

Spring 2025

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Peter Modler

Power

How to use it—even if you pretend not to care

CONTENT

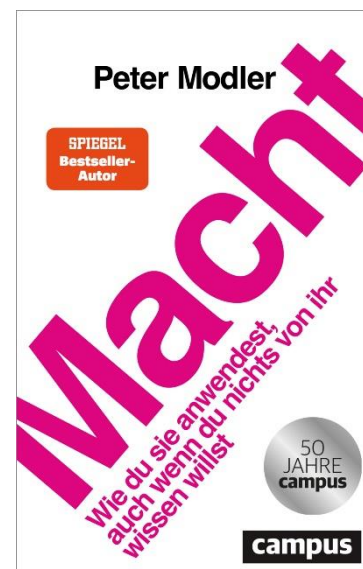
No power is not the answer!

Wherever people come together, it's always about power. In many professional environments today, however, it is considered polite to disavow the use of power. Leadership coach Peter Modler believes this is a fatal mistake and takes a look at the specific issues of power in our everyday working lives. If you want to act responsibly, you should take off your blinkers, question your self-image, and use your power calmly. This book dispels misconceptions with many vivid examples and relatable stories.

- Power is not the same thing as the abuse of power.
- Power means taking on roles.
- Power enables productivity.
- Power does not have to corrupt.
- Using power is the opposite of cultivating powerlessness.

“Peter Modler explains the language patterns of alphas like Donald Trump—and also knows how to deal with language bullies in the office.”—stern (on “Mit Ignoranten sprechen”)

- **A passionate plea against conflict averseness and in favor of courageous creative power.**
- **A new self-image for all those who do not see their power**
- **From the bestselling author (“Arroganz Prinzip”, “Mit Ignoranten sprechen”)**



February 2025
224 pages; 22.00 EUR
ISBN: 978-3-593-51993-7

AUTHOR

Peter Modler has been running his own management consultancy in Freiburg in south-western Germany since 1998. Over 3000 managers have taken part in his workshops and training courses. He made his name as the inventor of “Arrogance Training® for Women in Leadership.” In his coaching course “Profit by Difference,” he trains managers throughout the German-speaking world. His previous book was “Wenn Höflichkeit Reinhaut” (2022).

Axel Koch

But tomorrow I'm starting for real!

How we can finally implement change

CONTENT

Change is something you can learn!

Everyone is constantly preoccupied with WHAT they need to change in their life or their job, all the while neglecting HOW they might change it. Being trapped in change paralysis is due not to a lack of willpower or motivation but rather to a lack of technique, says psychologist and bestselling author Axel Koch. With the transfer strength method, developed according to the laws of change psychology, the dynamics of change can finally pick up speed!

- A guide for training our individual ability to change
- With concrete tips for a self-determined change process
- Recognize and change rules that slow us down
- From the author of the bestseller "Change mich am Arsch"



February 2025
240 pages; 26.00 EUR
ISBN: 978-359-352000-1

AUTHOR

Axel Koch, born in 1967, holds a doctorate in psychology and is Professor of Training and Coaching at the University of Applied Management in Ismaning, near Munich, where has also been Dean of the Faculty of Business Psychology since March 2021. He has been a speaker, trainer, and coach for almost 30 years.

Hiltrud Dorothea Werner

Dare Your Career

Build, create, and grow in the corporate world

CONTENT

Start at the top!

What if there are other places than start-ups in which to find meaning and creative opportunities at work? Former VW board member Hiltrud Werner wants to inspire young people to pursue a career in a publicly listed company. Based on her own professional career, she demonstrates the principles of success in the corporate world, which she believes offers unequalled career opportunities. Even if some negative clichés are true, there are often exciting creative possibilities, especially in a challenging environment. In the corporate world, no one has to feel powerless. With the right attitude, the right tools, and the right network, you can create a career that combines meaningful work with inner fulfillment.

- Author is one of only three East German women to have been a DAX board member
- For young talents who are interested in a career in a publicly listed company
- Shows what really matters on the way to the top of a company
- Exciting storytelling plus many practical takeaways
- A unique insider's view behind the scenes of publicly listed companies



May 2025

200 pages; 25.00 EUR
ISBN: 978-3-593-52035-3

AUTHOR

Hiltrud Dorothea Werner can look back on a management career spanning more than 30 years in companies such as BMW, MAN, and ZF and was most recently in charge of Integrity and Legal Affairs on the board of Volkswagen AG.

