

Spring 2023

| | page |
|------------------------------|-----------|
| Life | 1 |
| Self-Help | 2 |
| Economy & Society | 7 |
| Business | 8 |
| Backlist | 17 |
| Exclusive Agents | 18 |

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Stefan Heine

I Solve Riddles, Therefore I Am ...

... smart and happy

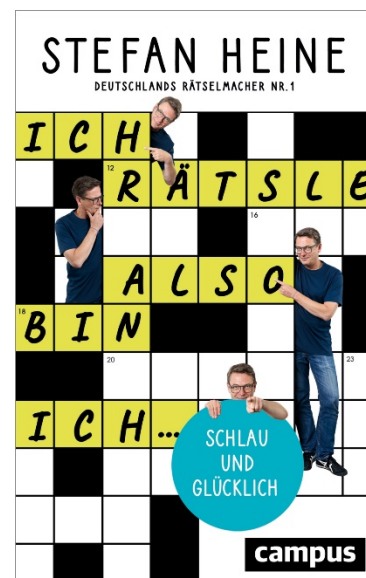
CONTENT

Riddles can make you happy!

Puzzles have always captured people's imagination—from the riddles devised by the ancient Greeks to the invention of crossword puzzles a century ago and the modern-day craze for escape rooms. What is it about racking our brains that we find so enjoyable? Do quizzes make us sociable? Do puzzles train our memory or even help us get to sleep? What triggers a state of flow? And what does it set off in our brain? These are the mysteries examined by Stefan Heine, Germany's leading deviser of puzzles. His findings are as exciting as they are entertaining and come garnished with unique personal stories from the topsy-turvy world of riddles. This is a book for anyone who enjoys a good riddle or who is looking to understand what all the fuss is about.

"Germany's number one puzzle-maker." Der Spiegel

- Explains the fascination of puzzles and why they make us happy
- By Germany's best-known author of puzzles
- Features exciting puzzles and the stories behind them
- [Link to a short video presentation by the author with English subtitles](#)



February 2023
224 pages; 19.00 EUR

AUTHOR

Stefan Heine is Germany's best-known authors of puzzles. A prominent figure in radio and television, he was instrumental in bringing *Wordle* and *Sudoku* to German-speaking audiences. His puzzles—from classic crosswords to quizzes and number puzzles, both in print and online—regularly appear across hundreds of newspapers, magazines, and websites. He has captained and coached the German Sudoku team to win two world championships.

TYPE OF BOOK / TARGET GROUP

Knowledgeable non-fiction book for all those who love solving riddles!

Stefanie Voss

The Pirate Strategy

Time to live—no ifs and buts

CONTENT

Who dares wins!

You're longing for autonomy and a touch of adventure—for life? Let yourself be inspired by pirates! In this book, Stefanie Voss—round-the-world yachtswoman, coaching expert, and successful business pirate—explains how to give life more of that spine-tingling thrill. Her creed is: don't wait but dare to act, and tackle challenges rather than remaining stuck in routines. The author gives step-by-step instructions along with suggestions and strategies for making the most of your potential. Following the pirate strategy means living life by your own rules.

- For more courage and self-effectiveness in life
- A step-by-step guide for boldness in thought and action
- Contains a wealth of real-life examples and exercises
- [Link to a short video presentation by the author with English subtitles](#)



March 2023

224 pages; 24.00 EUR

AUTHOR

Stefanie Voss founded her own business after fifteen years of an international corporate career and having sailed around the world in 2009. Her leadership experience, coaching expertise, pragmatism, and her straightforward and unconventional approach have brought her international renown as a management coach.

TYPE OF BOOK / TARGET GROUP

Inspired motivational book for all those who feel trapped in their routines and want to break out.

Doris Märtin

The Way to the Top

21 Strategies for making it to the top—no matter where you're starting

CONTENT

How Michelle Obama became the world's most respected woman

Michelle Obama, Ugur Sahin, Frank-Walter Steinmeier: none of these people were born heirs to privilege or business empires. Instead, they rose from modest circumstances to positions of influence and respect. What their paths proves is that there is no glass ceiling, that everybody is free to think bigger and to make a lot from a little.

In her new book, Doris Märtin examines the chances associated with moving up the social ladder together with its struggles and potential pitfalls. In concrete and realistic terms, she shows how to make the best of the hand that fate has dealt us.

