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Personal Development / Career & Success / Business & Management

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FALL 2022



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## NEW BOOKS FALL 2022

<b>Gundula Gwenn Hiller</b> <i>What We Can Learn from Other Cultures</i>	p. 4
<b>K. Decker, R. Klitzke, L. Matz</b> <i>Female Finance</i>	p. 6
<b>Hermann Scherer</b> <i>Find Your Frame</i>	p. 8
<b>Christian Greiser</b> <i>When the Going Gets Tough</i>	p. 10
<b>Stefan Frädriich</b> <i>Günter Gets Rich</i>	p. 12
<b>Pero Mičić</b> <i>Bright Future Business</i>	p. 14
<b>Harald Groß</b> <i>Developing and Delivering Effective Seminars</i>	p. 20
<b>Cassandra Schlangen</b> <i>The 7 Principles of Success for Customer-Facing Work</i>	p. 21
<b>30 MINUTE ESSENTIALS</b>	p. 22

## BACKLIST HIGHLIGHTS

<b>Backlist Highlights</b> <i>Claim your financial power!</i>	p. 16
<b>Backlist Highlights</b> <i>30 Minute Essentials</i>	p. 26
<b>Backlist Highlights</b> <i>Personal Development</i>	p. 28
<b>Backlist Highlights</b> <i>Career &amp; Success</i>	p. 30
<b>Backlist Highlights</b> <i>Business &amp; Management</i>	p. 32
<b>Madame Missou</b>	p. 34



## GABAL Publications Around The World

**Prof. Dr. Gundula Gwenn Hiller** has lectured in intercultural competence and migration at the University of Applied Labour Studies in Mannheim since 2019. She also gives lectures and keynotes on the themes of future skills, intercultural competences, perspective shifting and multilingualism in institutions and teams.

The author is the recipient of a BMW Group Award for Intercultural Learning: Special Award for Outstanding Personal Commitment. As a professor and expert for consulting, communication and diversity, Gundula stands for future competencies such as change of perspective, emotional intelligence, self-care & sustainable action! Because the crises and challenges of the future can only be mastered through a change of thinking and new perspectives!

The core of her work in teaching, trainings, workshops and lectures is to empower people to broaden their horizons and develop diverse perspectives!

## What We Can Learn from Other Cultures

For new perspectives on ourselves and the world

Gundula Gwenn Hiller



*„It's a bit like learning a foreign language: expand your vocabulary and with it your imagination. Let **Ubuntu, Hygge and Wabi Sabi** into your life and you will feel the enrichment.“*

### Using cross-cultural perspectives to rise to the challenges of the future

Health, good interpersonal relationships, mutual respect for others and sustainable behaviour are increasingly prioritised above more traditional concerns. More and more of us are seeking a better work-life balance; society is crying out for greater cohesion; our economy is in desperate need of innovation, diversification and flexibility. The problem is that our current value system – and the cultures that currently prevail within education, business and society – are in many ways counterproductive to achieving these goals.

Living in an individualistic society, there is much we can learn from other cultures about improving our social togetherness, leading more joyful and meaningful lives and, ultimately, guiding our own culture towards a healthier and more sustainable way of thinking and acting. This book shows how it's done. Gundula Gwenn Hiller, a renowned expert on interculturality and diversity, invites us to explore what we can learn from other cultures and offers solutions for individual and societal challenges.

#### USP:

- How global wisdom can aid your pursuit of a better future
- Fascinating insights into your own cultural identity
- What you can learn from other cultures to help you rise to the challenges of today



200 pages, paperback  
ISBN 978-3-96739-115-2

**Karolina Decker** is a financial expert of many years' experience, an entrepreneur and a mother. As co-founder of finmarie, Mind the Gap e.V. and Schulgold, she is highly regarded as a pioneer in the field of financial education for women.

**Rica Klitzke** is an entrepreneur and co-founder of financial consultancy finmarie. After a 12-year corporate career working for some of the world's best-known brands, she now dedicates her professional efforts to the advancement of women and women's financial independence.

**Leitha Matz** is co-founder and Chief Product Officer at finmarie and a start-up executive with some 20 years' experience in leading companies from the fintech, e-commerce and technology sectors.

## Female Finance

Plan ahead. Invest successfully.  
Be financially independent

Karolina Decker, Rica Klitzke,  
Leitha Matz



### Good to know!

As seen in *Süddeutsche Zeitung online*, *Startup Valley*, *Brigitte*, *Barbara*, *myself*, *Jolie* and many more

### Women: claim your financial power!

Today, women pursue careers, found businesses, manage teams, raise children and deal with a multitude of family responsibilities. Their own needs and interests often fall by the wayside – especially when it comes to money matters.

High time, then, for women to take their financial security into their own hands. There is a plethora of life events – divorce, bereavement, disability and more – that can throw a seemingly certain life plan into disarray. In addition, it has never been more vital to plan early for retirement. With this in mind, this comprehensive financial guide shows how women can act to claim their financial independence. The expert authors foster a positive, open attitude towards the subject of money, answer key questions on investing with confidence and address many of the life situations women typically face.