Since 2022, she has been a freelance management consultant as well as a mentor and coach for junior managers in the corporate world. She also sits on multiple supervisory boards and is a member of the board of trustees of various foundations.

Camilla Sohn**Your First Finances**

Money knowledge for beginners

CONTENT**The guide to a financially solid future**

The first questions and uncertainties about finances arise when you receive your first paycheck: Will my money last until the end of the month? How can I save, and should I invest in shares or ETFs? Do I have enough insurance? “Finfluencer” Camilla Sohn (aka “caminvesta”) teaches readers the basics of a financially carefree life:

- Saving and spending—finding a good balance
- Insurance—insuring the important risks
- Tax returns—getting money back from the government
- Investing—choosing the right investment

These and other topics form the perfect basis for planning and shaping your own financial future. The ETF model portfolios make it easy to get started on the stock market and the checklists included provide a quick overview of your own financial situation.

- **Getting started with financial planning has never been so easy**
- **All questions about finance for beginners**
- **A leading “finfluencer” writes with a young audience in mind**



March 2025

256 pages; 19.00 EUR

ISBN: 978-3-593-52036-0

AUTHOR

Ten years ago, **Camilla Sohn** began to look into the subject of investing. She read up on the subject and realized that it's not that complicated to get your finances in order once you have familiarized yourself with the basics. To impart this knowledge, she founded “caminvesta” in 2020, a financial education platform that now has over 200,000 followers on Tiktok and Instagram.

Marina Rudyak

A Dialogue with the Dragon

How strategic empathy towards China can make us stronger

CONTENT

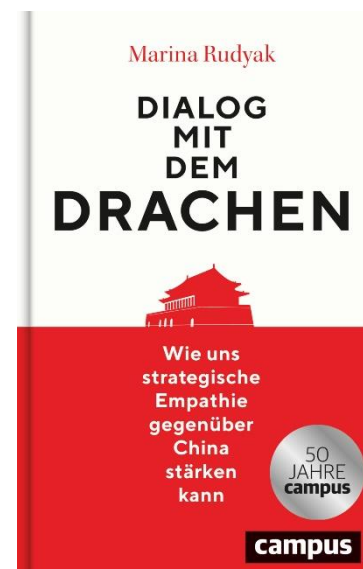
Decoding China

China knows us much better than we know China. The more we see the country as a rival, the less we want to have anything to do with it. This is not strategic thinking, says sinologist Marina Rudyak, who has lived and worked in China for a long time. She shows

- how we can learn to decode China, its relationship logic and its logic of action,
- how to assess China's position vis-à-vis Russia, Taiwan, and the Global South,
- what role Europe should play in the triangular relationship with China and the USA.

Her book contains key instructions on how to act on an equal footing with China in the current geopolitical conflict and how to advance Europe's foreign policy and economic interests in the long term. We need China expertise!

- **A plea for more China competence**
- **Guidelines for action from a China expert and China critic**
- **The author is one of the most prominent German-speaking China scholars**



April 2025

256 pages; 28.00 EUR
ISBN: 978-3-593-52010-0

AUTHOR

Dr. Marina Rudyak is a research associate at the Institute for Sinology at Heidelberg University. She was born in Russia, lived in China for many years, and has profound experience of China and its language. Her research focuses on China's development cooperation and its role in the world. She also worked for several years as an economic policy advisor for the German Society for International Cooperation in Beijing. Together with international colleagues, she has launched the "Decoding China" project—a digital dictionary of key Chinese foreign policy terms: <https://decodingchina.eu/de/>

Carsten Knop**Freudenberg 1849–2024**

A Start-up in a Revolution

CONTENT**Celebrating 175 years of Freudenberg**

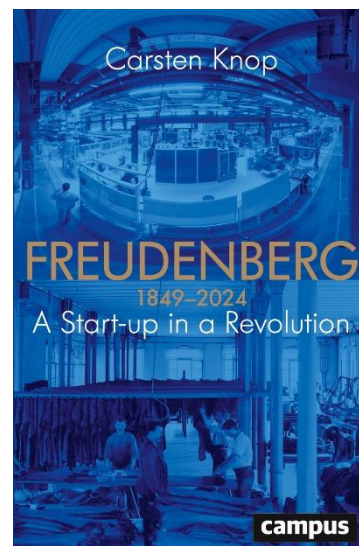
For the first time since it was established 175 years ago, in the middle of the 1848/49 revolution, the Freudenberg family enterprise from the southern German town of Weinheim has had a completely source-based company history compiled.