Contains 21 strategic recommendations, illuminating study results, and first-hand accounts from people who have risen to prominence and showing how many paths can lead to the top.

- The anxiety-free way of improving one's social position
- 21 tips for making it to the top
- The practical guide to accompany the author's successful book *Habitus*
- [Link to a short English video presentation by the author](#)



March 2023
256 pages; 22.00 EUR

AUTHOR

Dr. Doris Märtin accompanies businesses and personalities on their way to the next level. She is among Germany's leading voices on questions of habitus and excellence. Her books have been translated into several languages and discussed in national media, including *Stern*, *Focus* and *Deutschlandfunk*.

TYPE OF BOOK / TARGET GROUP

Practical guidebook with many tips and examples for the career-oriented reader.

Christina Richter

Visible Women

How to boost your career using LinkedIn and other sites

CONTENT

Building your brand with LinkedIn

Networking today would be unthinkable without sites like LinkedIn or Xing, its German competitor. Yet many accounts, once created, are scarcely used—if at all. As an expert for personal branding, Christina Richter finds this to be a waste of many good career opportunities—particularly for women. In this book, she outlines the key steps that women need to take in order to skillfully and visibly present their own personality—whether as a personal brand or corporate influence—to communicate successfully with contacts, and to form a valuable network. Interviews with successful women show others the benefits of taking charge of their public image in order to give their career a lasting boost.

- The personal branding book for women
- How boost your career using LinkedIn and other sites
- Contains numerous examples and interviews with successful women
- [Link to a short video presentation by the author with English subtitles](#)



March 2023
224 pages; 24.00 EUR

AUTHOR

Christina Richter is a personal branding strategist who has been successful in turning many LinkedIn influencers, top voices, and strong personalities to become opinion leaders. She is founder of the *Personal Branding Institute*.

TYPE OF BOOK / TARGET GROUP

Practical guide for all women who want to become more visible on LinkedIn.

Michael Jahn

The Power of True Leadership

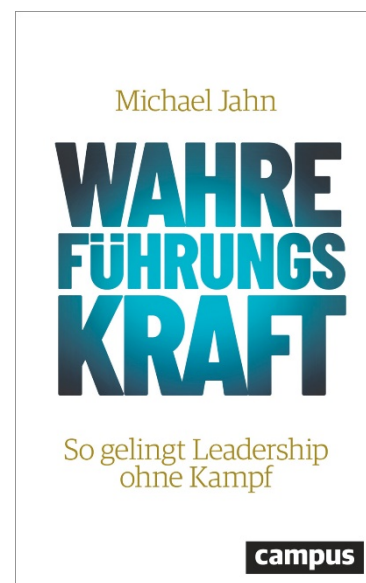
How to make leadership succeed without a struggle

CONTENT

Making executives' lives easier—every day

All too often, executives find themselves entangled in losing battles, fighting stress, lack of time, or their own superiors and colleagues. This takes its toll not only in terms of time and nerves, but can drive executives to a point where they lose capacity for action. But there is a remedy in sight: Michael Jahn has identified ten conflict situations typically faced by decision-makers and offers effective strategies for facing these everyday challenges head-on. Each chapter comes with practical exercises to ensure that you can master everyday life in leadership roles with ease and control.

- Strategies for bringing a sense of ease to executives' everyday lives
- Mental coaching for holistic solutions
- The ten most urgent conflicts facing leaders



March 2023
196 pages; 30.00 EUR

AUTHOR

After studying education, Michael Jahn worked in an executive role with a welfare provider before going freelance as a coach. Today, his consultancy operates from four offices in Germany and offers unconventional trainings for teams and leaders. He is also much in demand as a keynote speaker.

TYPE OF BOOK / TARGET GROUP

Guidebook for all who have a leadership role in a company or other contexts.

Nikolaus Braun

Your Money or Your Life

How to put an end to financial silliness

CONTENT

Taking a relaxed attitude to money

It is a constant of human history that knowledge is the best impacted by stories. And yet books offering financial advice have tended to be dry and abstract. That is about to change: Nikolaus Braun draws on the experience of two decades as a fee-based asset manager to guide readers through so the important questions surrounding money. Divided into seven thematic sections—success, wealth, fear, fraud, men, luxury, and time—*Your Money or Your Life* tells thirty true stories to make you rethink the way you handle your personal finances. Sometimes funny, sometimes tragic, these stories offer opportunities to examine your own attitudes to matters of finance, and each is initiated by an analytical part that helps you to make up your own mind about money.

