

## Fall 2020

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Campus Verlag GmbH · Kurfürstenstrasse 49 · 60486 Frankfurt/Main · Germany

Timon Krause

**Do I Know You?**

A Guide to Human Nature

**CONTENT**

**There's nothing I don't know about you**

Mentalists have long known what modern psychology is only now beginning to understand: People are predictable. Let Timon Krause take you on a trip through the mysterious method of Cold Reading: the art of knowing everything about your opposite number—without being told anything.

In an easy-to-follow style, Timon Krause explains how to gain the genuine trust of whoever you happen to be talking to. Along the way, he has a good many crazy, funny, and sometimes spooky stories to tell from life as a mentalist.

Cold Reading will help you, too, easily open new doors in your private and professional life!

- A new kind of mentalist—young, funny, and charming—reveals his secrets for everyday life
- The only book on the subject of Cold Reading. Timon Krause shows, how predictable human behavior really is
- Timon Krause is an international stage performer and tours regularly



August 2020  
224 pages; 18,95 EUR

Also clips in English: <https://www.youtube.com/timonkrause>

**AUTHOR**

A mind-reader, philosopher, and coach in understanding human nature, Timon Krause has been named “Best European Mentalist”. He has taken his stage show to all continents and offers worldwide seminars as well as one-on-one coaching.

**TYPE OF BOOK / TARGET GROUP**

Guidebook for all those who want to learn more about their counterpart faster.

**ALSO AVAILABLE**



Timon Krause: **You are Mentalist**  
2018, 256 pages

For everyone who wants to gain successful negotiations skills - at work and outside of work

**Over 10.000 copies sold. Rights sold to Romania**

Christian Thiel

**Honey, I Went and Bought Shares!**

How to Stop Being Afraid of the Stock Market and Start Making Money

**CONTENT**

**Buying shares: Never a better time!**

Most people are afraid of the bubble bursting, but in fact, it's a quiet time on the stock market and the perfect time to start investing in shares. A psychologist and financial expert, Christian Thiel takes potential investors' fears seriously and puts them into perspective. Chapter for chapter, he analyses the risks, challenges horror stories, and solicits opinions from professionals in the field. Readers curious about the stock market can hear experienced investors talk about their own choices in shares and ETFs and mistakes they have made—and got over. After all, investors are like everyone else—but not everyone is an investor. If anything can change that, this book can!

- **Overcoming your fear of the stock market**
- **A psychologist and financial expert gives a simple introduction to buying shares**
- **After the crash: now is the time to get into the stock market!**



September 2020  
224 pages; 19,95 EUR

**AUTHOR**

Christian Thiel has been investing in and observing the stock market for over twenty years, a passion reflected in his blog "Grossmutter's Sparstrumpf" ("the stash under the pillow", [www.grossmutter-sparstrumpf.de](http://www.grossmutter-sparstrumpf.de)). He is married with two children and lives and works in Berlin as an author and counsellor.

**TYPE OF BOOK / TARGET GROUP**

Guidebook to take away the private investor's fear of the stock market and his/her crash phobia

**ALSO AVAILABLE**



Christian Thiel, **Honey, I Beat the Index!**  
2017, 224 pages

**Over 8.000 copies sold in book form and over 10.000 of the Audiodownload. Rights sold to Poland**

Clemens Bomsdorf

**How To Become Rich Like Norway**

**The Brilliantly Simple Way to Build Your Fortune**

*Updated Edition*

**CONTENT**

**The Norwegian (financial) formula for private investors**

Norway is one of the world’s happiest countries—and one reason is surely that Norwegians don’t have to worry about money. And why not? The answer is oil. Norway sells its oil and invests the income in the world’s largest state-owned investment fund, the Norwegian Oil Fund. Clemens Bomsdorf has studied the fund’s strategy and distilled it into the Norwegian financial formula, which here is adapted to the needs of private investors. Taking their cue from the school of passive investment, even security-minded investors can build a solid fortune. And since ethical investment is fundamental to this approach, their investment will help do good in the world, too. Our readers received this advice with enthusiasm, which is why we present a fully revised new edition, based on the 2019 performance of the Norwegian Oil Fund.

