

HAUFE.

**SCHÄFFER
POESCHEL**

FOREIGN RIGHTS Spring 2025



Contact: Andrea Rupp

Phone: +49 711 21 94-225 | E-Mail: rupp@schaeffer-poeschel.de

GENERAL BUSINESS ADMINISTRATION / MANAGEMENT	3
The value drivers	4
Digitization management	5
Women at work	6
In the mood for Monday	7
Data capabilities and leadership	8
SUSTAINABILITY	9
Implementing ESG reporting	10
TRADE	11
What you don't want to hear	12
Real world impact	13
The psychology of power	14
Mental health matters	15

General Business Administration Management

Rethinking entrepreneurship



The book *The Value Drivers* reassesses the scope for responsible and sustainable entrepreneurship. It provides readers with a holistic view of entrepreneurs that goes beyond the classic paradigms of self-interest and profit maximization. The trio of authors thus fills a blind spot in economics, which largely ignores the role, significance and impact of entrepreneurs in the fabric of society and the economy. With an analytical, interdisciplinary and true-to-life gesture, the text draws on inspiring impulses from sociology and systems theory, history and law, philosophy and psychology. Without becoming moralistic, "Die Werttreiber" rather gives substance to a comprehensively substantiated interpretation of entrepreneurship, in which the economic viability of companies in an increasingly complex world is brought together with the ecological and social challenges of the 21st century.

TARGET GROUP

Entrepreneurs, managers, organizational and corporate developers, research institutes, management consultancies

Erich Colsman | Bettina Dornberg | Christoph Berdi

The value drivers

A plea for holistic entrepreneurship

1st edition 2025 | Approx. 150 pages | Paperback

ISBN 978-3-7910-6529-8 | Approx. € 29.99

Available starting April 2025



AUTHOR

Erich Colsman holds a degree in business administration and managed a traditional family business in the textile industry in Wuppertal for 35 years. He is currently actively supporting efforts to establish a "company with tied assets" as a new legal form; **Bettina Dornberg** is a freelance journalist and author as well as an expert in PR and the positioning of companies, organizations and personalities. She also works with journalist Christoph Berdi under the Identitätsstifter brand; **Christoph Berdi** holds a degree in journalism and works as a freelance business journalist, author and marketing expert. Together with Bettina Dornberg, he supports companies, organizations and personalities in positioning and communication on a project-by-project basis under the "Identitätsstifter" banner.

Develop and implement digitization strategies



Digitalization is having a profound impact on industries, companies and business models. It is not only changing the way we do business, but also the way we think about business. At the same time, digitalization is one of the most important foundations for the development of artificial intelligence.

This reference book presents the most effective concepts and tools for successful digitalization. From a common understanding of digitalization and a solid digitalization strategy to an efficient digitalization structure and a robust digitalization culture - here you will find what you need for a successful transformation.

The book also includes a toolbox with practical tools and methods to effectively implement digitalization in your company. In addition, it offers AI application impulses to exploit the full potential of artificial intelligence. A key performance indicator cockpit enables you to monitor and control your digital transformation, while a glossary helps you clarify technical terms.

TARGET GROUP

Managers, trainers, coaches, specialists in sales and purchasing

Roman Stöger

Digitization management

Using digital business models and artificial intelligence

1st edition 2025 | 208 pages | Paperback

ISBN 978-3-7910-6299-0 | € 49.99

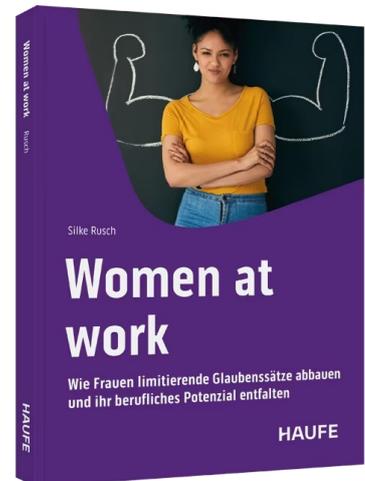
Now available



AUTHOR

Prof. Dr. Roman Stöger is Professor of Strategic Management at the University of Applied Science FH Kufstein Tirol and has been active in development and consulting projects for thirty years, including at the Malik Management Center St. Gallen. His consulting and supervisory mandates include companies from industry, trade, banks and NPOs of all sizes. Roman Stöger has published numerous books and articles on the topics of digitalization, strategy, innovation, artificial intelligence, processes, productivity, organization and leadership. The publications have appeared in several editions and have received numerous awards.