The result is a book that is not just for the Freudenberg family and all Freudenberg's employees, but also for history lovers who would like to read a »business novel« from real life.

If a company prospers through all upheavals – starting with the foundation of the German Empire, through World War I, the hyperinflation of the 1920s, the Great Depression, the Nazi dictatorship, World War II, the foundation of the Federal Republic of Germany, right up to a globalized world with a pandemic and digitalization – and if it defies all menaces, if it remains inventive and socially committed throughout, then that is a really good story.

In this book, Carsten Knop describes not just the protagonists, but also how the company reinvents itself time and again and remains successful up to the present day.

- **Freudenberg's first fully source-based company history**
- **Marks the firm's 175th anniversary**
- **English edition also available from Campus**



July 2025

536 pages; 38.00 EUR

ISBN: 978-3-593-51964-7

AUTHOR

Since 2020 **Carsten Knop** has been on the editorial board of the Frankfurter Allgemeine Zeitung (F.A.Z.), one of Germany's three largest dailies, which is known for its first-class business reporting. From the beginning of 2018 until March 2020, Carsten Knop was the editor in charge of the F.A.Z.'s digital products. Earlier, he was a business correspondent in New York and San Francisco before returning to Frankfurt to become head of corporate reporting and later also of business news.

All rights available except English

Katharina Schüller

Data Means Power

Skillful decision-making in the age of AI

CONTENT

Smart decisions require data competency

It's about much more than just technical skills. It's about the confident use of data and AI for informed, optimized, and context-appropriate decisions.

- How does data-informed decision-making work in specific work and management situations?
- How can I make myself, my organization, and my department fit for the future world of work?
- What do I need to consider when developing a data strategy, innovating from data, or leading a team of data & AI nerds?

In her book, data competence expert Katharina Schüller presents a comprehensive set of tools and skills for managers. At the same time, she shows what mindset is needed to use the power of data in harmony with human values.

- **The toolkit and skillset for data literacy**
- **Teaches the mindset for making efficient and ethical decisions with data and AI**
- **Author is in demand as a speaker and has 10,000 followers on LinkedIn.**
- **High level of expertise: the author has many years of consulting experience and is a member of the German government's Digital Summit and other organizations**



October 2025

304 pages; 35.00 EUR

ISBN: 978-3-593-52033-9

AUTHOR

Dr. Katharina Schüller has headed the consulting firm STAT-UP for 20 years with a focus on data strategies, data science, and AI. An accredited statistician (AEUStat) and a board member of the German Statistical Society, she has received numerous awards and is a sought-after speaker. In 2022, she co-authored the book "Grüne fahren SUV und Joggen macht unsterblich. Risiken und Nebenwirkungen der Unstatistik," also published by Campus.

Oliver Pott / Kathrin Hamann

Communities

How digital communities are replacing social media, creating genuine connectedness, and restoring trust

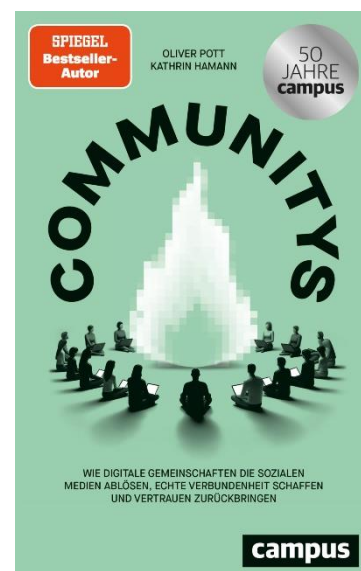
CONTENT

Social Media is dead, long live digital communities!

The environment on the major social media platforms is becoming increasingly repulsive: hate, exclusion, insults and extreme positions are increasingly dominating X, Facebook, Instagram and co. Large advertising customers are withdrawing ever larger advertising budgets from the platforms. Engagement rates have been falling for years, with bots now accounting for a huge proportion of interaction. As a result, social media is becoming increasingly unattractive for many users. They are switching to newly emerging digital communities that offer a protected environment free from misinformation and crude opinion mongering.