- **How every private investor can benefit from the successful state fund’s long-term strategy**
- **With tips for ethical investments**
- **Fully revised and updated edition of this successful title**



August 2020  
224 pages; 19,95 EUR

**Rights sold to Korea, Vietnam  
Almost 8.000 copies sold**

**AUTHOR**

Clemens Bomsdorf is a journalist who studied economics at the *Stockholm School of Economics* and the *University of Cologne*. He has been reporting on the *Norwegian Oil Fund* for some 15 years. His observations led him to develop the Norwegian financial formula, which has since successfully guided his own investments.

**PRESS REVIEWS**

- “A good choice for beginners.” Jule Zentek, boerse.ARD.de, May 30, 2018
- “The book is easy to understand and written in a lively style. It takes readers by the hand and addresses subjects that go beyond the usual investment questions.” Doppelpunkt, June 20, 2018
- “A highly readable book for private investors looking to emulate the Norwegian formula for success and build a fortune of their own—without throwing caution to the wind.” José Macías, Rheinische Post, May 4, 2018
- “How to build a fortune with an eye to security and ethical concerns, even if you don’t have an oil well of your own: This investment guide shows you the tricks.” Manager Magazin, May 18, 2018

**Business is Young! New Series at Campus**

**CampusBeats**

- For a **young, career-oriented readership**, unisex, ages 25–40
- These **books** are real **eyecatchers**: Stylish and bold, and in a handy size with rounded corners to fit any pocket
- Each volume **can be read in three hours or less!**

Julian Leitloff / Caspar Tobias Schlenk

**No Such Thing as a Unicorn**

What it Really Means to Start a Start-Up

**CONTENT**

**For billion-dollar business**

Julian is 22, still in college, and has just had an idea: making jewelry using a 3D printer—that is going to be his business. He loses no time in winning over his friends, family, and investors for the idea and soon has scraped together millions in capital. His start-up is going to take off like a rocket! But then the problems start: He has to fire his best friend, lawyers are threatening action, and Julian has to move into his parents' basement. And then things start to look up again: Forbes votes him one of best "30 Under 30". With self-effacing humor, Julian Leitloff recounts the trip of his life and explains why it's worth sticking to your dreams even if real life doesn't produce unicorns—at least not all the time.

- **Everybody makes mistakes—but we don't have to make them all ourselves**
- **The truth about founding start-ups**
- **A founders' story, true to life—told with humor and self-effacement**



October 2020  
256 pages; 22,00 EUR

**AUTHOR**

Julian Leitloff founded *Stilnest*, his first start-up, at 22, while still in college. He now heads *Fractal*, a blockchain start-up, which he also founded. His co-author Caspar Tobias Schlenk is contributing editor at *Capital* and *Finance Forward*. He studied economics and is a graduate of the *Cologne School of Journalism*.

Manfred Tropper

## Trust

### How Your Business Can Profit From Genuine Partnerships

#### CONTENT

##### Good for long-term relationships

Whether you work for a business or look at it as an outsider: Sooner or later you're bound to find yourself thinking, "There must be a better way of doing this!" Why the perpetual infighting and secrecy, always on the lookout for one's own advantage when comes to looking good in the eyes of the boss or the public. But that's not you. Of course not. But business is not a one-night stand and never has been—certainly not under conditions of VUCA. Manfred has found a way to win partners and work with them on a fair and equal level—with trust. Sounds old-school? Far from it. Trust is the foundation on which any durable relationship is built. And together you can make that house reach for the skies!

- For company builders looking to develop new business models
- Lively and entertaining, full of first-hand stories
- Autor is a media figure



September 2020  
256 pages; 22,00 EUR

#### AUTHOR

Manfred Tropper is a passionate founder and entrepreneur. He studied (and dropped out of) Business IT at the *Technical University of Munich*. His company builder *Mantra* is specialized on the development of joint ventures across sectors. In his work, Manfred pursues a strategy of complete openness, to ensure a relationship of trust between partners.



Daniel Szabo

## Corporate Rockstar

How to Have a Career Without Going Crazy

### CONTENT

#### For a kick-ass career

True enough: Most corporations are pretty dusty outfits. But that's not to say that you have to put on a layer of dust yourself to do your thing. Daniel Szabo knows how to succeed in a corporate career without losing your mind. And now he's sharing his career plan with you.

