

Spring 2024

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Jens Weidner

The Peperoni Strategy To Go

Using every day aggression for profit—every day. The practical guide to accompany the bestselling book

CONTENT

The peperoni strategy for those in a hurry—ready to serve

At last: a practical guide to accompany the bestselling “The Peperoni Strategy!”. Based on many real-life examples, Jens Weidner offers instantly applicable and easy to understand tips for dealing with difficult people and challenging situations in the workplace. Readers in a hurry will find instant advice for situations including:

- How can I make my superiors accept boundaries?
- How can I cultivate a respectful tone without it being mistaken for weakness?
- How can I defend myself against hidden power games, bullying, or scheming?
- How can I use my own power to implement projects in spite of resistance?

This book offers just the right degree heat for each situation—sometimes mild, sometimes extra hot. Readers will benefit from the author’s many years of experience and learn how to use their aggressive potential without leaving behind scorched earth.

- The compact successor to the bestselling “The Peperoni Strategy”
- Full of tips and real-life examples
- Reach your goal quickly with positive aggression



March 2024

224 pages; 25.00 EUR

AUTHOR

Jens Weidner, the bestselling author of titles including “The Peperoni Strategy” and “The Featherlight Principle”, is a criminologist, management trainer, and expert on aggression. He also trains executives and other experts to strengthen their bite.

TYPE OF BOOK / TARGET GROUP

Guidebook for anyone looking for quick solutions to difficult job and other situations.



BACKLIST

The Peperoni Strategy. The author shows why aggression – correctly dosed – is not harmful but instead provides daily work activities with just the right amount of seasoning.

2005/2011: over 58.000 copies sold. Rights sold to **Russia**. Expired licenses: Korea, Japan, Poland, Spain, Taiwan

Monika Hein

Speak Up and Shine

Using vocal empowerment for greater presence and assertiveness

CONTENT

The power of words spoken with confidence

“Why do I keep being interrupted? Why do I struggle to make myself heard?” Many people, and women in particular, feel they are falling short of their potential because they often fail to make themselves heard at work. Causes may include insecurity, a craving for harmony, or simply complacency.

Monika Hein, recognized voice expert, helps shy or quiet people to stand up for themselves and the cautious finally to make themselves heard. She offers practical exercises and suggestions for overcoming inner blockages and strengthening one's own presence and power of persuasion. The book combines the classical disciplines of voice and present training with encouraging insights from the fields of cognition and coaching. This book promotes confidence, self-acceptance, and a strong, individual voice.

- **Voice training and personality development in one**
- **Includes daily exercises**
- **Draws on the practical experience of a voice coach**



March 2024
224 pages; 30.00 EUR

AUTHOR

Dr. Monika Hein holds a doctorate in phonetics and is an expert on personal presence. For more than 20 years, she has been embodying her subject as a speaker on stage, on the radio, and on television. Since 2004 she has been a freelance coach and consultant working in a variety of fields. She lives in Hamburg.

TYPE OF BOOK / TARGET GROUP

Guidebook for anyone who can't raise their voice as they would like to.

Martin Schwemmle / Klaudia Thal

Sinnovate (*Sensovate*) Your Life

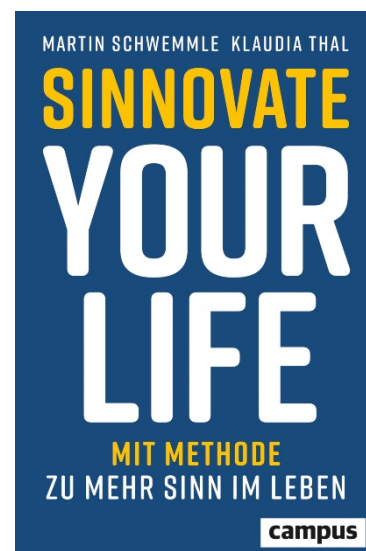
The methodical approach to finding more meaning in life

CONTENT

How to tackle the search for meaning with professional competence

Finding meaning in life is not an accident but a choice. To make it easier, Martin Schwemmle and Klaudia Thal have developed the Sinnovation® program, combining sense (German *Sinn*) with innovation. In five steps, they show how to initiate change systematically and how to remake your life and your career swiftly, innovatively, and effectively. Combining findings from the fields of neuroscience, positive psychology, and empirical research on the question of meaning with agile and creative methods of innovation like design thinking, prototyping, and systemic coaching. To ensure lasting success, they include tips and examples drawn from their practical experience and exercises for day-to-day situations.