Overcoming long-outdated beliefs



On the one hand, women are increasingly represented in specialist and management positions. At the same time, however, they are under enormous internal pressure. Deep-rooted beliefs and social norms often lead to exhaustion, self-doubt or even psychological crises that affect their professional performance.

Dr. Silke Rusch uncovers the hidden patterns that hold women back in their careers and offers tried-and-tested methods for overcoming these barriers. She sheds light on the origins of female beliefs and presents effective exercises to improve work-life balance and develop a self-determined professional vision. This book is an indispensable companion for women who want to drive their professional development forward in a mentally empowered way.

CONTENTS:

"I'm not enough", "I'm a bad mother", "Power is evil": questioning and reflecting on typical beliefs, impulses and exercises to overcome them - Develop a deep understanding of symptoms such as exhaustion, anxiety and depression - Practical exercises and targeted reflection questions to identify and let go of stressful energy guzzlers - Female beliefs and leadership: reflecting on specific barriers and opportunities to develop an authentic leadership role

TARGET GROUP

Professional and managerial staff

Silke Rusch

Women at work

How women break down limiting beliefs and develop their professional potential

1st edition 2025 | 228 pages | Paperback

ISBN 978-3-648-18376-2 | € 34.99

Now available



AUTHOR

Dr. Silke Rusch is not only an experienced therapist, but also an experienced manager and mother of four children. Since 2015, she has been a member of the management team of a clinic where she manages around 50 employees. Since 2021, she has specialized in promoting healthy working conditions and effective leadership. She is a certified supervisor by the Hesse Chamber of Psychotherapists and has published numerous scientific articles on topics such as emotion regulation.

Getting out of the hamster wheel



In an increasingly complex working world, managers and employees often feel constrained by rigid structures and administrative tasks. Frustration and powerlessness are omnipresent and the queasy feeling on Sunday evenings is becoming the new normal. This book by Anke Serafin helps to bridge the gap between the desire to develop potential and the sobering reality. It shows how old thought patterns can be broken and how scope for action can be regained in the professional environment. Practical examples and methods help people to experience work as meaningful and enriching again, to sustainably improve their quality of life and to look forward to Mondays again.

CONTENTS:

Myths and fairy tales about work and life: Describing the new world of work from a meta-perspective and transitioning to an individual perspective - If you know who you are, you can do what you want: Who am I? What is my task? About profession and vocation, orientation and intuitive realization - Just do it - your wish becomes reality: process for developing potential at work and in life

TARGET GROUP

Managers, employees

Anke Serafin

In the mood for Monday

How work creates meaning, is fun and leads to success

1st edition 2025 | Approx. 180 pages | Paperback

ISBN 978-3-648-18403-5 | Approx. € 29.99

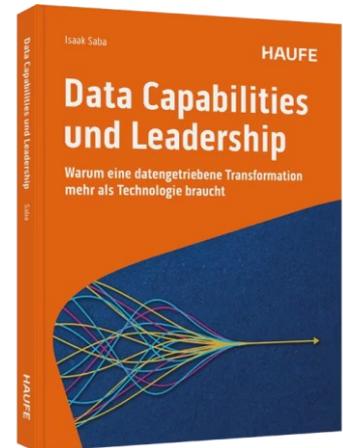
Available starting May



AUTHOR

Anke Serafin is an expert in agile and digital transformation, innovation management as well as potential and organizational development. She has a broad professional background, including training in physiotherapy, a degree in nutrition and sports science and experience in key account management at Pfizer. She has been running her own coaching and consulting company since 2005. In 2010, she founded forbetterwork.de and has been offering strategic consulting for corporations and medium-sized organizations ever since. She is also active as a keynote speaker and moderator at events such as XING and CEBIT.