- **30 entertaining stories about money matters**
- **Stories from the everyday practice of a financial adviser**
- **The chance to rethink your own relationship with money through observing others**
- **[Link to a short English video presentation by the author](#)**



April 2023
256 pages; 26.00 EUR

AUTHOR

Dr. Nikolaus Braun has been straddling the boundary between the humanities and the financial sector for more than twenty years. After completing a doctorate in history, he began a career with a major bank almost by accident, quitting in disappointment when he found his role downgraded to that of a mere salesman of financial products. Today, he is senior partner in an asset management firm and heads a fee-based consultancy in Munich.

TYPE OF BOOK / TARGET GROUP

An entertaining and knowledgeable guide for everyone who would like to have the stress out of the topic of money and lead a more relaxed life.

Claudia Kemfert

Shock Waves

The last chance for energy security and peace

CONTENT

“The situation is as serious as hell—but there’s hope.”

The energy crisis is sending shockwaves across the global economy, with oil and natural gas being deployed as geopolitical weapons. At the same time, we can see the harbingers of looming climate disaster. A powerful lobby is taking advantage of these developments to create a false dichotomy between peace and the climate. Suddenly, everybody is talking about coal, fracking, and nuclear power. But who will pay the price? Do we still have a chance to escape energy dependency? And how can energy be distributed fairly? Professor Claudia Kemfert, Germany’s most respected energy economist, has the answers—and she names those responsible for getting us into this fix. There is still a small window of opportunity for the size of action to ensure energy security while supporting democracy, prosperity, and peaceful coexistence.

- Germany’s preeminent energy economist explains the connection between climate and peace
- A critical view of energy provision and dependence on Russian oil and gas
- Publication to be flanked with large-scale PR campaign
- [Link to a short video presentation by the author with English subtitles](#)



February 2023
224 pages; 24.00 EUR

AUTHOR

Professor Claudia Kemfert is Germany’s preeminent scientist in the field of energy and climate economics. Since 2004, she has headed the *department for energy, transport, and the environment* at the *German Institute for Economic Research (DIW Berlin)* as well as being professor of energy economics and sustainability. She has received numerous awards for her research, is much in demand as expert by government and media alike, and is a bestselling author.

TYPE OF BOOK / TARGET GROUP

Non-fiction book for all who are interested in the climate crisis and its implications and are looking for solutions.

Mario Neumann

Project Safari 2

The handbook for agile project management

CONTENT

The survival guide for agile project work

With examples drawn from everyday business life, Mario Neumann builds a bridge from classical to agile project management, showing how project managers can survive in the jungle of agile project work. Readers learn when agile approaches (e.g. Scrum) are worthwhile, what obstacles are to be reckoned with, and what really counts in the agile world. Neumann gives advice for what to do when disaster strikes, shares the experiences of experienced project managers, and provides theoretical background – elements which combine to form a completely new kind of handbook for agile project management. Printed throughout in full color, lavishly illustrated, and full of real-life example, Project Safari 2 combines eye-catching styling with maximum use value.

- Making agile project management fun and successful
- The survival guide for agile project managers
- The perfect navigator for keeping agile projects on course



March 2023
320 pages; 42.00 EUR

AUTHOR

For nearly 20 years, Mario Neumann has been teaching experienced project managers how to deal with even the largest projects when time is short and circumstances are difficult. His superlative workshops and seminars have twice earned him the *International German Training Prize* as well as the *German Prize for Innovation in Further Education*.

TYPE OF BOOK / TARGET GROUP

Workbook for all involved in agile project management

Thomas R. Köhler / Julia Finkeissen

The Metaverse: An Executive Decision

NFT, blockchain, AR, VR: how to navigate the Web3—a practical guide for businesses

CONTENT

The Metaverse—the mega opportunity?

In October 2021 Facebook—the parent company of WhatsApp, Instagram, and the Facebook site itself—announced it was changing its name to Meta. What initially sounded like a simple exercise in rebranding may turn out to revolutionize the entire internet. The company is ploughing billions of dollars into the metaverse, and the rest of the tech world, from Apple to Microsoft, has to follow or risk falling behind.

In this book, Julia Finkeissen and Thomas R. Köhler share their expertise in new technology and share their insights on the key elements of the Metaverse and the Web3. Steering clear of the hype and always with potential uses and applications in mind, they offer concrete advice for businesses and describe the opportunities and risks associated with the Metaverse and the technologies it is based on.