- **Five easy steps for a more meaningful life**
- **With rich supplementary material available to download**
- **Based on structured methods of innovation**



April 2024

256 pages; 30.00 EUR

AUTHOR

Dr. Martin Schwemmle is an award-winning economist, keynote speaker, and CEO of *The Future Company*. As an innovation researcher and consultant, he accompanies organizations on their way to a better future.

Klaudia Thal is a systemic coach, mediator, journalist, and lecturer in Design Thinking at the *Hasso Plattner Institute*. As an executive coach and innovation consultant, she supports people in navigating the future wisely and safely.

TYPE OF BOOK / TARGET GROUP

Workbook for anyone who wants to find more meaning in their career and life.

Carmen Mayer

Mommy Goes Millionaire

How to successfully invest in the stock market and gain your financial freedom

CONTENT

Financial freedom for all!

Who would not want to be financially free? To get rich plain stock market and fulfil the dream of financial freedom seems almost unattainable.

But though it may sound utopian at first it is far from being unrealistic—after all, stocks and shares, they're not risk-free, have proved to be among the most successful forms of investment. In this book, Carmen Meier hopes to encourage women in particular and to offer concrete advice on how to take their own financial affairs in hand and build their fortunes. She is convinced that anybody, given a little time and effort, can become financially independent. Her own career shows that fundamentally anybody can fulfil the dream of financial independence if only they take steps to make the dream come true.

- From the maker of the podcast "Mommy Goes Millionaire"
- Packed with advice and exercises
- A simple introduction to a risky field written specifically for women

"'Mommy Goes Millionaire' was written for all the great women who want more from life and want to take their finances into their own hands, using both heart and mind. Powerful women for whom a safe financial product that yields little return is too boring and who really want to understand which companies they buy shares in—and how to make the most profit from them." Dr. Carmen Mayer



March 2024
200 pages; 25.00 EUR

AUTHOR

Dr. Carmen Mayer holds a doctorate in biochemistry and is an entrepreneur and share expert. As a young mother, she wanted to buy a home for her family in Munich—but lacked the necessary funds. She decided to take her finances into her own hands. She now has not only a six-figure portfolio but also two houses in the Allgäu region. Today, she works as a private investor and offers financial coaching for women.

TYPE OF BOOK / TARGET GROUP

Introduction to risk-affine share trading, especially for women.

Nikolaus Braun

Thinking About Money

Decide Wisely, Keep Calm, Increase Your Quality of Life

Updated edition

CONTENT

“The point is not to be rich but independent.”

André Kostolany, the doyen of the stock market, already knew as much. If you too want to live well without falling for the advertising promises of banks and financial brokers, Nikolaus Braun is the right person for you. The independent fee-based consultant will show you how to keep calm in your relationship with money and how to think about it wisely. Find out what money is important for in your life and what values influence you in your choice.

Asset accumulation, capital investment, and appropriate emergency planning are much easier if they are done according to your wishes and not those of the bank. Braun does away with unnecessary complexity and shows you how to implement your own personal wealth strategy: transparent, simple and manageable in the long term. In this way, money will lead you to a better quality of life instead of being a constant source of stress: from saving to spending with pleasure.