Short, sharp units explain how you can plan the way ahead while steering clear of office politics, making the right decisions, and leading your team to victory. Of course, it won't always be sweetness and light, but let's face it: If you want to see smiles all round, you'd better get a job selling ice cream.

- **How careers are made now — the road to becoming a corporate Rockstar**
- **32 short and neat career tips in a blog-like format**
- **Wonderfully provocative, stimulating, and inspiring for a young management generation**



September 2020  
256 pages; 22,00 EUR

### AUTHOR

Daniel Szabo is CEO of *Körber Digital* and a member of the extended board of *Körber AG*. He is the founder of *YOU MAWO*, the leading eyewear start-up.

Madeleine Kühne

## Millennial Boss

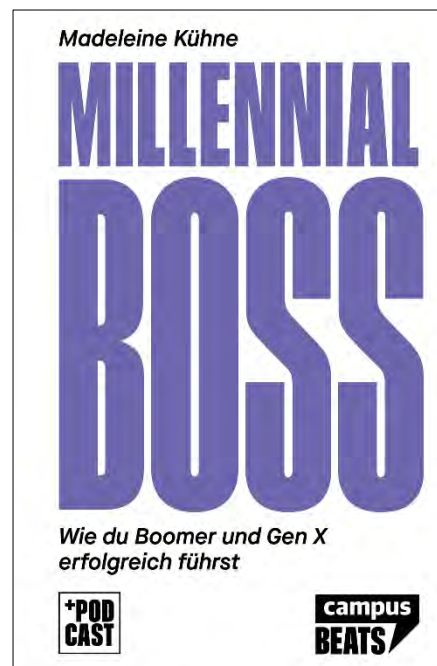
How to Successfully Lead Boomers and Gen Xers

### CONTENT

#### Good for respect

“If I might offer you a word of advice there ...”—well, no, you may not. Because young executives in particular have the right to look for advice when and from whom they want. Letting just anybody keep talking at you is no way to get taken seriously. If you want to know how to safeguard your position and tame difficult staff, the person to ask is Madeleine, who as a teenager was already running her parents’ hotel. Her approach is creative rather than confrontational and reveals the paths you need to take to get what you want — and help everyone to get along better while you’re at it. And there’s still a chance to talk about old times over an after-work cocktail.

- **The first book to help avoid generational conflicts in the workplace**
- **How young executives can lead older staff respectfully**
- **Lively and entertaining, full of practical advice**



September 2020  
256 pages; 22,00 EUR

### AUTHOR

Madeleine Kühne defies labeling. She has had leading positions in several Fortune 500 companies and is active in the IT sector with her own consultancy. As a woman in a male-dominated industry, she has often had to carve out her own path and display courage and endurance where others might have given up.



Florian Weh

**Negotiation Flow**

How to Conclude Difficult Negotiations Easily and Successfully

**CONTENT****Negotiating -naturally**

Florian Weh has been involved in many complex negotiations. Whether it is about averting labor action under intense public scrutiny or settling airspace disputes between major government delegations: The trickier the situation, the more it appeals to this leading negotiator, trained according to the *Harvard Negotiation Method* ("Getting to Yes"). He managed to persuade negotiating parties to give up extreme positions and make them partners to a joint solution. In this book, he describes the tools and tricks he uses to create a sense of "flow" in negotiations. With the right mix of confrontation, cooperation and creativity, negotiators in all fields can create amazing results.

- **Negotiating between cooperation and confrontation**
- **Negotiating in groups and under public pressure**
- **Advice and hints taken from real life**



November 2020  
352 pages; 34,95 EUR

**AUTHOR**

Florian Weh is an executive at *Deutsche Bahn* where, as managing director of the employers' association *MOVE*, he is in charge of the German railway operator's pay negotiations. He was previously Head of Negotiation Management at *Lufthansa* and managing director of the aviation employers' association. He is also a freelance expert for difficult and intractable negotiations. A lawyer by training, he also holds a certificate in mediation, was trained in negotiation skills at Harvard, and holds teaching appointments at the *Goethe University of Frankfurt* and the *Bucerius Law School*, Hamburg.