### USP:

- Calling all women: take your finances into your own hands!
- Get to know the basics of investing and put together a successful, self-selected portfolio
- Achieve complete confidence in the financial realm



220 pages, paperback  
ISBN 978-3-96739-113-8



manager magazin  
bestselling  
author

**Hermann Scherer** is a bestselling author and “one of Germany’s most prestigious coaches” (*Wirtschaftswoche*). He has delivered more than 3,000 lectures to around half a million people in more than 30 countries. He is author of 36 books (translated into 18 languages to date) and 1,000 press reports. He has undertaken research and teaching at a number of European universities, founded multiple successful companies and continues to provide highly sought-after consultancy services. Most importantly, he is forever striving towards new personal and professional goals.

## Find Your Frame

How the right frame can  
shine a light on your talents

Hermann Scherer

“Millions of people read his books and attend his seminars.” **Radio Berlin Brandenburg**

“Guiding sentiments set in stone – that’s what Herrmann Scherer is known for, and they’re in no small part why he’s such a popular speaker.” **Handelsblatt**

“A top trainer and a highlight of the year” **RTL**

“The marketing guru” **Südkurier**

“Hermann Scherer is among the most successful speakers of the year.” **Econo Business Journal**

“TOP TEN Books of the Year, Number 1: Jenseits vom Mittelmaß [Beyond Mediocrity] by Hermann Scherer” **Hamburger Abendblatt**

“We all network – the question is how strategically we go about it.” **Visionär**

“One of the most distinguished coaches and business consultants in Germany. As erudite as he is charismatic – and equipped with a sense for people’s everyday concerns.” **Handelsblatt**

“The two-time “International Speaker of the Year” and business expert is one of Europe’s most pre-eminent advisers, and ranks among the best in his field.” **Süddeutsche Zeitung**

### Good to know!

As seen in the business publications *brandeins*, *Wirtschaftswoche* and many more

A new work from the SPIEGEL and manager magazin bestselling author

### Make over your personal brand with the help of an expert in professional positioning

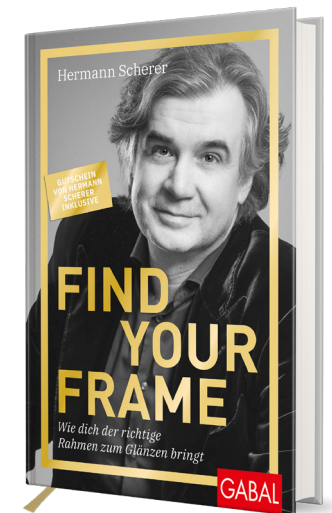
Many of us believe that if we want to succeed, we need to adapt ourselves. Leading positioning expert Herman Scherer argues that the opposite is the case. “Those who bend too much to what others expect of them will never realise their full potential,” he says. “We can all shine as individuals if only we take time to find the right frame.”

The key to doing this is to listen to your inner voice. What drives you? What do you really want to achieve? What’s preventing you from doing so? Perhaps you haven’t (yet) found the right frame. Does your work allow you to embody your values? Are you on the right path to achieve your goals?

Packed with inspiring stories of real people who found their own frames, this book shows you the right questions to ask. Scherer provides his best hacks and proven ‘how-to’ strategies to allow you to dive straight into action. It is only by finding the right setting, he argues, that your unique skills and qualities will be appreciated for what they are worth.

### USP:

- Hermann Scherer’s mission: to build people up and shine a light on what makes them special
- Finally, a failproof way to achieve greater attention and visibility for you and your business
- Know-how from 30 years of business experience – distilled neatly into one comprehensive guide



180 pages, hardcover  
ISBN 978-3-96739-112-1

**Christian Greiser** is an executive coach and business consultant. He guides thought leaders, designers, decision-makers and entrepreneurs on their personal development journeys, helping them figure out their true values, talents and strengths. An engineering graduate by education, he held the role of partner at the Boston Consulting Group (BCG) and oversaw one of the largest practice groups worldwide prior to founding his own consultancy. <https://www.greiseradvisory.com/>

## When the Going Gets Tough

A 'repair manual' for your career

Christian Greiser



*"Christian's advice, coaching and thoughts have transformed my understanding of my role as a CEO and made me reflect on my personality in a new and powerful way."*

CEO Consumer Goods Company, New York

### USP:

- The first systematic guide to finding your way out of a career lull – even when it seems that there's no way back
- Easily establish new ways of working and confidently embrace a fresh start
- An indispensable guide for high performers – whether in start-ups, DAX companies or anything in between

### How to reset and come back stronger

Have you ever had the feeling that you're treading water professionally; that you're coming up against limits in terms of what you can achieve? If so, says Christian Greiser, it might be high time to take some time out. Careers progress through distinct phases: we climb the career ladder, we change direction or set up a business and, eventually, we retire. As different as these phases are, so too are the rules of success that govern them. If we are to keep succeeding, we must mentally 'shift gears' and realign ourselves accordingly along the way. We must take an honest and sometimes challenging look at our own character: understanding the inner driving forces behind our previous successes, questioning our patterns of behaviour and discarding the behaviours that no longer serve us. In this way, we can accomplish the transition to the next phase of our life and career and come back stronger than before.

Passionate 'career technician' Christian Greiser is here to help us do just that. In this humorously written new book, he draws on insights from his many years of experience as an executive coach and incorporates research findings, case studies and exercises to show how we can reset our mental attitude and achieve success and fulfilment in the next phase.



