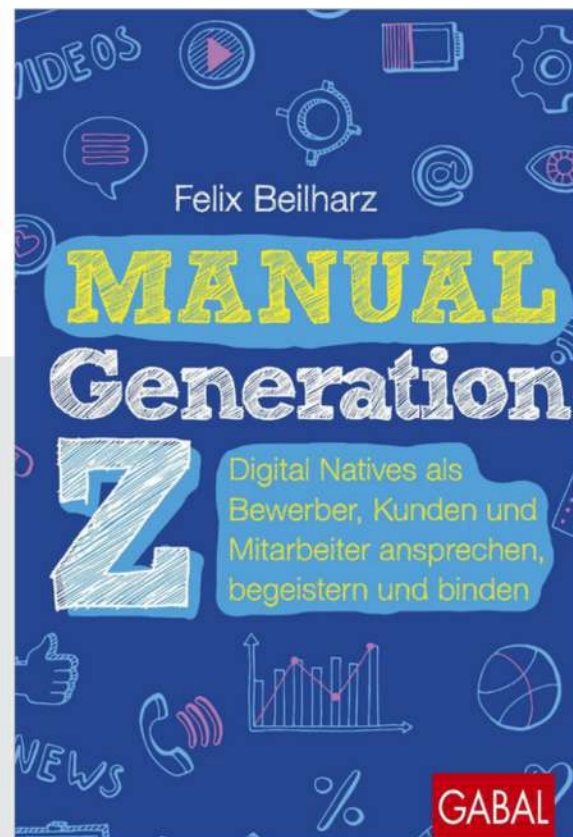
- ▮ The practical guide to Generation Z from a multi-award-winning social media expert
- ▮ The indispensable handbook for any business or organisation seeking to embrace Gen Z and thrive
- ▮ Includes a range of bonus digital content: videos, checklists and a poster with 99 essential Gen Z facts

### Embrace Gen Z – or be left behind!

Gen Z poses challenges for organizations. They have high workplace expectations and self-assuredness in the job market. How can you engage them and tap into their potential? Prepare for their unique view of leadership and collaboration. Navigating this change is vital. Targeting them as customers is complex, as traditional marketing falls short. Don't be discouraged – Gen Z seeks meaning and autonomy, offering valuable assets.

This guide by Felix Beilharz, an expert in Gen Z, provides insights on understanding them as customers, candidates, and team members.

A qualified business lawyer (*Dipl.-Wirtschaftsjurist*), **Felix Beilharz** has been helping organisations to leverage the opportunities of online marketing since 2001. His clients include 22 of the 100 largest German companies by turnover. He teaches online marketing and social media at several German and Swiss universities. Felix holds further qualifications from Harvard and Cornell Universities and has been awarded memberships in several prestigious schemes and programmes, including the Facebook Digital Competencies Programme, XING's Insider Programme, and the renowned Club 55 forum for business experts. He is also a LinkedIn Learning Instructor.



**Felix Beilharz**

#### **The Generation Z Handbook**

Targeting, inspiring and retaining digital natives as candidates, customers and employees  
 15,6 x 23 cm | 208 Pages | Hardcover  
 ISBN 978-3-96739-154-1

#### **Genre:**

Business strategy

# Entrepreneurship by Limbeck

## Martin Limbeck



**Limbeck on Sales**

**Limbeck. Sales Management**

**Bestselling Author**  
according to \*Spiegel Bestsellerlist

© Oliver Wagne

### Good to Know!

Already over 25,000 books by Martin Limbeck sold by GABAL Verlag

Extensive marketing and social media campaign in the works

Numerous awards: Business Magnet, Excellence Consultant for German SMEs, Exemplary Entrepreneur of the Year, Top Job, and more

\*The Spiegel Bestsellerlist is a prestigious and highly regarded weekly list which reflects literary trends in Germany

THE definitive work on entrepreneurship by SPIEGEL bestselling author Martin Limbeck

Featured Title

Key dos & don'ts from over 30 years of real-world entrepreneurship

With a range of proven tools for business professionals seeking to guide their own organisations to a successful future

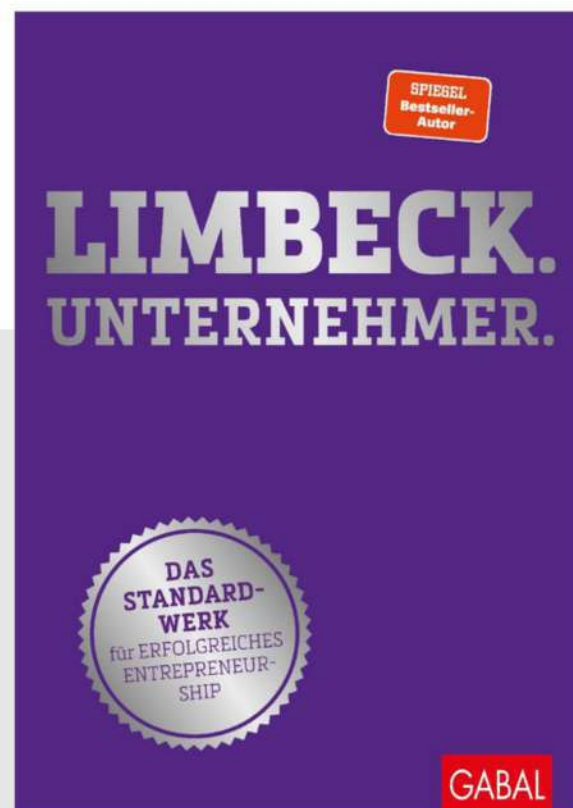
### Pursue entrepreneurship with passion

Martin Limbeck's new book explores the duality of contemporary entrepreneurship. While, on the one hand, it depends on the valuable experience of proven entrepreneurs, it also requires new thinking: thinking fit for a radically changed world in which processes have undergone wholesale change at the hands of the Internet. SPIEGEL bestselling author Martin Limbeck can provide both.