Rethinking and applying transformation



Many data initiatives (ERP migration, introduction of data products such as ChatGPT, etc.) fail or become more expensive because the complexity is underestimated and/or tools are missing. A lack of communication within the company also often contributes to implementation problems. Dr. Isaak Saba describes why traditional transformation concepts are no longer sufficient. Data initiatives and digital transformation can only succeed if leadership and data competence are considered together. In his book, he explains how this symbiosis of leadership and data capabilities works, identifies the most common problems and makes it clear that these are not linear but complex. Using a specific example of a fictitious company, he goes through the individual steps in detail.

CONTENTS:

Which traditional products have already been transformed by data into new products and how this transformation has changed customer behavior - Why (especially) traditional companies fail with their data-driven initiatives - Why traditional transformation concepts are not sufficient to explain data-driven transformations satisfactorily - The two dimensions of success: leadership and data capabilities

TARGET GROUP

Upper and middle management

Isaak Saba

Data capabilities and leadership

Why a data-driven transformation needs more than technology

1st edition 2025 | Approx. 220 pages | Paperback

ISBN 978-3-648-18409-7 | Approx. € 39.99

Available starting June



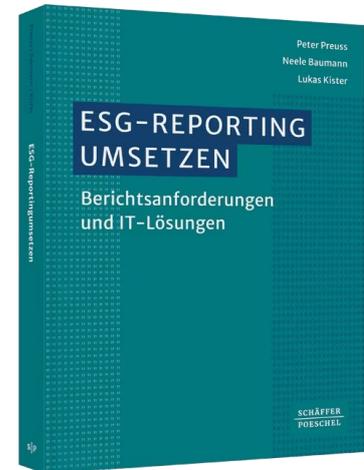
AUTHOR

Dr. Isaak Saba holds a doctorate in physics. He has worked for various companies in the field of data management and won the silver medal of the German Digital Award in 2019. He has been advising companies on data and transformation since 2024.

Sustainability



Sustainability reporting and IT solutions



ESG reporting is used to document a company's sustainability performance and inform stakeholders about its activities in relation to environmental protection (Environment), social responsibility (Social) and corporate governance. IT tools play an important role in the preparation of ESG reporting. They can help with the efficient recording, analysis and reporting of key sustainability figures. In addition, by automating and integrating data sources, companies can track ESG data in real time and create transparent reports. This book describes the ESG reporting requirements and presents and evaluates possible IT solutions for the preparation of ESG reporting.

TARGET GROUP

Managers in accounting, IT and sustainable finance, sustainability managers, management consultancies in the field of sustainability

Peter Preuss | Neele Baumann | Lukas Kister

Implementing ESG reporting

Reporting requirements and IT solutions

1st edition 2025 | 164 pages | Paperback

ISBN 978-3-7910-6436-9 | € 49.99

Now available



AUTHORS

Prof. Dr. Peter Preuss teaches business informatics at the FOM University of Applied Sciences for Economics & Management in Stuttgart. Alongside his teaching activities, he is also managing partner of the management consultancy People Consolidated GmbH, which specializes in the implementation of SAP products for corporate accounting and controlling; **Neele Baumann** is Assistant Manager at KPMG in Hamburg. Her work as a consultant focuses on the technical implementation of software solutions for ESG reporting; **Lukas Kister** is Assistant Manager at KPMG in Dortmund. He supports companies in implementing the functional and technical requirements of ESG reporting.

Trade

Managing the levers of your own success: expanding skills and strengthening networks



"From the broken glass district to the top of the tech world" - this is how Forbes magazine describes Annahita Esmailzadeh's extraordinary life. Having grown up as the daughter of Iranian immigrants in a socially deprived area, the multi-award-winning business IT specialist, Microsoft manager and bestselling author is now one of the most influential business influencers in the DACH region.