220 pages, paperback  
ISBN 978-3-96739-114-5

With a  
foreword by Bodo  
Schäfer, SPIEGEL  
best-selling author  
(A dog named  
money)

## Günter Gets Rich

An accessible look at personal  
wealth and making the voice  
in your head work for you

Stefan Frädrich

**Dr. med. Stefan Frädrich** is a motivational coach, author, entrepreneur and award-winning speaker. He founded the popular training platform Greator.

Stefan Frädrich has featured as a guest on the talk shows *Hart aber fair*., *Menschen bei Maischberger*, *3 nach 9*, *Aeschbacher*, *Nachtcfé*, *Johannes B. Kerner* and more.

Meet Günter – the voice that lives inside your head and works hard to protect you from all the world's evils.

Whenever you want to do something new or try something out of the ordinary, Günter is on hand to shut it down. **“Stop that!”** he cautions. **“That’s far too difficult! Better to let others do it instead!”** He never tires of holding you back.

And though life is full of exciting challenges – things that can help you progress and grow – you prefer to consider them as problems to avoid. Treading water feels much safer. **Thanks, Günter!**

Unlucky, then, that while taking the easy road might seem convenient in the moment, it’s a highly inconvenient approach in the long term. Because life is constantly changing, we, too, need to change: accepting challenges, always learning, working on our self-development. Otherwise, we find ourselves left behind. Small problems become big. This is how it’s always been – and how it always will be, Günter or not.



**But what if Günter could learn to support us?**

Take an exciting journey through key insights from motivational psychology. With guaranteed laughs out loud and humorous illustrations by Timo Wuerz.

### 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**

*“Dr. Frädrich’s incantations are surprisingly effective.”* **RTL**

### The ultimate financial handbook for beginners, indecisive savers and Günter fans

Günter is the voice in our head that holds us back. With a seemingly endless supply of doubt and negativity, he constantly questions what we’re capable of. Moreover, although Günter has not the first clue about personal finances, he is all too happy to tell us what to do. Better, then, that Günter learns what it really takes to get rich: how to make good money, earn automatic returns, achieve financial freedom and avoid classic pitfalls. After 100 illustrated chapters, Günter is altogether better informed – and is transformed from inner naysayer to personal expert financial advisor.

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. He teaches earning money, keeping money, investing money, increasing money and enjoying money – all in line with the reader’s personal philosophy and resources and without exposing them to a possible crash. The text is accompanied by characterful illustrations from Timo Wuerz.

### USP:

- Finance, investments and tips for personal wealth in an entertaining, succinct and easy to understand package
- Invest and prepare for the future – sustainably and with a clean conscience



200 pages, paperback  
ISBN 978-3-96739-116-9

**Professor Pero Mičić** founded Europe's first future management consultancy FutureManagementGroup AG in 1991 and currently serves as chairman of the board. He interacts daily with economic leaders and thinkers. With more than 1,200 successful projects under his belt, he is an expert in analysing future markets, developing visions and strategies for the future and persuading employees to implement them. Dr Mičić is also a professor of foresight and strategy.



*„Leaders in business and politics must offer a strong and clear vision of the future. Leadership without vision is blind. Those who see a bright future for themselves, achieve more and enjoy a happier and healthier life.“*

#### Good to know!

As seen on ARD and ZDF and in the pages of *Handelsblatt*, *FAZ*, *DIE WELT*, *Capital* and many more

The author boasts a 30-year record as a leading expert on future management in the German-speaking world

Draws on experience from 1,200 projects, 5,000 workshops and 1,700 talks and lectures

The book is accompanied by a website featuring numerous videos and practical tips

#### What to do today to be successful tomorrow

Small and medium-sized enterprises are the backbone of the German economy: 99.5% of German companies employ less than 250 employees. Yet for all its acclaim, the SME sector looks to the future with justified concern. The threat of being eaten up by competition has never looked so great.

The good news is that the path to a bright future business is open to all, so long as they recognise the right levers to pull and are willing to act with courage. In his new book, Pero Mičić – an expert in future management, an entrepreneur and an experienced business consultant – lays out what this entails, with detailed recommendations for action based on the case studies of three real-life entrepreneurs. Whether you manage five employees or 250; whether you're a solopreneur, a business owner or the managing director of an SEO, this systematic yet practice-oriented guide reveals what you must know and do today in order to be (more) successful tomorrow. This roadmap to a successful business future is complemented by add-on digital content including videos and workshops.

#### USP:

- What you as a business owner should do today to ensure (more) success tomorrow
- The masterplan for the future of your business – by a leading expert on future management

## Bright Future Business

How to guide your business to prosperity and longevity

Pero Mičić



200 pages, hardcover  
ISBN 978-3-96739-109-1



# Claim your financial power!



## An accessible look at personal wealth and making the voice in your head work for you

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. He teaches earning money, keeping money, investing money, increasing money and enjoying money – all in line with the reader's personal philosophy and resources and without exposing them to a possible crash. The text is accompanied by characterful illustrations from Timo Wuerz.

Stefan Frädrich  
**Güter Gets Rich**  
ISBN 978-3-96739-116-9



## Women: claim your financial power!

This comprehensive financial guide shows how women can act to claim their financial independence. The expert authors foster a positive, open attitude towards the subject of money, answer key questions on investing with confidence and address many of the life situations women typically face. This is a book that every woman should read – and then buy for her best friend!