He explains how to found or take over a company, how to develop a company with purpose and how to manage employees wisely. He repeatedly channels our attention to the things that really matter and encourages us to let the insignificant details lie. The end of each chapter features a list of dos and don'ts based on the author's own experience: an invaluable tool that can be used to avoid beginner's mistakes.

This is a book for value creators and high performers: those who consistently embrace the extra mile and reject any notion of the 4-day week. It is for those who care deeply about their role in advancing the economy and the prosperity of all.

**Martin Limbeck**, Owner of Limbeck® Group, boasts 30 years of entrepreneurial passion. Rising from successful sales career to franchisee and then founder, his venture with a modest turnover swiftly evolved into a standout success story. A European sales and B2B authority, he consistently achieves high seven-figure sales, mentors companies, and holds prestigious accolades. Beyond business, Martin is a celebrated speaker and ambassador for Kinderlachen e.V. Read more at <https://martinlimbeck.de> and <https://limbeck-group.com>



#### Martin Limbeck Entrepreneurship by Limbeck

The definitive guide to successful entrepreneurship  
17,3 x 24,6 cm | 352 Pages | Hardcover  
ISBN 978-3-96739-153-4

#### Genre:

Entrepreneurship



# If You Don't Sell It, Someone Else Will

## Harald Kopeter

*"Our great-grandparents owned 57 items, we own over 10,000 items!"*  
Harald Kopeter



© Gerlinde Mörth

### Good to Know!

Known, among other things, for his own podcast "think.digital.NOW!" in which he conducts interviews with successful personalities in over 125 episodes

Organizer of events such as Fresh Content Congress, Internet Marketing Congress

His clients include Wiener Zucker, Magna, Otto Versand, the state of Styria, Graz Tourism, and others

- Use storytelling skilfully to secure a competitive advantage
- Position yourself correctly and stand out from the crowd in the biggest buyer's market of all time
- With inspiring stories from household names such as Dr. Oetker, Harley Davidson, Würth, John Deere and many more

### Use the persuasive power of storytelling to inspire and win customer

In a time when everyone has everything and, paradoxically, basic necessities are becoming luxury goods, it is not merely innovative product ideas that are required to prevail in the market: extraordinary sales strategies are vital, too. In this valuable new book, Harald Kopeter exclusively compiles his 151 best business stories and reveals the highly effective secret code that makes them work so well. You'll learn about everything from the right mindset and the art of 'reading' customers to the sales strategies and success secrets of thriving organisations. The author's wealth of expertise serves as a rich source of inspiration, while his tried-and-tested strategies and exercises will guide your own organisation to success.

**Harald Kopeter** has some 30 years' experience in the publishing and communications industry and has specialised in corporate publishing and content marketing since 2002. He spent several years directing the corporate publishing activities of Styria Medien AG, one of Austria's largest media houses. He founded his own company in 2009 and today advises national and international market leaders including Wiener Zucker, Magna, Hervis and OTTO Versand. He also works with major Austrian public institutions such as Land Steiermark, Steiermark Tourismus, Graz Tourismus and more. He is the multiple recipient of the Best of Corporate Publishing Award, a member of the Content Marketing Forum and the Marketing Club Graz, and a certified trainer, sought-after keynote speaker and book author. He also hosts the popular podcast *think .digital.NOW!*