Oliver Pott and Kathrin Hamann—who between them run several successful communities in Germany—explain the new trend and show how the self-employed and small businesses can benefit from the community trend. Using real-life examples, they show how readers can use communities for brand building or as a source of income.

- **Communities offer protection from the flood of fake information and create trusting spaces for exchange**
- **Basics, development, maintenance, and monetization of communities**
- **From the bestselling author of the books “Visible!” and “Personal Brands”**



January 2025

224 pages; 29.00 EUR

ISBN: 978-3-593-52061-2

AUTHOR

Prof. Dr. Oliver Pott is a multiple digital founder and Spiegel bestselling author who teaches entrepreneurship in Paderborn. He sold one of his companies to a French corporation shortly after founding it. The editors of Founder’s Magazine voted him one of Germany’s Top 30 founders.

Dr. Kathrin Hamann is a family doctor, AI expert, and author. She runs several successful German communities.

Andreas Beisswenger

Digital Loop Learning

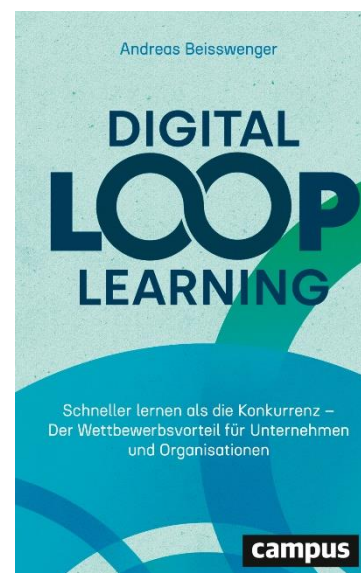
Learning faster than your competitors—how businesses and organizations can gain the competitive edge

CONTENT

Learn fast to secure that competitive edge

Businesses that have established a culture of learning can react more quickly to changes and anticipate upcoming changes better than their competitors, giving them a competitive advantage over other players. This book presents the most important criteria that make up a learning organization and traces the foundations of organizational learning. These findings are then transferred to the digital world, as a digital organizational culture is a prerequisite for successful learning cultures. Finally, Andreas Beisswenger shows how corporate cultures can be shaped in such a way that learning organizations emerge and develop their full competitive potential.

- **Become a learning company with Digital Loop Learning**
- **Promote digital skills**
- **Consolidate competitive advantages over competitors in the long term**



April 2025

250 pages; 43.00 EUR

ISBN: 978-3-593-51967-8

AUTHOR

Andreas Beisswenger, MBA, MBA, Dipl. Wirtsch.-Ing., Dipl.-Ing., has decades of experience in strategy development in large companies. He is an author, lecturer, certified mediator (University of Heidelberg), British Industry Association (IoD) award winner, and SDRM (Stanford University) and SDD (INSEAD) graduate.

Sebastian Casu

When Every Decision Counts

What executives can learn from E.R. doctors

CONTENT

Leadership in the emergency room

If an emergency physician makes the wrong decision, it often results in the death of the patient. In businesses, the consequences in difficult situations are not usually quite as serious, but it helps to know what to do in acute crises, what is important for communication and how to take the team with you. Dr. Sebastian Casu succeeds in drawing valuable parallels for the everyday life of every manager and developing strategies that lead to success for the team, management, and company, regardless of the respective working environment.

- Mastering leadership, crisis situations, and transformation processes under pressure
- Principles of emergency medicine applicable to leadership in crisis situations
- First aid for managers in challenging everyday work situations
- Offers fascinating insight into the day-to-day work of high-performance emergency medical teams
- Relatable and vivid through storytelling



April 2025

224 pages; 28.00 EUR
ISBN: 978-3-593-52014-8

AUTHOR

Dr. Sebastian Casu is medical director and member of the management board of a large emergency clinic in Hamburg, where he is also head of the Center for Clinical Emergency and Acute Medicine. He is a speaker on specialist medical topics as well as on transformation, leadership, and communication in companies in general.

Reinhard K. Sprenger**Leading**

The quintessence

CONTENT**Leadership today—compact, concise, compelling**

In this book, the celebrated leadership expert Reinhard K. Sprenger pulls together his key insights on leadership and applies them to working lives that have become ever more subject to change, time pressure, and insecurity. “Germany’s most widely read management author” (Der Spiegel) presents both the quintessence of his management knowledge and a compass in times of crisis—for managers at all levels and in all sectors.