- **Building your assets without bank advisers**
- **Invest in line with your own needs and values**
- [Link to a short English video presentation by the author](#)

“As far as a truly rational, holistic, and calm view of wealth strategies is concerned, banks and ‘bank-independent’ wealth advisors in Germany are still a desert. This book by one of the few trustworthy representatives of the advisory guild is a small oasis in this desert.” Dr. Gerd Kommer, managing director of an asset management company and author of several bestselling books

AUTHOR

Dr. Nikolaus Braun has been straddling the boundary between the humanities and the financial sector for nearly 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, where he is able to implement his vision of independent and holistic investment advice without compromise. Nikolaus Braun is also the author of the *manager magazin* bestseller “Your Money or Your Life”).

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.



April 2024

256 pages; 28.00 EUR

Rights sold to **Korea**

Wolfgang Hirn

The Tech War

China vs. the US—where does this leave Europe?

CONTENT

Has Europe already fallen behind?

A battle for technological supremacy is raging between the global powers, China and the United States. It's about artificial intelligence, superchips and computers, new medicines and treatments, self-driving cars, and flights to the moon and Mars. But it's also about killer drones and fighting robots. China expert Wolfgang Hirn shows that China has caught up enormously in many tech areas in recent years and is even the leader in some, and he asks: Can Europe keep up in this duel and possibly reclaim its technological sovereignty? His conclusion is: The third-place finisher must finally invest massively in people and capital—otherwise it will only be a spectator

- Europe in the battle between economic giants China and the USA
- From China expert Wolfgang Hirn
- An overview of the most important technology sectors



March 2024
256 pages; 29.00 EUR

"Hirn presents a balanced analysis—without uncritical hymns of praise or hysterical warnings. Rather, his book is an urgently needed wake-up call." NZZ am Sonntag (Zürich) on "China's bosses"

AUTHOR

Wolfgang Hirn studied economics and political science at the *University of Tübingen*. After working as a business editor, he spent many years as a reporter at *manager magazin*. He has been traveling to China regularly since 1986, is the author of the bestseller "Herausforderung China" (2005) and published "Chinas Bosse" (2018) and "Shenzhen" (2020) with Campus. He is the head of the information portal *Chinahirn* (www.chinahirn.de) and lives in Berlin.

TYPE OF BOOK / TARGET GROUP

Non-fiction book for anyone interested in current geopolitical, economic and technological developments.

Elly Oldenbourg

Workshift

Why we have to work differently today to save our tomorrow

CONTENT

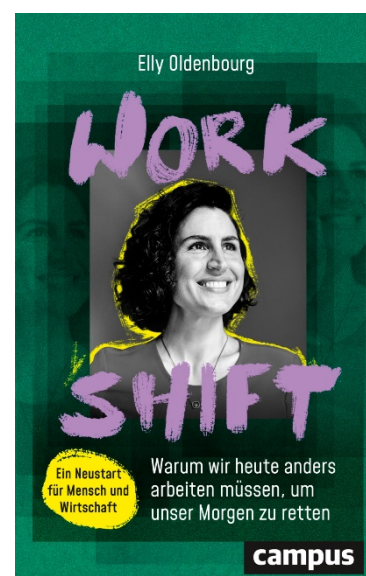
How to save the world with work—and ourselves

Skills shortages, overwork, demographic change, and the climate crisis are fundamental challenges of our time—and we can only solve them if we reinvent work. Elly Oldenbourg analyzes what is currently holding us back and which changes - “workshifts” - we need to tackle. She focuses on the four fields of time, collaboration, diversity, and key figures and offers concrete solutions for decision-makers personally and for companies as a whole.

Workshift is an appeal and an aid to finally reinventing work so that our lives become richer, the stressed economy more crisis-proof, our democracy more resilient and our planet healthier. Because work is not a problem, work is part of the solution!