**Harald Kopeter**

**If You Don't Sell It, Someone Else Will**

151 stories to drive your business success

14,8 x 22, cm | 208 Pages | Softcover

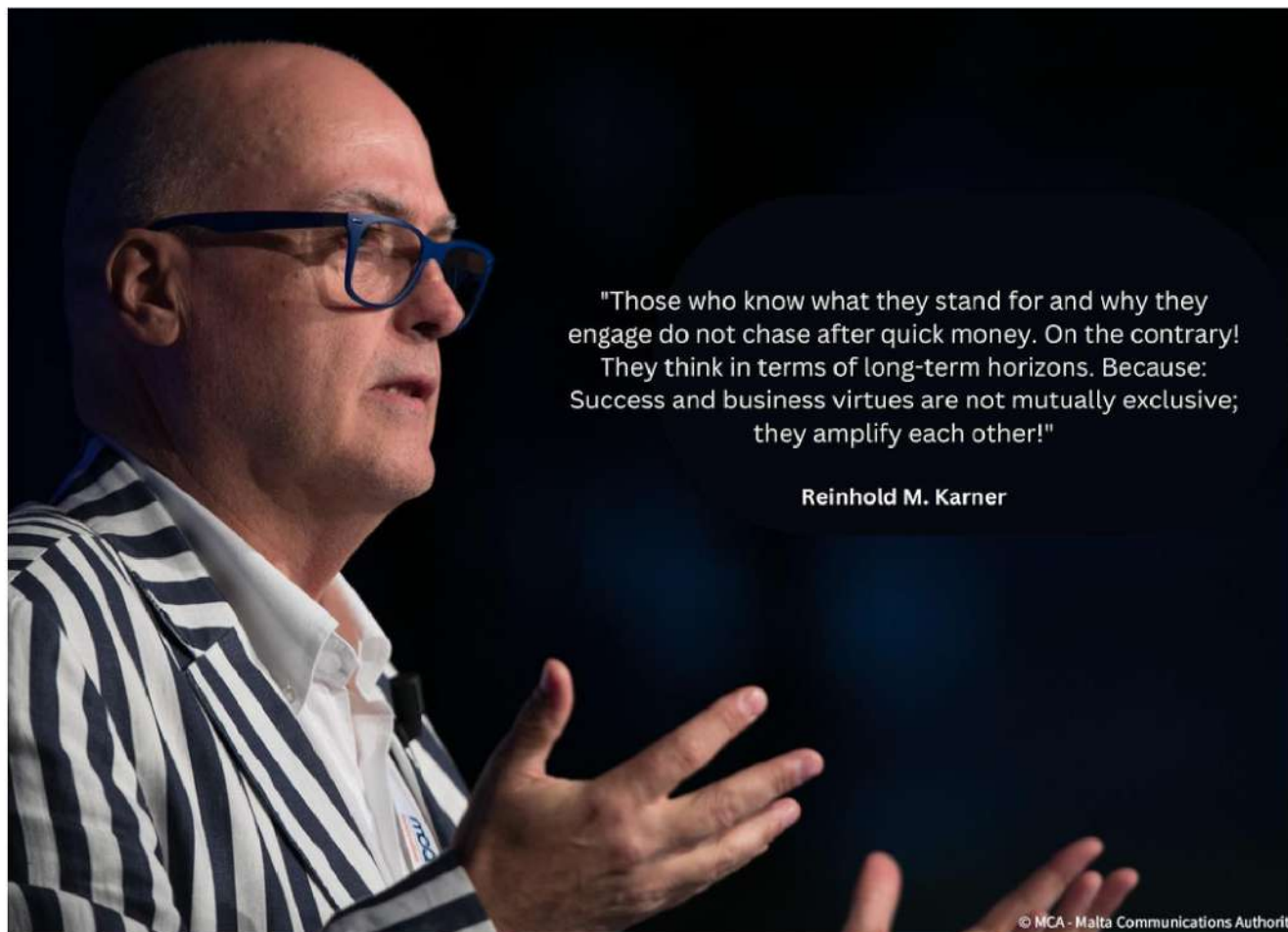
ISBN 978-3-96739-156-5

**Genre:**

Sales and marketing

# Yes to Values, No to Quick Cash

## Reinhold M. Karner



"Those who know what they stand for and why they engage do not chase after quick money. On the contrary! They think in terms of long-term horizons. Because: Success and business virtues are not mutually exclusive; they amplify each other!"

Reinhold M. Karner

© MCA - Malta Communications Authority

### Good to Know!

Preface by Arnold Weissman

Reinhold M. Karner is a highly regarded keynote speaker, presenter, and lecturer at public events, corporate gatherings, workshops, seminars, and universities

A multi-award-winning entrepreneur: IBM Top Performer - TOP 100 globally, ranked 1st in Austria's Leading Companies, among others

Successful, solid entrepreneurship based on a return to traditional values

Benefit from the more than 40 years of experience of an established, award-winning

Useful reading for a broad target group: According to Statista, over 90 % of entrepreneurs are confronted with challenges that lie beyond the bounds of mere profitability

### The practical guide to sustainable business success

Our changing times are not only pushing new founders to their limits: experienced entrepreneurs, proven leaders and even established theories of management are fighting to retain their place in the world. Which principles can still be relied upon? What works?

In this new book, Reinhold M. Karner shows how you can make your organisation crisis-proof and chart a successful course in challenging times. At its heart, his approach is about returning to what has always made outstanding companies successful: weatherproof corporate values and sustainable management. It requires us to reject the lure of quick money and embrace value-driven entrepreneurship that withstands crises and transcends generational shifts.

The author advocates for putting on the brakes in the race for money and profit. Pausing to reacquaint ourselves with importance of values, he argues, is what will ultimately put us in the fast lane to success. Just as importantly, it will allow us to practise entrepreneurship with less stress and significantly more enjoyment.

**Reinhold M. Karner** is a multi-award-winning SME entrepreneur working across the fields of digitalisation, business optimisation and management consulting. Among other accolades, he has previously been awarded 'Entrepreneur of the Year' in Austria and taken first place in the rankings of the country's best management consultants. Reinhold draws on his extensive knowledge of entrepreneurship to serve as a success coach for entrepreneurs, respected executives, consultants and investors. He also serves as a start-up mentor, a lecturer at several internationally recognised universities, a supervisory board member and a columnist for household media brands.