**TYPE OF BOOK / TARGET GROUP**

A negotiation guide for all professionals those who seek the ideal balance between cooperation and confrontation when negotiating.

Michael von Kunhardt

## Mental Giants

What Makes for True Strength

### CONTENT

#### For the record time of your life

Mental training and coaching have long been an integral part of top-level athletics. But in professional life, too, the insight that success is in the mind is gaining ground. Michael von Kunhardt, himself an entrepreneur and a professional athlete, has long known the worlds of both business and of sport intimately.

In this book, he tells stories of success in sport and business that reveal the secrets of the mental giants - secrets of mental training that can help us to reach that little bit higher, but also to cultivate contentedness and mindfulness.

- Surprising insights and insider knowledge of mental training in sport and business
- Shows what inner strength can achieve - and what not
- TV and radio personality



October 2020  
224 pages; 24,95 EUR

### AUTHOR

Michael von Kunhardt is a mental coach for professional athletes and a consultant to executives. He was several times German champion in field hockey and is a TOP 100 speaker. His show "Der MONTtivor" is on German radio every Monday.

### TYPE OF BOOK / TARGET GROUP

For all those who want to become even better at their job.

Oliver Pott

## Knowledge Into Money

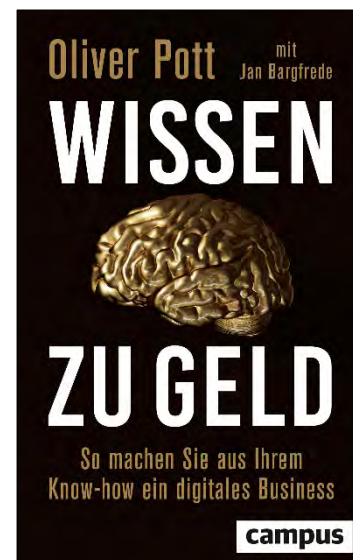
How to Turn Your Know-How Into a Digital Business

### CONTENT

#### Marketing for knowledge workers

We know that the way things look and feel means a lot when it comes to making a sale. But what if the service you're selling can be neither seen nor touched? Oliver Pott is the expert for marketing knowledge. He shows lawyers and doctors, coaches and consultants how to build a digital business and market their achievements. Freelancers in all fields can learn how to escape the hourly pay trap, create a steady income with digital subscription models and astute funnel marketing, and how to win new customers and keep them coming back for more. This will allow you to focus on really valuable regular customers without expending additional resources.

- Knowledge is power - how to sharpen your own knowledge profile
- Maximize your income through smart self-marketing
- The online marketing book by the experienced expert in the field



October 2020  
240 pages; 24,95 EUR

### AUTHOR

Oliver Pott was among the first Germans to recognize the potential of the internet, and three of his business ventures became multi-million Euro projects. He has taught professors, doctors, lawyers, and professional soccer players how to build a successful knowledge business.

Jan Bargfrede has been working alongside Oliver Pott for many years as Chief Digitalization Strategist. His 35-member team has won the "Creative Spaces" award of the *Ministry of Culture and Education* of the German state of North-Rhine-Westphalia.

### TYPE OF BOOK / TARGET GROUP

A guide for all who want to set up an online business for their know-how.

Sebastian Pioch / Hauke Windmüller

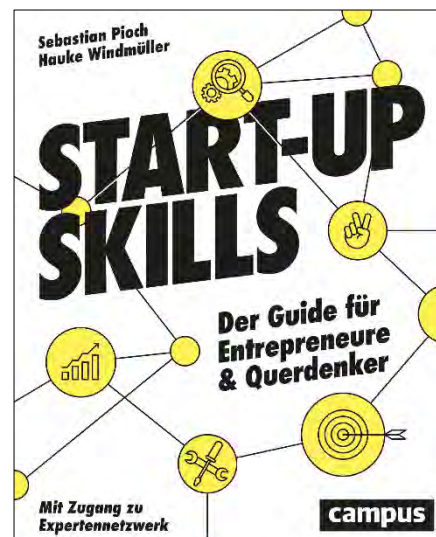
**Start-up Skills**

The Guide for Entrepreneurs and Mavericks

**CONTENT****Know-how for founders, network included**

What skills are necessary to found a start-up? Start-up skills contains all that budding entrepreneurs need. It combines a professor's scholarly knowledge with the first-hand experience of an entrepreneur. And it takes only seven chapters to get from the initial idea—via positioning, pitch, team leadership, prototype development, and marketing mix—to scaling and the lucrative exit.