- With specific recommendations for action in the areas of time, collaboration, diversity, and key statistics
- Reinventing work as part of the solution to global challenges
- TEDx Talk speaker on the topic of “Reinventing Work”

“Elly Oldenbourg shows that the formula ‘more of the same, only more efficiently’ belongs in the graveyard of ideas—and in the workplace too. This is book that not only establishes the connections between our work and a better world, but also gives very concrete tips on how man-made structures can once again better serve our actual needs.” Prof. Dr. Maja Göpel, transformation researcher, author, speaker



February 2024
220 pages; 30.00 EUR

AUTHOR

Elly Oldenbourg has worked in marketing and sales for international companies for over 17 years. She has been a manager at *Google* for ten years, four of them part-time and mostly in job share. She also does voluntary work and is an independent entrepreneur. She is co-founder of the New Work online course, salon host, and guest lecturer at the *Karlsruhe Institute of Technology* (KIT).

TYPE OF BOOK / TARGET GROUP

Managers in companies who - also in connection with the crises of our world - ask themselves the question of meaning in our (working) world and seek solutions.

Lothar Abicht / Carina Stöttner

Climate Neutral!

How to remake business and technology

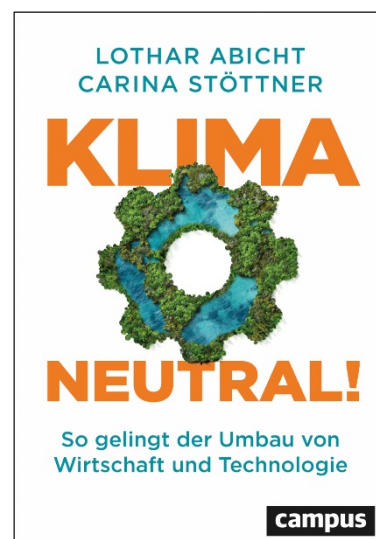
CONTENT

The roadmap for avoiding the climate breakdown

There is no escaping the realization that human-made climate change is destroying living conditions on Earth. That is why we need the Fifth Industrial Revolution: its core is the conversion of the global economy—and therefore all technologies—to decarbonization and the reduction of greenhouse gases. It is driven by the need to curb climate change, but also by the battle for dominance on the global markets.

In their book, Lothar Abicht and Carina Stöttner of the business think tank *Themis Foresight* analyze all key areas of technology in terms of their future development potential and describe in an easy-to-understand way what new and further developments can be implemented by 2050. A visionary and at the same time practical book about the economy of the future that gives hope.

- A visionary and practice-oriented perspective
- Advice on how to conserve resources in industry with (future) technologies
- With numerous infographics



April 2024
256 pages; 40.00 EUR

AUTHORS

Prof. Dr. Lothar Abicht is an entrepreneur, university lecturer, researcher, and author of numerous articles and books as well as being a sought-after speaker. He is an expert in educational research, technological development, and the working and living environment of tomorrow. He is currently working as a Senior Associate at *Themis Foresight* on a research project on the “Fifth Industrial Revolution.”

Carina Stöttner is co-founder and co-managing director of *Themis Foresight*. A communication scientist and sociologist, she is a keynote speaker on future topics and contributes her perspective on much-discussed topics to panel discussions.

TYPE OF BOOK / TARGET GROUP

For managers who want to know which processes, resources and technologies are sustainable for the future.

Thomas R. Köhler / Julia Finkeissen

Business 5.0

The practical guide to using AI in business settings—risks and opportunities

CONTENT

AI: the practical guidebook for businesses

Artificial intelligence (AI) has finally broken through to the mainstream. But doubts as to whether ChatGPT and similar AI systems will prove universally beneficial remain justified. In their new book, Julia Finkeissen and Thomas R. Köhler take stock of the current technologies and relentlessly separate hype from reality. They provide every manager with the tools they need to actively use AI in their business. Business 5.0 shows in seven steps where and how AI projects can be established in businesses and provides concrete examples for different industries and where there are overlaps. The focus is on the sustainable use of AI in businesses.

- **The AI & Chat GPT guide with all the opportunities and risks**
- **Establishing AI projects in seven steps**
- **With concrete examples and tips**



January 2024
256 pages; 42.00 EUR

AUTHORS



Thomas R. Köhler is one of the most prominent thought leaders on the topics of digital change and cyber security. As Managing Director of *CE21*, he advises companies on the development and operation of secure infrastructures and the commercial use of technological innovations.