**Reinhold M. Karner**

**Yes to Values, No to Quick Cash**

How to make your company crisis-proof and sustainably successful

15,6 x 23 cm | 224 Pages | Hardcover

ISBN 978-3-96739-155-8

**Genre:**

Business strategy

# Christoph Werner - My life, my Business, my Strategy

Hauke Reimer (Hg.), Martin Seiwert

## Wirtschafts Woche

One of the largest and most prestigious business magazines in Germany

Germany's most  
successful  
Entrepreneurs



### Good to Know!

Already over 10,000 books sold from the series "My Life, My Company, My Strategy" by GABAL Verlag

Significant media coverage anticipated

Christoph Werner now leads the successful company dm in its second generation

- ▮ The fourth volume in the popular WirtschaftsWoche (WiWo) series
- ▮ Published to coincide with the 50th birthday of dm, the highest-grossing drugstore chain in Germany (Statista)
- ▮ Christoph Werner is proud to continue the value-oriented corporate culture of his father, Götz Werner

**“Hier bin ich Mensch, hier kauf ich ein” / “This is where I am understood; this is where I shop” (‘dm’, Germany’s highest-grossing drugstore chain)**

The WirtschaftsWoche journalists do not write *about* these entrepreneurs so much as let them speak for themselves. Accordingly, each volume focuses on an inspirational business figure who answers the authors’ questions across a range of fascinating interviews. Covering successes, crises, responsibility, leadership and entrepreneurial courage, the interviews paint a raw and authentic picture of their subjects. They also reveal the human behind the CEO, exploring how the leaders view themselves, their families and society at large.

Business journalist **Hauke Reimer** is the deputy editor-in-chief of German business magazine WirtschaftsWoche. A recipient of the Helmut Schmidt Journalism Prize among other accolades, he graduated in economics and worked as a financial market correspondent for the vwd news agency in Frankfurt before joining the prestigious Düsseldorf-based magazine. In 1997 he took over as head of the WirtschaftsWoche finance desk, which he still runs today.

**Martin Seiwert** is the creator and editorial director of the German-language book series *Mein Leben, meine Firma, meine Strategie* (*My Life, My Business, My Strategy*). As a WirtschaftsWoche editor, he specialises in reporting on businesses; previously, he headed the WirtschaftsWoche bureau in New York and was responsible for business and political reporting from the USA. Seiwert is a previous recipient of Journalist of the Year and the Herbert Quandt Media Prize and has been nominated for the Nannen Prize and the German Journalism Prize.



**Hauke Reimer (Hg.), Martin Seiwert**  
**Christoph Werner - My Life, My Business, My Strategy**

14,5 x 19,7 cm | 160 Pages | Hardcover  
ISBN 978-3-96739-157-2

**Genre:**

BUSINESS & ECONOMICS / Leadership

# Financial Wellbeing

Thomas Mathar



*"Financial Wellbeing is about what happens in our bank account. AND what happens in our mind."*

Thomas Mathar

## Good to Know!

Major social media campaign in the works

Scientifically grounded theses

"Dr. Mathar shares his latest insights from behavioral economics and psychology, demonstrating how individuals can make better financial decisions without sacrificing their personality and values."

Chris Budd, Founder and Chairman of the Institute of Financial Wellbeing, UK

Podcast for the book available on all well-known podcast platforms

The first clear, no-nonsense guide to the international 'financial wellbeing' trend for the German-speaking world

Featured Title

Authored by one of the few experts on the subject worldwide

With numerous, directly actionable rules of thumb designed to help us cheat our brain's undesirable habits

**Why mindset and money must be tackled together: Overcome mental obstacles and make your finances work for you**

Drawing on the latest findings from behavioural science research, this book provides actionable, evidence-based tips for optimising our financial well-being. The advice is presented in the form of ten essential building blocks. Five of these deal with what is happening in our bank accounts. The other five deal with our 'mindset', i.e. what is happening concurrently in our head.

Using small, scientifically-proven interventions and techniques, the book guides us to change our habits and ways of thinking as a route to greater financial prosperity.



**Thomas Mathar**

**Financial Wellbeing**

10 money and mindset building blocks for a crisis-proof, happy and successful life  
22,5 x 14,8 cm | 224 Pages | Softcover  
ISBN 978-3-96739-158-9

**Genre:**

Finance

**Dr. Thomas Mathar** has headed the Centre for Behavioural Research at Aegon UK – one of the UK's leading providers of investment and financial services – since 2017. There, he conducts large-scale studies to investigate the instincts, motivations, skills and environmental factors that lead people to (or discourage them from) making better long-term financial decisions. He holds a PhD in European Ethnology from Humboldt University in Berlin and received training in Behavioural Economics at the London School of Economics.



# 3, 2, 1, Promotion!

## Frederike Wanstraht



### Good to Know!

Major influencer campaign on social media in the works

Broad target audience: young employees / young professionals aged 25 to 40

Including explicit tips for female readers to make the gender pay gap a thing of the past

- Strategies & tips for achieving the next step on the career ladder
- A book for young professionals seeking the salary and position they deserve
- A practical guide with numerous model formulations for real-life use

### The power guide for young professionals

The book offers wide range of practical tips and methods for feedback, salary and promotion discussions in the early years of a career, with step-by-step guidance on preparing for an upcoming interview. It answers frequently asked questions about requesting a promotion or salary interview and choosing the best time to schedule it. It explains the art of gathering persuasive arguments as well as reflecting on and formulating one's own successes and goals.