Sections include:

1. Why lead? Securing the future
2. Consent required—leaders have followers
3. Organizing cooperation
4. Resolving conflicts and dilemmas
5. Five strategies for transformation
6. The rule of thumb of employee management
7. Self-leadership

- **A crash course in leadership from the most renowned German-speaking leadership coach**
- **Seven steps to becoming an optimized leader**
- **Over 1 million books by Reinhard K. Sprenger already sold**



March 2025

112 pages; 22.00 EUR

ISBN: 978-3-593-52025-4

AUTHOR

Reinhard K. Sprenger is regarded as Germany’s most prominent leadership expert. Born in Essen in 1953, he holds a doctorate in philosophy and now lives near Zurich and in Santa Fe, New Mexico. His clients include numerous international corporations and almost all DAX 100 companies. In addition to “Mythos Motivation,” his most successful publications include “Das Prinzip Selbstverantwortung,” “Die Entscheidung liegt bei dir,” “Vertrauen führt,” “Radikal führen,” and “Das anständige Unternehmen.” The bestselling author is known as a critical thinker who emphatically calls for new ways of thinking and self-determined action.

Further information can be found at www.sprenger.com.

Ronny Schöning

The Business Dojo for Executives

The steps to inner strength and effectiveness

CONTENT

Where managers draw strength

Experienced martial artist Ronny Schöning shows how managers can achieve self-efficacy in times of upheaval and uncertainty. The author's advice is to keep calm and weigh up which fight makes sense. From his long career as a sportsman and coach, he knows that not every attack has to be parried. Based on Far Eastern philosophies and the tradition of the samurai, Schöning shows in seven "temple steps" how managers can, among other things:

- Maintain strength when the wind gets rougher,
- motivate themselves and their team to perform at their best,
- find an inner and outer retreat—their own personal "dojo"—to recharge their batteries.

The book includes many practical exercises.

- **Samurai teachings for managers**
- **Seven "temple steps" with which managers can successfully achieve inner clarity and strength**
- **The author is a management consultant and practices various Asian martial arts**



March 2025

224 pages; 28.00 EUR
ISBN: 978-3-593-52038-4

AUTHOR

Ronny Schöning has been practicing various Asian martial arts for almost 40 years and until 2011 was the coach of the German national kickboxing and Thai boxing team. Today he trains managers who want to develop their mental strength and improve their performance.

Alexander Kerkow-Nugent

One-on-One

The leadership toolbox for truly motivational conversations

CONTENT

It's time for some really good conversations

One-on-one conversations are a common feature of working life and as such a key instrument for leaders who want to keep an eye on what's going on in their company. Alexander Kerkow-Nugent is convinced that if you systematize these conversations, conduct them regularly, and establish certain topics as recurring elements, you will achieve a significant improvement in the quality of collaboration and better work results. "One-on-One" offers practical and directly implementable principles and methods that finally give successful one-on-one conversations the place they deserve in everyday working life.

- Confidential one-on-one meetings as a central element of leadership
- Successful employee development through empathic leadership
- Developing a successful one-to-one strategy step by step for your own company and team size
- With many directly applicable examples and a customizable list of questions



April 2025

190 pages; 26.00 EUR

ISBN: 978-3-593-52041-4

AUTHOR

Alexander Kerkow-Nugent has been working successfully on and with One-on-Ones for more than 15 years. He is the first German leadership trainer to have developed his own seminar format for the topic of one-on-ones. He is a partner at BRIDGEHOUSE and works as a coach and consultant for managers and companies.

André Häusling / Thorsten Reitz

Radical Self-Leadership

Four steps towards greater clarity and self-determination in everyday leadership situations

CONTENT

Doing something is like wanting it—only more so

In a world characterized by increasing dynamism and complexity, managers have to perform at their best under pressure. At the same time, they and their employees share a growing desire for self-determination in their day-to-day management and a better work-life balance. “Radical Self-Leadership” goes beyond traditional time management tips and presents a holistic approach that combines professional and personal aspects. As a result, managers can be proactive instead of reactive, gaining clarity and autonomy in order to achieve greater effectiveness in their (leadership) lives.

- A holistic approach to combining personal and professional aspects
- A navigator for managers in complex times
- For more focus, strong resilience, and sustainable success
- Includes practical tips and many everyday tools for self-management



March 2025

240 pages; 30.00 EUR

ISBN: 978-3-593-52049-0

AUTHOR

André Häusling is the founder and managing director of HR Pioneers GmbH, which specializes in the development and implementation of sustainable organizational designs. He has repeatedly learned to think leadership in new and different ways.