Karolina Decker, Rica Klitzke, Leitha Matz  
**Women's Wealth**  
Plan ahead. Invest successfully. Be financially independent  
ISBN 978-3-96739-113-8



## Your step-by-step guide to achieving financial freedom

If anyone knows how money works, it's Philipp J. Müller. A self-made millionaire with a passion for finance stretching back to his youth, he's made it his mission to share his self-taught knowledge through his books and financial academy. He encourages his students to break away from the constraints of conventional employment and establish a self-made financial base for the fulfilment of their personal and professional needs.

Philipp J. Müller  
**ON THE MONEY**  
Increase your income, do your bit and achieve personal freedom  
ISBN 978-3-86936-997-6



## From Manager Magazin bestselling authors and independent financial advisors Stefanie und Markus Kühn

In this new book, experienced independent financial advisors Stefanie and Markus Kühn help us get better acquainted with our financial selves and devise a personal financial management concept. They show us how to forge our way through the tangled undergrowth of investment strategies. They explain savings rates, risk, returns, funds, ETFs and more. Most importantly, they encourage us to take our financial planning into our own hands – because it's not as difficult as it often seems. This manual provides essential basic know-how and methods to suit each reader's life and personality. The authors also offer tried-and-tested tips from their coaching practice to help readers spring into action with ease.

Stefanie Kühn, Markus Kühn  
**The First Steps to Financial Freedom**  
How the right mindset can help you achieve your personal financial breakthrough  
ISBN 978-3-96739-061-2



## Green Finance

Now more than ever before, it is important to examine our financial choices with environmental friendliness in mind. This guidebook seeks to provide readers with a set of clear grounding principles, enabling them to recognize greenwashing and other common sins more easily and to chart their personal course to a more sustainable financial portfolio.

Jennifer Brockerhoff  
**30 Minutes to Sustainable Investing**  
ISBN 978-3-96739-123-7



## Build capital long term

In this new book, investment expert Nils Steinkopff and journalist Mona Schnell seek to 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.

Nils Steinkopff, Mona Schnell  
**30 Minutes to Investing with Confidence**  
ISBN 978-3-96739-122-0

# MULTISENSORY LEARNING!

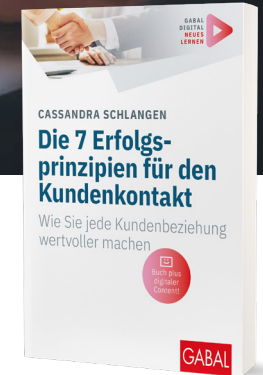
## DIGITAL WHITEBOOKS

The books in the **GABAL DIGITAL – NEW LEARNING** range are tailor-made companions on your journey towards lifelong learning and personal development. They offer tried-and-tested, accessible content that is concisely presented for use by authors with real-world experience.

Presented in a practical soft-cover format, these interactive books appeal to all the senses and learning channels and offer readers genuine added value. The books are supplemented with complementary digital content such as tests, videos, training materials or podcasts, facilitating optimal learning outcomes and the full realisation of personal potential.

### WHITEBOOKS by GABAL

- Essential know-how you can trust – for the achievement of professional and personal goals
- Over 120 titles available. 1.5 million copies sold to date



Learning outcomes are supported by digital content such as:



VIDEO



AUDIO  
PODCAST



DOCUMENT



TEST  
CHECKLIST



APP



ONLINE-  
TRAINING

## Developing and Delivering Effective Seminars

An instructive guide for those new to teaching

Harald Groß

## The 7 Principles of Success for Customer-Facing Work

How to make every customer relationship more valuable

Cassandra Schlangen

### Anyone can teach!

Are you an expert in your field and are now grappling with the challenge of passing on your know-how and experience to others – to employees in a workplace, to students, to trainees or to learners in a language school, at an adult education centre or in a club? If so, this book will be indispensable.

No matter your area of expertise, the book will guide you in developing suitable teaching concepts and conducting an effective (analogue or digital) course or seminar. The aim of the book is that not merely your participants learn as much as possible, but that teaching is an enjoyable experience – for the learners and for you!

This beginner-friendly guide offers practical support for designing and delivering your very first courses. It will help you avoid typical beginners' mistakes and deliver effective seminars from the off. It is supplemented by a range of digital bonus content including videos, worksheets and online activities.

#### USP:

- Learn teaching with ease
- Creating successful teaching concepts with simple tricks – for beginners and advanced teaching practitioners
- Multisensory learning thanks to extensive digital bonus content to accompany the book



208 pages, paperback  
ISBN 978-3-96739-117-6

**Harald Groß** is a 'Train the Trainer' expert at Orbium Seminare Berlin, with more than 20 years' experience training trainers, lecturers, instructors and university teaching staff. His clients include Siemens AG, AOK and the Free University of Berlin.

### Achieve greater enjoyment and better sales outcomes in customer-facing work

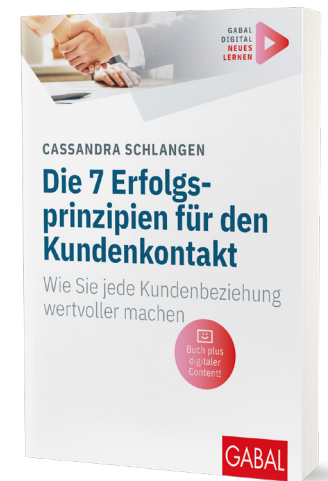
Those responsible for customer-facing work are every company's secret powerhouse. In their frontline role, they have access to a touchpoint rich with opportunities to increase customer loyalty and drive up future sales. This book argues for the lasting effects of customer-facing work and for its capacity to achieve a win-win outcome on both the emotional and financial levels.