This comprehensive guide is designed just for them. It explains the factors that determine their success, guides them reliably through the interview and helps them negotiate effectively in even difficult interview situations.

After completing her studies in product design, **Frederike Wanstrath** enjoyed a varied start to her working life at companies from SAP to McKinsey. Over the years, a successful early career meant numerous opportunities for salary and promotion interviews. Today, Frederike is managing director of the international spirits brand Berliner Brandstifter and sits on the other side of the negotiating table. She knows better than most the arguments that convince those in charge. In this new book, she shares her wealth of experience and shows how young professionals can best achieve their goals in relation to salary, position or area of responsibility.



**Frederike Wanstrath**

**3, 2, 1 Promotion!**

14,8 x 22,5 cm | 192 Pages | Softcover

ISBN 978-3-96739-163-3

**Genre:**

Advice on careers and achieving success

# Women Can Lead

## Lilian Gehrke-Vetterkind

*"A book for all female future leaders who aim to confidently and effortlessly take their place at the decision-making tables in the workplace. Only by assuming leadership responsibilities, women can shape the future of work and bring about change."*

**Lilian Gehrke-Vetterkind**

© Lilian Gehrke-Vetterkind

### Good to Know!

Foreword by Lunia Hara, Expert in Empathetic Leadership and Diversity, Director of Project Management at diconium

Editor of the Study "Women Want to Lead – But Under Different Conditions" (2021/2022)

Featured in Brigitte, Emotion, FAZ, DIE ZEIT, Stuttgarter Zeitung, ARD, RTL

Podcast for the Book available on all major podcast platforms

A little less than a third of managers (29.2 %) were female in 2021 (Destatis)

Featured Title

Learn how to confidently find your place in a male-dominated work environment and acquire strategies for dealing with organisational politics

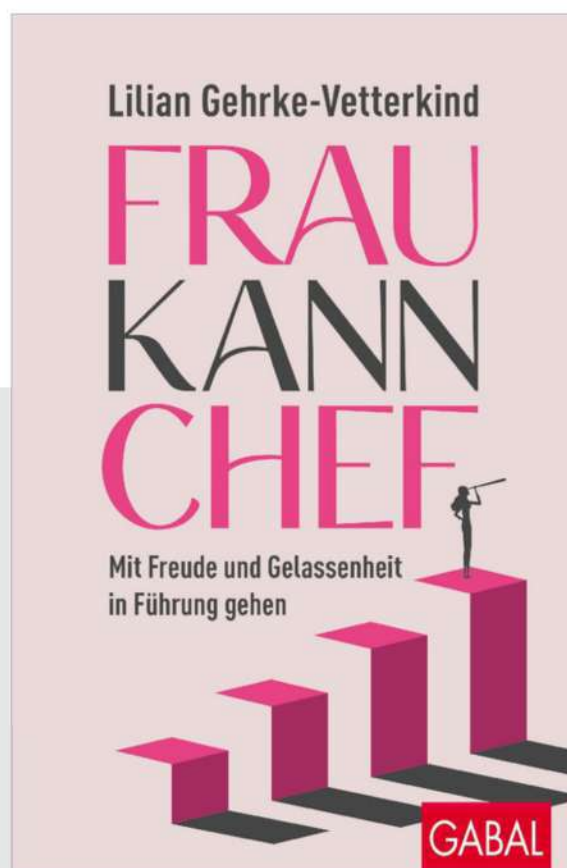
Includes numerous questions for reflection, checklists and practical examples

### Be seen and lead with confidence

Women continue to be underrepresented in decision-making positions. In the coming years, companies must strive to better facilitate women's access to positions of leadership – not least because women bring invaluable skills and competences to the workplace. At the same time, however, women must want to lead. Not only this, but they must understand and embrace the many creative opportunities that come with a high-ranking leadership role.

Conceived as a step-by-step guide to becoming a successful female leader, *Woman Can Lead* features a range of practical examples and case studies to illustrate its ideas. It supports women to decide whether they desire a leadership role at all and, if so, to become a successful, fulfilled and confident leader in male-dominated environments. Readers are encouraged to draw on the qualities and strengths they bring as women and, in doing so, to change the culture of management for the better.

**Lilian Gehrke-Vetterkind** is a systemic consultant for organisational development and change management, a communication consultant specialising in Schulz von Thun's four-sides model, a LINC Personality Profiler Coach and a business administration graduate with over 20 years' experience in HR development and adult education. As well being the founder and owner of Gehrke & Vetterkind Consultants, she is a partner of the AllBright Foundation and the Haufe Academy for adult education, a member of the women's networks nushu and FidAR e.V., and a mentor at MentorMe and the Deutschlandstiftung Integration, a foundation promoting integration and the breakdown of prejudices in German society. She is also the initiator of the Young Female Leadership Program, a multi-module development programme for ambitious young women in the work-place.