- Instantly applicable knowledge for all stages of launching a start-up
- An opportunity to reach out to network of experts straight away
- Connecting theoretical foundations with day-to-day insights from start-ups



October 2019  
288 pages; 29,95 EUR

**AUTHOR**

Professor Dr. Sebastian Pioch teaches Digital Entrepreneurship at *Hochschule Fresenius* in Hamburg and is himself funder of a digital economy start-up. Hauke Windmüller is founder of the Hamburg start-up *Familonet*. He is an active member of the German start-up community, a juror on competitions like *Jugend gründet* (Young Founders of Germany), and a regular speaker on entrepreneurship.

**TYPE OF BOOK / TARGET GROUP**

This guidebook is primarily aimed at all innovative minds who want to start a business.

Susanne Lübben

## Dry Aged

How to Restart Life After 40

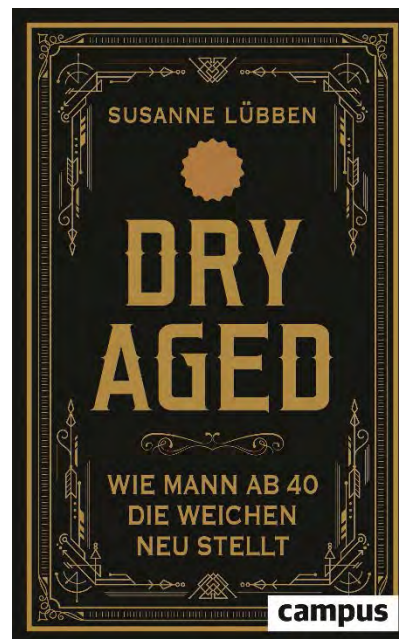
### CONTENT

#### Matured to excellence

As they turn 40, men are often struck by a vague feeling of dissatisfaction that most often manifests in the workplace. They find themselves insufficiently appreciated and challenged; younger colleagues seem to get ahead much faster. Add to which the loss of youthful exuberance and a growing consciousness of one's own body's limitations, and you have the makings of a full-blown midlife crisis. Is that really meant to have been all?

Absolutely not, says careers coach Susanne Lübben, who has been guiding men through this stage in their lives for many years. Her book offers practical advice on approaching the impending crisis in a systematic rather than emotional manner. The result is feeling better about life overall—with greater clarity, joy, and sense of purpose. There's still a lot to live for!

- **Mature, successful, discontented: Susanne Lübben shows new horizons to men over 40 looking for meaning**
- **The first career guide for men in the midlife crisis—written by a woman**
- **Huge target audience: nearly 30 per cent of Germans are men aged 40 to 59!**



September 2020  
224 pages; 22,00 EUR

### AUTHOR

Susanne Lübben has been working as a certified careers coach and business trainer for many years. Men around 40 have long been among her most frequent clients.

### TYPE OF BOOK / TARGET GROUP

Career advice for men in midlife crisis between 40 and 55.



Klaus Doppler / Luyanda Mpahlwa

**The Logic of the Others**

Why we must Accept and Understand Difference to be Fit for the Future

**CONTENT**

**Accept, understand, trust: how to get the future right**

Who better to explain *The Logic of the Others* to us than two seasoned mediators between worlds? From their own action and experience, Klaus Doppler and Luyanda Mpahlwa know how fruitful an understanding of the ways in which other people are different can be for all sides. In their book, they give a psychological explanation for the spontaneous skepticism with which we greet other ways of thinking and living. The story of their friendship, however, also shows how mutual understanding can be reached step by step, and how common ground can be found. They conclude that if we are to succeed in the future - as parents, employees, entrepreneurs, and simply as human beings - it can only be by accepting difference and understanding the other's logic.