The book transforms invisible 'sales barriers' from obstacles into opportunities by presenting 7 principles for lasting success in a sales team. The end result? Greater motivation and better sales outcomes!

The book is supplemented by valuable digital bonus content such as online tests, podcasts, video trainings and games and guidance for team meetings. Get inspired and get stuck into multisensory learning – because the path to a successful sales team is via knowledge acquisition and fun!

#### USP:

- Strengthen your customer relationships and drive higher sales with 7 simple principles
- Get more enjoyment from sales, marketing and customer-facing work



176 pages, paperback  
ISBN 978-3-96739-118-3

**Cassandra Schlangen** studied business and now works as a trainer, consultant and business coach. She coaches employees in customer-facing roles and (re-)awakens their enthusiasm for their challenging yet important remit in the business. She also supports thousands of entrepreneurs on their paths to self-employment.

## 30 MINUTE ESSENTIALS

Get key insights for your personal and professional development from leading business experts



We all sometimes feel sorry about how things have turned out; we've all searched in the rear-view mirror for someone else to blame. This is human nature – and it can serve as valuable feedback to us, if we use it wisely. We must look back honestly and candidly on past events in order to move forward with purpose.

But how exactly to do this? How do we break out of the permanent cycle of self-pity, excuses and finger-pointing and begin to engage with life more constructively? This book teaches how to approach a solution from several angles, develop greater personal accountability and stop blaming the world for our problems.

Gitte Härter  
**30 Minutes to Greater Personal Accountability**  
 96 pages  
 ISBN 978-3-96739-119-0



A resilient psyche is a critical success factor for addressing all types of crises proactively and with favourable outcomes.

This book shows how to equip yourself optimally by increasing your stress resistance through a healthy lifestyle. In addition to adequate exercise and a balanced diet, this also includes productive coping strategies for dealing with emotions and a reflective attitude towards the self. The good news is all of this can be learned and practised – and that in times of hybrid working, the increasingly flexible choice and design of workplaces can aid us on this path to well-being.

Matthias Spörrle, Oliver Herrmann, Rainer Klose  
**30 Minutes to Conquering Crises with a More Resilient Psyche**  
 96 pages  
 ISBN 978-3-96739-126-8

More than  
5 Mio copies  
sold in  
18 languages



The metaverse is the next evolutionary stage of the internet: one in which the virtual and physical worlds increasingly overlap. It will effect permanent changes to the way we live, work, learn, communicate and consume. Oft-heralded as the “Next Big Thing”, it could soon become as profound and important a change as the invention of the Internet, the smartphone or social media.

Though the metaverse is still in its relative infancy, it is nonetheless important for companies and decision-makers not merely to observe this rapid change but to proactively engage with it. Companies that address the opportunities and implications of the metaverse today will have a clear knowledge advantage and competitive edge tomorrow, as the concept moves firmly into the mainstream.

Collin Croome  
**30 Minutes to Understanding the Metaverse**  
 96 pages  
 ISBN 978-3-96739-127-5



(GDPR = General Data Protection Regulation)

As a business owner or board member, preventing damage to your organisation is at the top of your list of priorities. If you breach the EU's General Data Protection Regulation (GDPR), you face the risk of a fine, a legal warning, a tarnished image or even becoming the victim of a cyber-attack. This book teaches how to reduce this risk and what you, as the ‘data controller’ in the eyes of the law, are required to do to ensure faultless GDPR compliance.

Achim Barth  
**30 Minutes to Watertight GDPR Compliance**  
 96 pages  
 ISBN 978-3-96739-121-3



## Competent. Hands-on. To the point.



70 per cent of jobs are filled without ever being publicly advertised – yet only around five per cent of applicants take advantage of this hidden employment market via personal networks, recruitment consultants or profiles on social networks. Accordingly, the opportunity to develop and optimise a personal brand on XING, LinkedIn and similar sites can hold tremendous career potential. In this book, career coach Silke Grotegut provides a step-by-step guide to setting up and fine-tuning your profile to turbo-charge your career opportunities.

Silke Grotegut  
**30 Minutes to Boosting Your Career with Xing, LinkedIn and Co.**  
 96 pages  
 ISBN 978-3-96739-120-6



Investors who park their money in instant access savings accounts are effectively squandering money each day. Though clever investment in shares and funds provides by far the best returns, Germans still tend to be stock market sceptics who shy away from speculation. In this new book, investment expert Nils Steinkopff and journalist Mona Schnell seek to change that. They 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.

Nils Steinkopff, Mona Schnell  
**30 Minutes to Investing with Confidence**  
 96 pages  
 ISBN 978-3-96739-122-0



## Knowledge, in a nutshell

The 30-Minute series now comes in a new, modern look that complements the topicality of the content and the compact format. Penned by authors with vast real-world experience, the 30-Minute titles offer concise, accessible introductions to highly relevant themes and methods from the world of work. They're quick, easy reads that are enjoyable as they are informative.