- **The Metaverse: risks and opportunities**
- **The first practical guide for businesses**
- **Concrete advice from leading tech experts**



January 2023

224 pages; 40.00 EUR

AUTHOR

Thomas R. Köhler is one of the foremost thinkers on digital change and cyber security. As managing director of *CE21*, he advises businesses on cyber risk assessment and on creating and running secure infrastructures.

Julia Finkeissen is an entrepreneur, investor, and advisor for digital start-ups. Her company, *Vioventi Art*, advises companies venturing into the NFT market and the Metaverse.

TYPE OF BOOK / TARGET GROUP

The first practical book on Metaverse for executives, CEOs, department heads, managers, and for all those responsible for or interested in digital transformation.

Hermann Scherer

Pole Position

Using good positioning for increased market share and turnover

Scherer's personal takes on the key learnings from 30 years' expertise

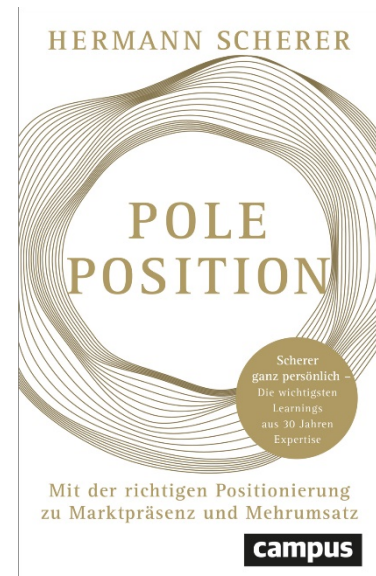
CONTENT

The winning formula for optimum positioning

Positioning one's brand to its best advantage is one of the greatest challenges in business. How and where can customers best be reached? How can one stand out in a crowded marketplace? And what is the best USP?

Hermann Scherer's answer is: "Forget the USP!" In his new book, he draws lessons from his own life experience and tells how he saw off all kinds of challenges to write his own success story and find the winning formula for the best positioning. This book contains the crucial learnings from Scherer's 30 years of expertise and explains how to increase your brand's exposure and visibility. After all, what's the use of being the best if nobody can see you?

- Hermann Scherer's personal path to success
- First-hand stories and strategies for successful positioning
- Bestselling author and Germany's highest-profile coach



April 2023
280 pages; 30.00 EUR

AUTHOR

Nobody in Germany has put more speakers on the stage than Hermann Scherer. He has accompanied forty people on their way to becoming TOP 100 speakers and one hundred on their way to conquering the TOP 500. He turns people into brands to help them earn what they deserve and to conquer the world's stages.

TYPE OF BOOK / TARGET GROUP

Marketing title for coaches and speakers, who want to position themselves successfully in the market

Peter Weidling

The Future of Customer Service is Green!

How to make sustainability compatible with customer service

CONTENT

Credibly green—and profitable

Energy prices are going to the roof why customers expect businesses to operate sustainably. This presents businesses with the challenge of keeping costs under control without failing to meet business partners' expectations.

From this dilemma, the author concludes: the future of customer service can only be green.

Peter Weidling encourages businesses to face up to this twofold challenge. He reveals the solutions and best practices that can help service providers operate sustainability – for instance, how to reimagine their services and improve them with innovative ideas. At the same time, the presents his recommendations for increasing sales, thus making up for the cost of sustainable business practices.

- Sustainable and future-proof strategies amid rising costs
- Providing smart service for effective business and increased profits
- Contains practical advice for service-based companies



January 2023
224 pages; 40.00 EUR

AUTHOR

Hans Peter Weidling is director of a leading service company, where he is in charge of customer service and distribution. This is a first-hand account of his experiences.

TYPE OF BOOK / TARGET GROUP

Business book for managers and companies that direct their service offers to end customers

Alexander Karp / Jan Hiesserich / Paula Ciperre

From Artificial to Augmented Intelligence

What we can learn from art to use software in designing the future

CONTENT

Palantir's vision: a better future, created by humans and AI

Palantir is one of the most mysterious of all tech companies, which is due not least to the fact that, in spite of its global success, it has had very little to say about its own activities. No longer: in this book, three insiders—including Alex Karp himself, Palantir's founder and CEO—for the first time present their corporate philosophy of "augmented intelligence" and share their insights on using artificial intelligence in an increasingly digital world. What this book argues—and what Palantir has discovered in the course of its work—is that artificial intelligence alone is of limited use. Only the interpretation of AI data by humans offers meaningful and profitable results. Even more surprisingly, the authors draw inspiration from the creative arts, arguing in favor of a new kind of "digital education" to show how a vision of a better future, created jointly by human and artificial intelligence, might succeed. This vision is illustrated by interviews with prominent entrepreneurs, artists, and academics across Germany.