**Lilian Gehrke-Vetterkind**  
**Women Can Lead**

Rising to the Top with Joy and Serenity  
14,8 x 22,5 cm | 192 Pages | Softcover  
ISBN 978-3-96739-160-2

**Genre:**

BUSINESS & ECONOMICS / Women in Business

# How Job Crafting Can Help You Learn to Love Your Job Again

## Ragnhild Struss



### Good to Know!

Major XING and LinkedIn campaign in the works

Featured in numerous podcasts, ZEIT Campus, brand eins, and more

XING Topmind Job & Karriere 2019–2023:  
This award recognizes the ten most successful authors on the job network by XING

Podcast for the book available on all major podcast platforms

- ▮ The practical guide to self-building your dream job
- ▮ How to approach, implement and communicate your individual quest for purpose at work
- ▮ How job crafting can benefit everyone – by boosting profit for business owners, maximising satisfaction for employees, and adding value for society

**Featured Title**

### **Don't quit – get creative: Give your job a second chance!**

Job dissatisfaction is a mass phenomenon: almost one in two of us are ready to change jobs, while more than a third of us know how it feels to be burnt out. Many of us have mentally quit already. The reason is a lack of job-person fit. Instead of allowing us the opportunity to do what we do best, our jobs stand in stark contrast to our values and needs.

Drawing on the job crafting approach, the book offers practical guidance on rediscovering our motivation and satisfaction through active job shaping based on our individual personalities. It's a step-by-step guide that can be used by anyone to increase their job satisfaction long-term through in-depth personality analysis.

**Ragnild Struss** is the founder and partner of the career consultancy Struss & Claussen Personal Development. She helps people to understand and appreciate their core selves in order to facilitate career and life decisions that align with their character. This work is driven by her belief that there is a 'right place' for everyone and that everyone has the right to a fulfilled life. Because success comes from fulfilment, she argues, nothing can make us happier or more successful than growing as people and living authentic lives.



**Ragnild Struss**  
**How Job Crafting Can Help You Learn to Love Your Job Again**

14,8 x 22,5 cm | 192 Pages | Softcover  
 ISBN 978-3-96739-161-9

**Genre:**

Advice on careers and achieving success

# How to Negotiate Online

## Jutta Portner

- The new definitive guide to negotiations in the digital age
- Practical guidance with best-practice examples for confident, successful virtual negotiation



**Jutta Portner**

**How to Negotiate Online**

Make a success of remote negotiations  
14,8 x 22,5 cm | 208 Pages | Softcover  
ISBN 978-3-96739-164-0

**Genre:**

Business negotiation

### Execute remote negotiations with confidence

Negotiating online brings its own set of challenges. If the other party neglects to switch on the camera, you're left speaking into a black hole and operating without facial feedback. Does the other party even understand your proposal? Is someone else listening in? *Who?* Perhaps you fail to establish a video connection or the call breaks off in the middle. In this new book, you'll learn to adapt your techniques to remote negotiating and deal with emails, phone calls and technical disruptions that interrupt the flow of the call.



© Stefanie Altmüller

**Jutta Portner** is the founder and managing director of C-TO-BE. THE COACHING COMPANY and specialises in negotiation management and negotiation consulting. As a business coach and management trainer, she advises international companies such as Daimler, Volkswagen, Siemens, Telefonica and Airbus and conducts negotiation training for managers worldwide. She resides in Ambach on Lake Starnberg.

### Good to Know!

Already over 10,000 books sold by Jutta Portner in GABAL Verlag

Featuring graphics and interviews

Significant media coverage anticipated

The negotiation expert has worked for companies like BASF AG, Daimler AG, Deutsche Telekom AG, and many more

# From a Creative Idea to Practical Innovation

## Annett Schaper

Persuade those around you in the workplace with innovative ideas

From an author with wide-ranging experience as a consultant for household companies and brands such as AbZ-Pharma, Calida, Ferrero, Zott and many more

### Nurture, foster, flex and ultimately unleash your inner creativity

Picture this: it's Friday and your boss is demanding creative input on your company's new flagship project. Suggestions are expected by 10am sharp on Monday morning. What can you do to fire up your creative engine? In this new book, creative coach, designer and pod-caster Annett Schaper explains the conditions required for creativity to flourish and the all-important attitude you must adopt. She shows how innovative ideas can be teased out from seemingly nowhere.



© Oliver Reetz

For over three decades, **Annett Schaper** has been a driving force behind innovative ideas, working with renowned companies. From her early days freelancing and a year at Flurer Design in New York, she advanced to key roles at Pahnke Markenmacherei and Landor Associates. In 2005, she founded her own agency, later merging with Redpack Brand Design, and went on to establish Menori Design GmbH in 2009, successfully leading the brand studio until 2022.