Now more than ever before, it is important to examine our financial choices with environmental friendliness in mind. Admittedly, thanks to the (sometimes radically) anti-climate stance of individual financial market participants, the lack of consistent data, the non-uniform classification of financial products and the enormous complexity of the topic, it can be difficult to know where to start. That's where this guidebook comes in. It 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.

Jennifer Brockerhoff  
**30 Minutes to Sustainable Investing**  
 96 pages  
 ISBN 978-3-96739-123-7



Who wouldn't want an ingenious method to solve any problem and, just as importantly, prevent it from recurring in the future? In this new book, Viola Möbius makes the case for her own solution: the AOE (analyse, optimise, decide) method. The book explains how the three-step AOE process works, what makes it unique and how anyone can benefit from it. With origins in criminology, the strategy is favoured by top investigators from all over the world and is ideally suited for application in everyday professional and private contexts. With this quick and easy guide, it can enrich your life, too!

Viola Möbius  
**30 Minutes to Detoxing from Your Problems**  
 96 pages  
 ISBN 978-3-96739-124-4



Do you know what your conversational partner is feeling? To recognize this and respond accordingly are the most important abilities that determine the quality of your relationships and the success of your conversations. Our facial expressions can portray the full spectrum of our emotions – they are the stage of our emotions.

Dirk W. Eilert  
**30 Minutes to Learning to Read Facial Expressions**  
 96 pages  
 ISBN 978-3-86936-640-1



To assert oneself means to stand up for oneself in conflict between different interests. Today, this skill is a core competence, both professionally and privately: In the age of enlightened egoism, our ability to assert ourselves is put to the test every day. The more we define ourselves through our networks, however, the more important stable relationships become. Those who can't assert themselves will go down - but so will those who go overboard to do so. In this guidebook, René Borbonus shows how we can stand our ground even in the face of resistance without tearing down social bridges. The practical tips cover everyday conversation as well as goal-oriented negotiation and conflict behavior.

René Borbonus  
**30 Minutes to Asserting yourself**  
 96 pages  
 ISBN 978-3-86936-608-1



In this book you will learn how to deal with people who hurt you or make you angry. In a respectful way! Put others in their place – with clarity and confidence – while avoiding lowering yourself to their level. The author shows what different types of challenging people exist and how you can best behave in particularly difficult situations.

Gitte Härter  
**30 Minutes to Dealing Confidently with difficult personalities**  
 96 pages  
 ISBN 978-3-86936-447-6



Do you know this: You come home in the evening with the feeling that you haven't done anything of what you had planned? Would you like to know how you can organize your work better and with little effort? This book shows you five proven principles of self-organization that are guaranteed to help you manage your work more successfully.

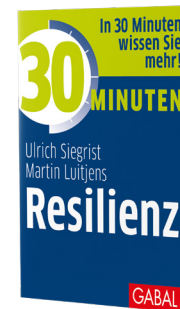
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What can be more exciting than getting to find out about your own personality, than exploring your own "I"? The journey to your own "I" starts with a variety of objectives.

This book, which is written based on the MTBI® instrument, will help you to identify your own strengths, enabling you to employ them to optimum effect to cope with the challenges you encounter at work and at home. This will reinforce your understanding of yourself and inspire you to bring your personality to the fore and to develop it further.

Thomas Lorenz, Stefan Oppitz  
**30 Minutes to Better Self-Confidence**  
 96 pages  
 ISBN 978-3-86936-288-5



Let's not kid ourselves: Adversity such as job loss, a financially strained situation, personal attacks, health limitations or stress cannot always be avoided. The effects can be depressing. But they can also serve to reorient your life. If you want to be among the people who survive crises unscathed and emerge from them stronger, then you should familiarize yourself with the concept of resilience and train your inner strength. This guidebook will help you discover and develop your own resilience concept. Let yourself be inspired and join the circle of resilient people!

Ulrich Siegrist, Martin Luitjens  
**30 Minutes to Building Resilience**  
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 ISBN 978-3-86936-263-2

# Personal Development



## Deploy your strengths as an introvert to achieve your goals in conversation

This self-training manual from Sylvia Löhken aims to equip readers to do just that. In it, she lays out the specific strengths of introverts and how they can use these skills to best effect in various conversational situations. Sensitively written and full of easily actionable tips, this workbook helps introverts to trust their intuitive understanding of human nature and shine authentically in conversation with others.

Sylvia Löhken  
**Quiet People, Powerful Words**  
 Communication training for introverts  
 ISBN 978-3-96739-100-8



## Sick of life happening to you? Start making it happen!

For many of us, recent years have been a time of upheaval: personal, professional and everything in between. Such turmoil can easily overwhelm us and shake our self-efficacy. In this easy-to-read guidebook, Susanne Nickel uses humour and memorable anecdotes to show how we can stop blaming our circumstances and start taking responsibility for the course of our lives.

Susanne Nickel  
**Crack the Change Code!**  
 The straightforward way to take charge of your future  
 ISBN 978-3-96739-101-5



## Making Your Relationship a Priority in a Turbulent World

Dr. Stephen R. Covey has noted that strong relationships don't just happen; they require the combined energy, talent, desire, vision, and dedication of all their members. **The 7 Habits of Highly Effective Marriage** provides a much needed framework for applying universal, self-evident principles that enable couples to communicate more effectively about their problems and resolve them successfully.