Thorsten Reitz is the founder and CEO of savvean UG, specializing in consulting for digital product development, transformation and leadership. He knows the challenges of day-to-day leadership from his own experience.

Andrea Länger

TeamCare

Know-how for managers

CONTENT

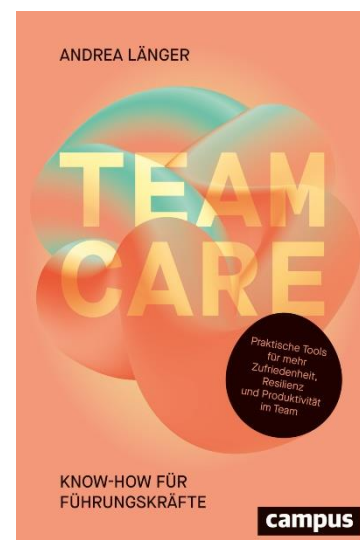
Practical tools for optimal teamwork

People who work in a well-functioning team and feel part of it are demonstrably more productive, happier at work, and less exhausted. Andrea Länger shows how managers can lay the foundations in their teams to ensure these positive effects occur in four areas:

1. Developing team climate
2. Improving team communication
3. Promoting team development
4. Establishing team spirit

Finally, the book offers a “TeamCare method kit” with rituals, games, and exercises that can be used in different settings for different goals. Team leaders thus have a selection of suitable methods at hand for every situation in order to set up their teams in the best possible way.

- **Strengthening resilience in teams**
- **Achieving higher motivation and greater productivity**
- **With many easily applied tips for stress-free, healthy collaboration**



April 2025

224 pages; 34.00 EUR
ISBN: 978-3-593-52056-8

AUTHOR

Andrea Länger specializes in health at work, resilience, mindfulness, healthy leadership and communication, self-care and team care. She teaches social team and group work at Munich University of Applied Sciences and resilience and mindfulness at Augsburg University of Applied Sciences. She gives over 200 seminars, workshops, and lectures each year.

Hannah Leimert / Torsten Tomczak / Philipp Scharfenberger / Jörn Redler

Holistic Brand Communication

A guide for effective brand communication

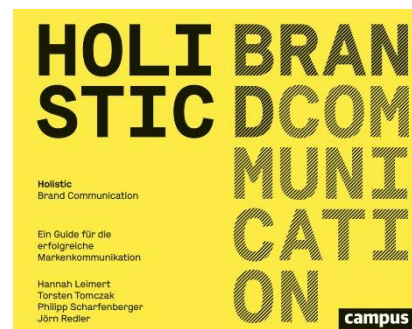
CONTENT

The four winning factors for successful brand communication

While large campaigns and their distribution via traditional media were long regarded as the maxim for effective brand communication, new principles have now taken their place. With the multiplication and digitization of brand-defining touchpoints and a world of co-creation, the playing field has changed fundamentally. Many marketing managers are facing this upheaval with uncertainty.

“Holistic Brand Communication” addresses these challenges and shows what is needed for holistic brand communication to make a lasting contribution to corporate success. This fundamentally new approach focuses on four meta-jobs: Allure, Edutain, Bond, Moderate

- **The four new success factors for successful brand communication**
- **Featuring over 20 case studies of top brands including Adidas, BMW, Nike, Mercedes Benz, Spotify, and many more**
- **A holistic, research-based approach**



May 2025

224 pages; 42.00 EUR

ISBN: 978-3-593-52022-3

AUTHOR

Dr. Hannah Leimert is a project manager and lecturer at the University of St. Gallen. Her research and industry collaborations focus on the topic of brand communication.

Prof. Dr. Dr. h.c. Torsten Tomczak is Professor of Business Administration and Marketing at the University of St. Gallen. He has been advising companies in the fields of brand, marketing communication, and innovation for decades.

Dr. Philipp Scharfenberger is a project manager and lecturer at the University of St. Gallen. His research and industry collaborations focus on brand management, marketing communication and consumer behavior.

Prof. Dr. Jörn Redler is Professor of Business Administration with a focus on marketing at Mainz University of Applied Sciences. His research focuses on brand management and communication at the point of purchase. Prior to his academic career, he held several management positions.