- An inside view from Palantir: the future of human and artificial intelligence
- Describes the philosophy of the innovative data analysis company
- Key learnings on AI and augmented intelligence



March 2023

256 pages; 38.00 EUR

AUTHOR

Jan Hiesserich, an expert on strategic and executive communication, spent many years working in London and Madrid as well as having been a director of *Hering Schuppener*, Germany's leading strategic consultancy for communication. He has been Communication & Strategy Executive at *Palantir* since April 2021. Dr. Alex Karp is co-founder and CEO of *Palantir*, a company often thought secretive and mysterious. Paula Ciperre is an expert on data protection, privacy engineering, and public policy at *Palantir*.

TYPE OF BOOK / TARGET GROUP

Inspiring and informative title about AI for executives, CEOs, department heads, managers, and for all those interested in digital progress.

Reinhard K. Sprenger

I Won't Stand for Brainwashing

On self-determination in work and life

CONTENT

A refusal to stand for brainwashing, to go with the flow of herd mentality, is the guiding theme of Reinhard K. Sprenger's new book, a monument to independent thought. The pleasures and burdens of freedom have occupied Sprenger for much of his life, and the bestselling author relates this theme to a variety of spheres: work, politics, private life, and even the classroom. Wherever he looks, he asks: Are there alternatives? Where is there scope for doing things differently, where is openness? Nor does he leave any doubt as to what he is writing against: blind reliance on the state, self-censorship, following received opinion, refusing to speak the truth, dodging consequences. And he is scathing of the "leadershi*" he finds at work at all levels of business. This book collects some of Sprenger's most important and rediscovered writings and interviews of recent years. It is a call to self-confidence, to walking upright, and to acting autonomously—particularly in times of uncertainty.

- Sprenger's core messages and key texts
- Germany's most-read author on management
- Sprenger turns 70 on June 11, 2023



March 2023
224 pages; 25.00 EUR

AUTHOR

Reinhard K. Sprenger holds a doctorate in philosophy and is Germany's highest-profile leadership expert. His advice often makes for uncomfortable reading, but has been followed successfully in thousands of instances. His clients include many international companies as well as most of those listed on Germany's DAX 100 index. Besides *"Mythos Motivation"*, his successful titles include *"The Responsibility Principle"*, *"The Decision is Yours"*, *"Leading with Trust"* and *"Radical Leadership"*. The bestselling author is famous as a critical thinker who is not shy to demand fresh thinking and independent action.

TYPE OF BOOK / TARGET GROUP

Inspirational business title for independent thinking for all managers at all hierarchical levels and in all sectors.

Alexander Groth

Strong Leadership in Change

Change leadership for middle management

Updated edition

CONTENT

How to make change work—for real!

Change processes are born in the C-suite—but it's down to middle management and the staff to implement them. This often throws up questions: How to credibly promote and authoritatively communicate projects for change? What motivates staff to get behind and help implement change? And how to support those whom change leaves behind? As an expert for leadership, Alexander Groth knows the neuralgic points of change management. In this completely revised and updated edition of his standard work on the subject, he shows how change can succeed even when staff are working remotely or from home.

- The classic book for middle managers—now updated to account for working from home
- More than 25,000 copies sold since first publication 2011
- How to successfully implement change processes
- By Alexander Groth, a noted expert on leadership



February 2023
239 pages; 27.00 EUR

Rights sold to **China**,
Netherlands (exp.)

AUTHOR

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

TYPE OF BOOK / TARGET GROUP

The standard work to master the challenges of change management for all middle managers.

Reinhard K. Sprenger

Radical Leadership

Updated edition

CONTENT

The Post-Covid Update!