This book will help you and your marriage to:

- Prioritize your relationship in today's turbulent world
- Build a happier and more effective partnership

Stephen R. Covey with Sandra Covey, John MR Covey, Jane P Covey  
**The 7 Habits of Highly Effective Marriage**  
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 ISBN 978-3-96739-041-4



## A practical guide to weaving your very own tapestry of life

The tailor-your-life principle described in this book includes 10 ready-made strategies to help you reconcile different areas of your life successfully. Along the way, you'll explore your goals and values, your approach to time management, your beliefs, your inner critic and the importance of attitude for a successful and fulfilled life – one in which you can make space for everything that matters.

Daniela Elsner  
**The Art of Balance**  
 How to make space for everything that matters, featuring the 'tailor-your-life' principle  
 ISBN 978-3-96739-075-9





## Career & Success



### 9 principles to increase your adaptability

In this new book, Carl Naughton shows us how to do just that. Drawing insights from psychological studies, he delivers a practical guide that is as inspiring as it is entertaining to read, showing how we can flex our adaptability muscle in our everyday lives. He gives fascinating insights into the way we think, feel and behave, joining the dots and dispelling commonly held misconceptions. His nine key tips provide a whistle-stop guide to developing and maintaining more adaptable habits, routines and patterns of behaviour.

Carl Naughton  
AQ

Why the Ability to Adapt is the Most Important Skill of the Future  
ISBN 978-3-96739-096-4

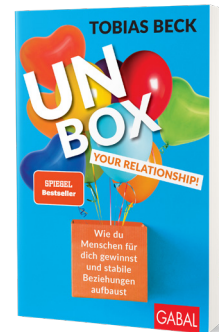


### Optimize your attractiveness on the job market

The world of work is changing at an increasingly rapid pace. Consulting firm McKinsey predicts that by the year 2030, around 6 million people will be searching for a new occupation. To become and remain successful in a world of constant change requires completely different skills than it did in the industrial age. In this book packed with practical tips and motivating stories, Dennis Fischer lays out the nine core skills that are decisive for success in the working world of the future.

Dennis Fischer  
Future Work Skills

The nine most important skills for your future career success  
ISBN 978-3-96739-098-8



### Are you ready to have the best relationships of your life?

Tobias Beck takes you on a journey aimed at achieving the best relationships of your life. As a first step, you must fall in love with yourself – because your relationship with yourself determines the standards of compassion, understanding, respect, and trust that is reflected in your relationships with others. Once you have learned to say goodbye to the beliefs that hold you back and to forgive the past and yourself, you will be able to intensively nourish good relationships and say goodbye to others. Your life deserves the best relationships you can foster.

Tobias Beck  
Unbox your Relationship!

How to draw people to you and build relationships that last  
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**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. It equips readers to develop a responsible approach to money based on a new mindset, a change in financial behaviour, the development of their financial character, a concrete grasp of the ways that money can be multiplied and, above all, an awareness of their financial 'why'. It also helps them solidify an ethical system of values in which money is viewed the context of responsibility for oneself and the wider planet.

Philipp Müller  
ON THE MONEY

Increase your income, do your bit and achieve personal freedom:  
From a self-made millionaire with their feet (still) on the ground  
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# Business & Management



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In this new book, remote work expert Teresa Hertwig provides readers with the first complete hybrid working manual designed to help businesses tailor their work and communication processes, develop new ways of collaborating and, ultimately, stay competitive into the future (including in their efforts to attract employees). It's an indispensable companion for those seeking to preserve and expand their competitive edge.

Teresa Hertwig

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Svenja Hofert

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## How to recognise where the future's headed – and get there first

In this new, action-oriented guide for use in everyday business, Anne M. Schüller provides valuable food for thought and helpful suggestions for mastering the challenges of the future. From effective self-leadership to true New Working and high innovative power, Schüller provides employees and managers with the interventions that make the pivotal difference. A book no desk should be without!

Anne M. Schüller

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## Your guide to a successful career in sales

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Oliver Schumacher, Christian Sahle

### So You're in Sales?

How to make profit for customers and advance your career  
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# Madame Missou

## From girlfriend to girlfriend – The gift of good advice

Madame Missou understands me! She gives me advice for my everyday life, on matters like chaos management and multitasking – yet she also spurs me to think about the overriding issues that concern me:

- How can I become more self-confident?
- What path will lead me to find more inner balance?
- What can I learn from my dreams?

And the best thing is that Madame Missou meets me at eye level. Her life experience means that she's not easily rattled, and I benefit from her pragmatic view of things. Basically, we'd all love to be a bit like her – both feet planted firmly on the ground, actively shaping her own future, enthusiastic, honest with herself and with others ... and always ready for a laugh!