#### Good to Know!

With numerous practice-proven tools and hacks

Known, among others, for the own podcast 'Code Of Creativity' with now over 100 episodes



**Annett Schaper**  
**From a Creative Idea to Practical Innovation**  
 How ideas come about – and how to realise them 14,8 x 22,5 | 200 Pages | Softcover  
 ISBN 978-3-96739-162-6

**Genre:**  
 BUSINESS & ECONOMICS / Motivational  
 SELF-HELP / Creativity



# GABAL Self Help. On Point.



**M. Spörrle, O. Herrmann, R. Klose**  
**Conquering Crises Through Inner Resilience**  
 17 x 11,5 cm | 96 Pages | Softcover  
 ISBN 978-3-96739-126-8

This book shows how to equip yourself optimally by increasing your stress resistance through a healthy lifestyle.



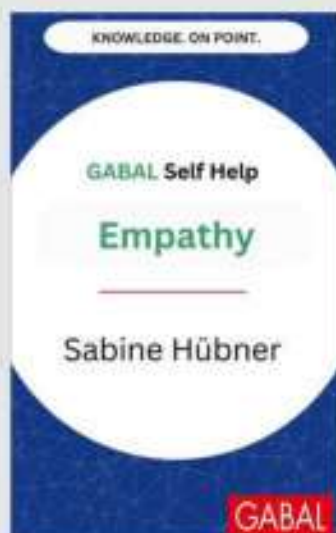
**Patrick Herrmann**  
**Courage**  
 17 x 11,5 cm | 96 Pages | Softcover  
 ISBN 978-3-86936-915-0

Discover in this guide what it truly means to have courage, how to overcome fears and risks, and thus seize a more courageous and successful life.



**Peter Brandl**  
**Decision Making**  
 17 x 11,5 cm | 96 Pages | Softcover  
 ISBN 978-3-96739-171-8

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**Genre:**

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**Thorsten Jekel**  
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Business innovation

Peter Brandl offers proven tools and techniques to help readers keep a firm hand on the steering wheel and navigate even the trickiest of conversational situations. It is a comprehensive handbook designed to ensure effective communication and make our lives easier. Clear, well-presented videos, exercises and checklists enable new techniques to be directly put into practice.

Among other things, **Peter Brandl** is a sought-after speaker, a management consultant and a former professional pilot and flight instructor. He's also one of the leading communication experts in the German-speaking world, advising and training businesses in communication, negotiation techniques and conflict management. His approach combines his more than 20 years of experience with the latest findings from the world of aviation and transfers this knowledge expertly to everyday situations. Speaking at lectures and events, Peter has an intuitive gift for inspiring, entertaining, and motivating his audience.

Using a range of practical examples, tips and tried-and-tested approaches, Thorsten Jekel illustrates the potential of common modern tools in companies to make our lives easier, not harder. He explains how we can release the digital handbrake and switch to the fast lane. The book is accompanied by a range of video tutorials, checklists and collections of links to enable readers to directly implement what they have learned.

After becoming interested in computers as a schoolboy, **Thorsten Jekel** launched his professional career at computer pioneer Nixdorf in 1988. He has been fascinated by new technologies – specifically, the way they can be used intelligently to make our lives easier – ever since. Thorsten undertook an MBA in his spare time and founded the company jekel & team in 2010. He now advises leading companies and major international corporations on the introduction of new technologies and the optimal use of existing ones. As a speaker, he argues persuasively for the intelligent use of IT tools for greater productivity and effectiveness.

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**Brigitte Seibold** is a graduate engineer and adult educator. She has been a freelance trainer and facilitator, a consultant and a lecturer at the University of Hanover since 1996. As a 'visual facilitator', she specialises in using the power of visualisation in her work with people and organisations, expertly deploying words and images to communicate with respect and deliver inspiration. She advises and supports strategy processes in a wide variety of companies and public bodies, with clients including Deutsche Telekom AG, RWE AG, Stadtwerke Hannover, Robert Bosch GmbH, the German Federal Ministry of Finance, MAN Truck & Bus AG and Volkswagen AG.

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101 Fragen und Antworten

Mit Zeichnungen  
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Born and raised in Giengen, **Prof. Dr. Jörg Knoblauch** is a German thought leader in the field of human resource management. He has founded and managed several multi-award-winning companies and is sought after worldwide as a speaker and coach for entrepreneurs and business leaders. He has written over 30 books, including several bestsellers. His books have been translated into over 12 languages.

**Werner Tiki Küstenmacher** is one of Germany's best-known caricaturists and authors. His most successful book, *Simplify your life*, has sold four million copies worldwide.