Julia Finkeissen is an entrepreneur, investor, advisory board member, and consultant for digital start-ups. With her company *Vioventi Art*, she advises companies in the NFT market and the metaverse.

TYPE OF BOOK / TARGET GROUP

Practical guide for companies.

Simon Berkler / Ella Lagé

The Stellar Approach

How your organization can contribute to changing the economy regeneratively

CONTENT

Effectively creating sustainable transformation in businesses

Overproduction, climate change, and pollution are just some of the factors that are putting economies into difficulties. Waiting for systemic changes, for the big bang from government actors, is not an option for countering this development.

Because change has to start on a small scale, businesses are increasingly trying to act themselves and take what steps they can to counter these developments. "The Stellar Approach" provides companies with a framework that they can use to align their organization with sustainable and regenerative business practices. A transformation toolkit enables businesses to gradually redesign their processes and thus make their contribution to a sustainable economic system.

- Practice-oriented guide for companies
- With numerous tools and worksheets
- From the think tank *TheDive*



May 2024
270 pages; 36.00 EUR

An English edition will be published November 2024 by Campus

AUTHORS

Dr. Simon Berkler is co-founder of *TheDive*. He is a communication scientist, has completed training in systemic and integral organizational development, and has many years of experience in supporting medium-sized and large businesses in their respective transformation processes.

Ella Lagé is a trained designer. After working for companies such as *SAP*, *Vodafone*, and *Deutsche Bahn*, she now works with *TheDive* on new ideas for good collaboration in agile organizations and develops concepts for sustainable change in businesses.

TYPE OF BOOK / TARGET GROUP

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

Ingrid Gerstbach

The Seven Excuses Businesses Use

How really to understand customers and stay successful

CONTENT

Putting customers front and center

Customers are at the heart of every business. To be successful, you need to know your customers' needs and keep communicating with them. Everyone knows this, yet many businesses find it difficult to put it into practice. In this book, Ingrid Gerstbach uses her consulting experience to describe the seven excuses most often used by businesses use to avoid putting the customer front and center. After analyzing the problem, she provides specific tips and strategies based on design thinking that help to understand customers and respond to their needs better. The case studies and success stories in the book show that customer needs are the key to success

- Being customer-centered is the key to a business's success
- Design thinking as an approach for concrete implementation
- Practical case studies and success stories



April 2024
225 pages; 36.00 EUR

AUTHOR

Ingrid Gerstbach studied business psychology in Hamburg and business administration and educational science in Vienna. In 2010, she founded a management consultancy for design thinking and business analysis with her husband Peter. Her clients include large companies from Germany and Austria such as *AIDA, Rewe, Spar, Bofrost, Datev, dm, Henkel, Merck, Raiffeisen banks, Pfizer*, and many more. She has published several books on the subject of design thinking, both alone and together with her husband.

TYPE OF BOOK / TARGET GROUP

A guidebook for all involved in customer relationship.

BACKLIST

Job & Career

Token Women, Old White Man



[More information](#)

Over 10,000 copies sold

Business

Who Becomes a Billionaire?



[More information](#)

5,000 copies sold

Self-Help

Living with Brains



[More information](#)

Rights sold to **Russia**

13,000 Books sold and over 5,000 audidownloads

Economy & Society

Greens Drive SUVs and Jogging Makes You Immortal



[More information](#)

Rights sold to **Korea**

Over 8.000 copies sold

Self-Help

Big Tech Must Go!

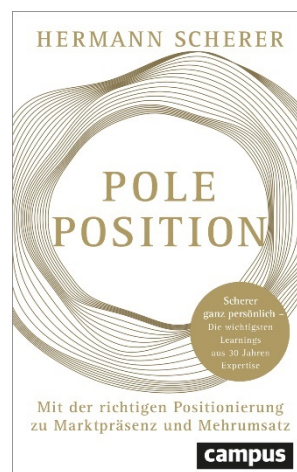


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4,000 copies sold

Business

Pole Position



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