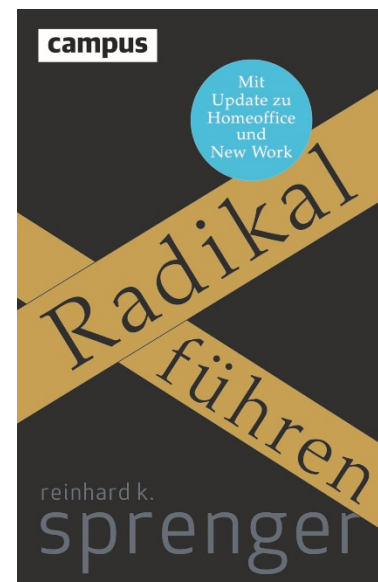
Radical leadership means going back to the roots of management. It means casting aside meaningless conventions and toppling false authorities. In this book, Reinhard K. Sprenger defines the core tasks of leadership. He does so with precision and on the basis of knowledge gained through his own unique experience. In this definitive work on the topic, Sprenger shows how these core tasks hang together. In doing so, he answers the question of what leadership is and how it works.

In the revised and updated edition of his bestselling book, Sprenger discusses the challenges faced by executives in a world of working from home, New Work, and digitalization. At stake is nothing less than a challenge to the familiar ways businesses are run.

"An era-defining milestone of leadership knowledge in book form." changeX

"Germany's most-read management author." Der Spiegel

- **New edition of the well-established leadership long-seller**
- **Update on leadership in an increasingly flexible work environment**
- **The classic work by Germany's most influential expert on leadership**



March 2023

306 pages; 32.00 EUR

Rights sold to China (exp.)

AUTHOR

Reinhard K. Sprenger holds a doctorate in philosophy and is Germany's highest-profile leadership expert. His advice often makes for uncomfortable reading, but has been followed successfully in thousands of instances. His clients include many international companies as well as most of those listed on Germany's DAX 100 index.

TYPE OF BOOK / TARGET GROUP

Rethinking leadership for executives, CEOs, department heads, managers, human resource professionals.

Sebastian Klein / Ben Hughes

The Loop Approach

How to Transform Your Organization from the Inside Out

Updated edition

CONTENT

Going round in circles to get ahead ...

... may sound like a contradiction—but it isn't! For years, managers and leaders have known that their organizational structures are not fit for the future. Along came the wave of "agile methods" promising rapid improvement. But the kind of thing that works in a brand-new startup is unlikely to be easily transferable to an established business. For all that you may apply individual tools, the rigid structures of large businesses can only be transformed by remaking their entire framework. This is where the Loop Approach comes in: with its repetition-based system, it will get even the slowest giant moving. The Loop Approach has brought change to major corporations such as *Audi*, *Deutsche Bahn*, and *Telekom*. The book has been completely revised for this edition, and a new practice-oriented chapter makes it user-friendlier than ever.

- Almost 7.500 copies sold since first publication 2019
- Tried and creative framework for bringing agility to established businesses
- Revised edition with new material on remote working
- Creative and colorful layout to appeal to agile leaders, businesses, and start-ups, with numerous case studies, checklists, and worksheets



April 2023

235 pages; 38.00 EUR

First edition also published in English

Rights sold to **Russia**

AUTHOR

Sebastian Klein is a psychologist and developer of organizations. He is a Holacracy coach and partner in *The Dive*, a transformation consultancy in Berlin. He publishes *Neue Narrative*, the magazine for New Work.

Ben Hughes has a background in economics, psychology, and applied mathematics. He has worked for several international management consultancies and for five years has been at the head of *Blinkist*, a start-up rekindling thousands of people's passion for reading by offering condensed versions of non-fiction titles.

TYPE OF BOOK / TARGET GROUP

Guidebook for executives, managers, department heads, human resource professionals.

BACKLIST

Business

Gen Z



[More information](#)

Rights sold to **China**

Almost 13,000 copies sold

Business

Visible!



[More information](#)

Rights sold to **Korea**

Over 7,000 copies sold

Self-Help

Living with Brains



[More information](#)

Rights sold to **Russia**

10,000 Books sold and over 5,000 audidownloads

Economy & Society

Greens Drive SUVs and Jogging Makes You Immortal



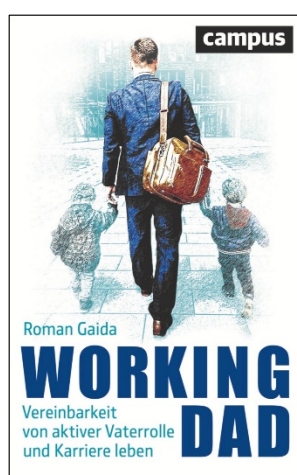
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Almost 7.000 copies sold

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