- **Social cohesion in changing times**
- **Understanding and overcoming fear of the other**
- **Groundbreaking insights into the logic of harmonious coexistence from Klaus Doppler, master of change management, and South African star architect Luyanda Mpahlwa**



October 2020  
192 pages; 22,00 EUR

**AUTHOR**

Klaus Doppler is a psychologist and organizational consultant. He is the leading authority on change management and author of the standard book on the topic. Alongside friends, he founded the organization *Themba Labantu*, which aims to improve living conditions for people in the townships of South Africa.

Luyanda Mpahlwa is an architect and urban planner from Cape Town. In 1981, he was imprisoned in Robben Island for his struggle against Apartheid. After five years in jail, he went into exile in Germany and lived in Berlin for fifteen years. Among his best-known buildings are the embassies of the Nordic countries and of South Africa in Berlin.

**TYPE OF BOOK / TARGET GROUP**

For all those who deal with the issues of "otherness" in their environment.



Heike Buchter

**BlackRock**

A Hidden Global Power is After Our Money

Updated Edition

**CONTENT****Money. Power. BlackRock.**

The world has never seen an empire like BlackRock. The US asset management giant is in charge of investments totaling more than seven trillion dollars. No bank, no investment fund wields comparable influence. Heike Bucher, financial expert and correspondent in New York City, is on BlackRock's tracks: How was it possible for such a colossus to emerge in such a short time, virtually unnoticed by governments and regulators? What is founder Larry Fink's strategy? Only one thing is certain: The power of this global player is a challenge to our whole economic system.

"Heike Buchter has produced a well-reasoned account of capitalism in its present form." SWR

- **The first and only book about BlackRock**
- **An exciting and revealing look at this invisible global operator**
- **Fully revised and expanded new edition**



September 2020

304 pages; 29,95 EUR

**Rights sold to France, China  
Over 30.000 copies sold****AUTHOR**

Heike Buchter has been reporting from Wall Street since 2001. As New York correspondent for the Hamburg weekly *Die Zeit*, she took a lead in predicting the financial crisis early in 2007. In 2015 she was the first to scrutinize the activities of BlackRock. Her book *Ölbeben* ("Oilquake") was published in 2019.

**PRESS REVIEWS**

**"Heike Buchter offers a lively and vivid guide to BlackRock's global empire."** Handelsblatt 2015

**"With great insight and understand of detail, Heike Buchter tells the story of the irresistible rise of the asset management company BlackRock and its founder, Larry Fink. For all the figures and background information it gives, the book reads like a well-balanced political thriller."** Smart Investor, November 9, 2015

**"Heike Buchter has written a gripping book that makes business come to life. It never descends into capitalism-bashing, but nor does it ever lose critical distance from its subject."** Wiener Zeitung, October 19, 2015

**"Buchter carves a path through this subject matter with a full command of facts and figures."** Manager Magazin, September 1, 2015

**"Heike Buchter is the German Michael Lewis."** Sebastian Bräuer, NZZ am Sonntag, August 30, 2015

**BACKLIST**

*Economy & Society*  
**Talking to Blockheads**



<http://bit.ly/2U3sv3n>

Rights sold to China, Czech Rep., France, Russia

Over 9.000 copies sold  
French sample available

*Economy & Society*  
**Oilquake**



<https://bit.ly/2NtHJKL>

Rights sold to Korea

4.000 copies sold

*Life / Guidebook*  
**How to Tame your Inner Saboteur**



<https://bit.ly/3dZSzD7>

Rights sold to France, Poland, Thailand

5.000 copies sold  
Book available in English

*Job & Career*  
**Making Decisions is Easy**



<http://bit.ly/2t4sYr3>

Rights sold to Korea

Almost 5.000 copies sold  
English sample available

*Job & Career*  
**Fair Leadership**

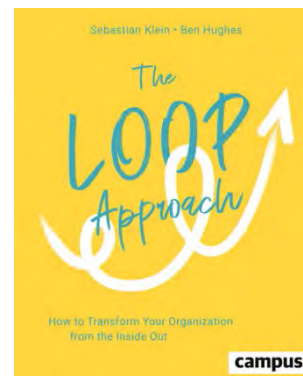


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Rights sold to Korea

1.000 copies sold  
Book available in English

*Business*  
**The Loop Approach**



<https://bit.ly/31QrEai>

Rights sold to Russia

5.000 copies sold  
Book available in English

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