## Around the World



## Madame Missou understands me and gives me advice for my everyday life such as:

- 15 Tricks for Everyday Good Moods
- Uncluttering for beginners in 8 steps
- 20 effective healthy living tips for everyday life
- The ten most important steps to a strong self-confidence
- 25 things that bring us joy
- The 15 meditation exercises you need for your everyday life

Read Madame Missou on your smartphone and get valuable tips in a short period of time



Or listen to Madame Missou



while relaxing or doing housework



while exercising



while shopping



while commuting





# Backlist

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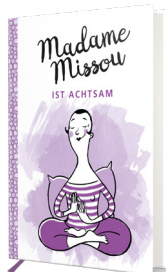
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## Communicating means failing – Workbook

How to build communication bridges

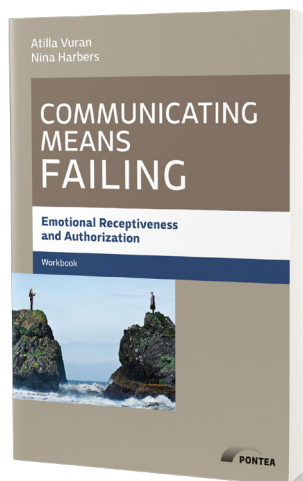
Atilla Vuran, Nina Harbers

## Communicating means failing

How to build communication bridges with emotional receptiveness and authorization

Atilla Vuran, Nina Harbers

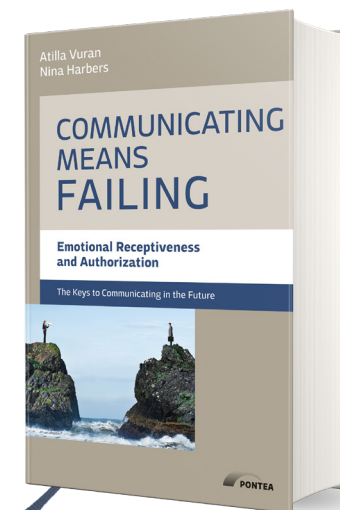
In this digital age, successful communication has become more important than ever. But why do we fail so often in our conversations? Why do so many misunderstandings arise? Our experience shows: The focus in conversations is too often solely on the content. The exchange can only be successful if we and our counterparts are also emotionally receptive and we give each other the authorization to communicate. Learn how to lay the foundation for successful communication in order to better understand other people, convince them effectively, inspire them to act and lead them. After having read this book, its contents will accompany you constantly whether in private or in business discussions, listening to or giving presentations or while writing emails independent of the context and across generations.



184 pages, paperback  
ISBN 9783766499646

For many years, **Atilla Vuran** has devoted himself to the question of how best the topic of emotional receptiveness in interpersonal relationships can be implemented, and has additionally set himself the goal of substantiating his empirical research scientifically. He is resolved to improving the interplay of authorization and emotional receptiveness in the leadership context. He is an entrepreneur, author of several books, and owner and founder of PONTEA AG.

In this digital age, successful communication has become more important than ever. But why do we fail so often in our conversations? Why do so many misunderstandings arise? Our experience shows: The focus in conversations is too often solely on the content. The exchange can only be successful if we and our counterparts are also emotionally receptive and we give each other the authorization to communicate. Learn how to lay the foundation for successful communication in order to better understand other people, convince them effectively, inspire them to act and lead them. After having read this book, its contents will accompany you constantly whether in private or in business discussions, listening to or giving presentations or while writing emails independent of the context and across generations.



420 pages, hardcover  
ISBN 9783766499639

As an engineer, **Nina Harbers** was repeatedly confronted with the fact that well-founded specialist knowledge is not sufficient to effectively convince and guide people: Receptiveness and authorization are the key factors. She is an experienced executive trainer for companies, institutes and universities and leads train-the-trainer courses at PONTEA AG.

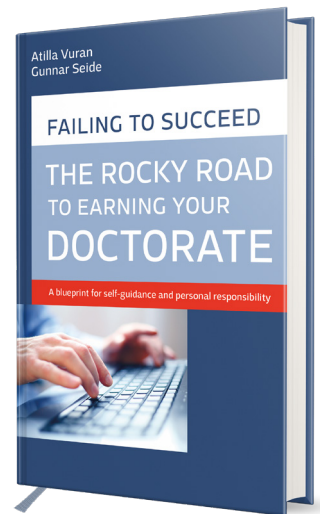


# The rocky road to earning your doctorate

A blueprint for self-guidance and personal responsibility

Atilla Vuran, Gunnar Seide

WHAT do you want to earn your doctorate FOR, and HOW? Sooner or later, many doctoral candidates have doubts as to whether the journey they have embarked on really makes sense for them, and/or want to get more out of their investment of time and energy. The solution often lies in self-guidance and personal responsibility which is where this book comes in. It offers various ideas and suggestions for how to strengthen your competency in self-leadership. What do you want to earn your doctorate for, and how? That is the central question of this book, which is aimed at doctoral candidates, teachers, university training centres, and whoever is interested in self-leadership. Lead yourself on a high level, taking full responsibility for yourself during your doctoral journey, and, going forward, as a leader in your field of expertise.



229 pages, hardcover  
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**Atilla Vuran** is founder and head of Leadership Inhouse Akademie. In recent years he has supervised doctoral candidates at various university institutions. In this book, he aims to help doctoral candidates master one of the key challenges during their doctoral journey: being their own leader.

Prof. Dr.-Ing. habil. Dipl.-Wirt. Ing. **Gunnar Seide** is professor for polymer engineering at Maastricht University in the Netherlands. In previous years he worked for RWTH Aachen University where he received his PhD. Later he habilitated at RWTH and established a research group with more than 30 PhD candidates that he supervised. In this book, he aims to help doctoral candidates on their way to earning their doctoral degree.

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