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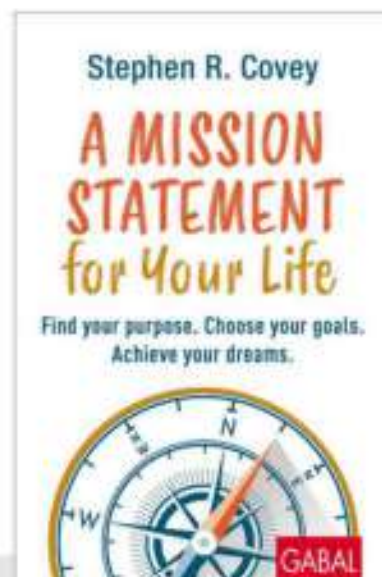
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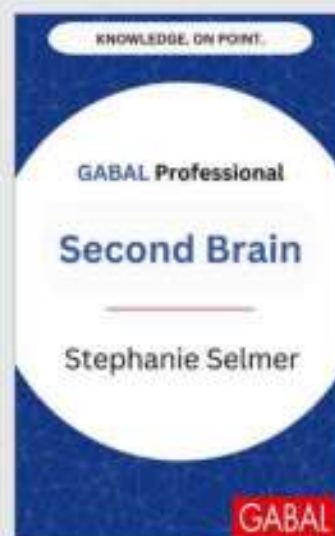
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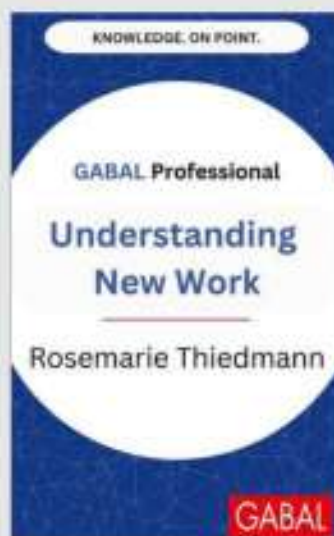
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**Jürgen Nowoczin**  
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This guide teaches the core elements of New Work and how to implement them, with practical guidance that puts you on the path to establishing a fully-fledged New Work culture.

The first no-nonsense guide to the international 'financial wellbeing' trend



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**Why mindset and money must be tackled together.** Overcome mental obstacles and make your finances work for you. Drawing on the latest findings from behavioural science research, this book provides actionable, evidence-based tips for optimising our financial well-being.

**Dr. Thomas Mathar** has headed the Centre for Behavioural Research at Aegon UK – one of the UK's leading providers of investment and financial services – since 2017. There, he conducts large-scale studies to investigate the instincts, motivations, skills and environmental factors that lead people to (or discourage them from) making better long-term financial decisions. Dr. Mathar holds a PhD in European Ethnology from Humboldt University in Berlin and received training in Behavioural Economics at the London School of Economics.

**The extensive real-life experience of the two authors.** The book then provides advice on how to achieve the things you really want – your first car, a language study trip abroad, a degree course, or anything else. In addition, you'll learn everything there is to know about different sources of income.

**Valentina Dapunt** is a doctor, blogger and minimalist influencer. She offers financial advice to young followers on her YouTube channel Minimal Frugal.

**Daniela Landgraf** is a celebrated keynote speaker and author. After spending many years as a financial advisor and sales manager, she now works as a lecturer, trainer, coach and IHK (German Chamber of Commerce) auditor in the financial sector.

**Because vacation planning is fun – and retirement planning isn't!** This book seeks to inspire you to reframe your thinking on money management and make your future self and happiness a priority item.

**Frank Grell** is an entrepreneur and insurance manager as well as a speaker, seminar leader, coach and innovative thinker on the themes of saving and wealth. At the Hall of Fame Awards 2019 held by Germany's Federal Ministry of Consumer Protection, Grell was named a Ministry Ambassador for the retirement planning field.

# Backlist Bestseller



**K. Decker, R. Klitzke, L. Matz**  
**Female Finance**  
 Plan ahead. Invest successfully. Be financially independent.  
 22,5 x 14,8 cm | 232 Pages | Softcover  
 ISBN 978-3-96739-113-8

This comprehensive financial guide shows how women can act to claim their financial independence. This is a book that every woman should read – and then buy for her best friend!



**Philipp J. Müller**  
**ON THE MONEY**  
 Increase your income, do your bit and achieve personal freedom.  
 22,5 x 14,8 cm | 288 Pages | Softcover  
 ISBN 978-3-86936-997-6

ON THE MONEY teaches fundamental principles for a new understanding of money: one characterised by personal maturity, social and economic responsibility and a sophisticated appreciation of value.



**Stefanie Kühn, Markus Kühn**  
**The First Steps to Financial Freedom**  
 How the right mindset can help you achieve your personal financial breakthrough.  
 22,5 x 14,8 cm | 240 Pages | Softcover  
 ISBN 978-3-96739-061-2

In this book, Stefanie and Markus Kühn show how to devise a personal financial management concept. They explain savings rates, risk, returns, funds, ETFs and more.



**Stefan Frädrich**  
**Günter Gets Rich**  
 An accessible look at personal wealth and making the voice in your head work for you.  
 18 x 12,5 cm | 216 Seiten | Softcover  
 ISBN 978-3-96739-116-9

Stefan Frädrich's new book is a comprehensive financial crash course that conveys the ABCs of personal wealth in Frädrich's characteristically succinct and accessible style.



**Jennifer Brockerhoff**  
**30 Minutes to Sustainable Investing**  
 17 x 11,5 cm | 96 Pages | Softcover  
 ISBN 978-3-96739-123-7

This book seeks to provide readers with a set of clear grounding principles, enabling them to recognise greenwashing and other common sins more easily and to chart their personal course to a more sustainable financial portfolio.



**Nils Steinkopff, Mona Schnell**  
**30 Minutes to Investing with Confidence**  
 17 x 11,5 cm | 96 Pages | Softcover  
 ISBN 978-3-96739-122-0

Investment expert Nils Steinkopff and journalist Mona Schnell show how to calculate an investment budget and use it in such a way that you profit from long-term growth and avoid classic mistakes and traps.

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