Heinz Bude / Meron Mendel (Hg.)

Art in the Firing Line

Anti-Semitism and postcolonial debates at Documenta 15

CONTENT

Anti-Semitism and postcolonial debate today

According to the editors of the volume, the scandal surrounding the Documenta 15 art exhibition in 2022 was essentially about the question of the iconic figure of exploitation, expulsion, and extermination: Which group claims this role for itself today—in the political dispute over hegemony and decolonization, universal human rights and individual liberation imperatives? Are we living in times in which the image of the “innocent Jew” is being replaced by that of the “innocent slave”? This volume analyzes the entire dynamic of the postcolonial discourse on rights of speech and silence, on fundamental taboos of representation and necessary visualizations, on anti-Jewish resentment and hatred, and the indignation about racism surrounding Documenta 15. It also considers the immediate prehistory of the art show, the role of the city of Kassel as “Documenta city,” the significance of criticism of Israel in postcolonial discourse, as well as the question of the boundaries of art and the associated ideas of anti-Semitism and postcoloniality.

- Analyzing the debate about anti-Semitism at the 2022 Documenta
- Why did the discussion about the boundaries of art escalate to such an extent?
- Understanding the debate about decolonization using the example of Documenta and its consequences



April 2025

345 pages; 30.00 EUR
ISBN: 978-3-593-51973-9

AUTHOR

Heinz Bude is Emeritus Professor of Macrosociology at the University of Kassel.

Meron Mendel is Professor of Social Work at the Frankfurt University of Applied Sciences and Director of the Anne Frank Educational Center.

Both authors are sought-after discussion partners and bestselling authors.

BACKLIST

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The Peperoni Strategy.



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Over 13,000 copies sold

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Rights sold to **Russia**

15,000 Books sold and over 5,000 audio downloads

Economy & Society
Greens Drive SUVs and Jogging Makes You Immortal

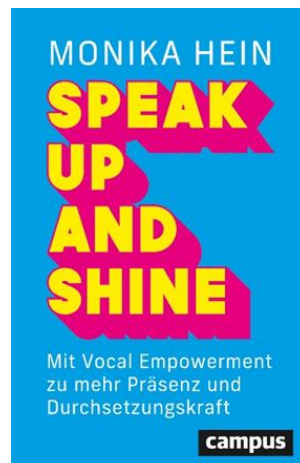


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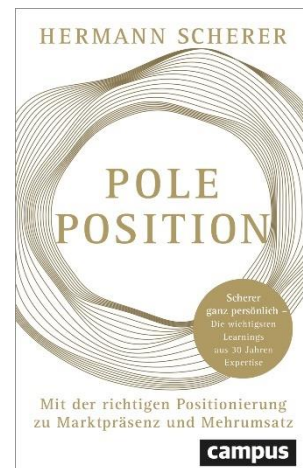
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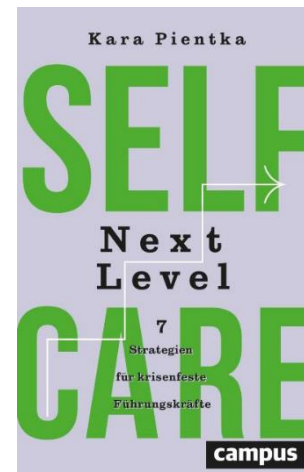
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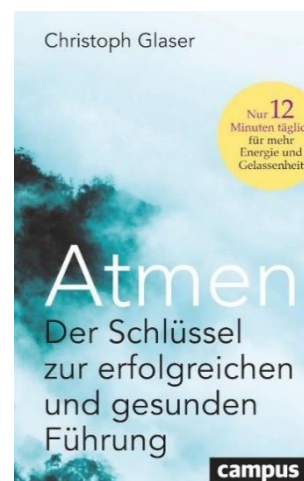
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[More information](#)

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English translation available
Over 10.000 copies sold

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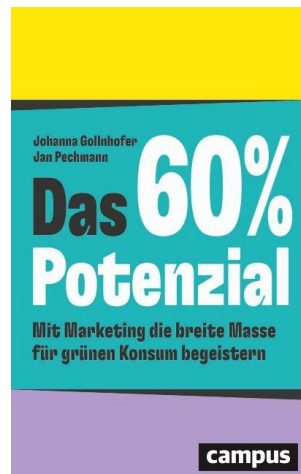


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Sixty Per Cent Potential



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