In this book, Esmailzadeh shares her secrets of success without embellishment and without beating around the bush - straight from the executive floors of the world's most renowned corporations. She uncovers the invisible rules of the game that are crucial not only to survive in the modern business world, but to be successful in the long term, and doesn't mince her words. With an astute eye, she exposes the subtle mechanisms and power structures that influence careers and shows what really matters.

This book is not just a collection of exclusive experiences - it is a guide to finding your own powerful and self-determined path in an environment characterized by complexity and competition. In order to make it easier for readers to put the content into practice, they are supported by numerous exercises and reflection questions from renowned founder, bestselling author, top executive coach and LinkedIn Top Voice Swantje Allmers.

- ✓ **TOGETHER, THE AUTHORS HAVE MORE THAN 250,000 FOLLOWERS ON LINKEDIN**
- ✓ **THEY ARE ONE OF THE BEST-KNOWN OPINION LEADERS IN THE GERMAN ECONOMY**

Annahita Esmailzadeh | Swantje Allmers

What you don't want to hear

But to be successful, you should know

1st edition 2025 | Approx. 220 pages | Paperback

ISBN 978-3-68951-027-5 | € 22.00

Available starting April



AUTHOR

Annahita Esmailzadeh is one of the most influential voices in German business. As a manager at Microsoft Germany and former Head of Innovation at SAP, she consistently advocates cultural change and future-oriented thinking in companies. Her commitment and leadership have been recognized several times: in 2022, she was named one of the 100 women of the year by FOCUS magazine and was named one of the top 25 future makers shaping the German economy by Business Insider. She is the recipient of the European Medal and the German Diversity Award and was recognized by Business Punk in 2024 as one of the 100 minds in Germany who think radically new. **Swantje Allmers** founded the new work consultancy NWMS GmbH (New Work Masterskills), which helps people and organizations to understand and implement new work holistically and to use it as an opportunity for themselves. She is also the author of the bestseller "On the Way to New Work", which was published in 2022 and quickly became the standard work on the new world of work. As a consultant, she has been helping well-known companies for around 15 years to meet the changing demands of the new world of work and position themselves for the future. Swantje Allmers is one of the most sought-after voices on the subject of careers and the world of work. She is a LinkedIn Top Voice and has received numerous awards for her contributions to these topics. She is also involved in various initiatives to promote diversity and equal opportunities.

How we can get to grips with the disastrous consequences of capitalism and only then secure prosperity and progress



Capitalism is actually a success story. It has brought prosperity, reduced poverty, promoted innovation and the triumph of new technologies. It has accelerated and intensified global trade and enabled new alliances and connections. But the price is high. States and societies are trying to get a grip on the consequences of capitalism - global warming, marine pollution, species extinction, natural disasters, overexploitation of natural resources. But where the free economy generates returns, it is difficult to impose bans. Taxonomies, reporting obligations and regulation are the instruments of modern sustainability policy. Whether they really help is questionable.

Christoph Bornschein and Sebastian Cleemann fear that the current measures are not sufficient to safeguard our existence and may even be detrimental to the noble goal. Supported by the opinions of experts and stakeholders in the field of "sustainable management", they examine the existing system for its actual effectiveness and weaknesses in their book. They identify the problems, look for effective alternatives and outline a truly sustainable capitalism.

This book is:

A critical appraisal of German and European sustainability regulation

A concerned look at a burning world that is still far too easy to make money from

A blueprint for a new, sustainable capitalism that does not play off prosperity and existence against each other

What viable models of the future look like and how they compensate for the current consequences of our inaction

"Real World Impact" is a book for all those who do business and produce, who feel affected by rules and obligations and want to understand them better. For all those who are looking for ways to secure prosperity and progress without setting the planet on fire. It is a book for decision-makers, entrepreneurs, politicians and people with even the slightest interest in our existence on this planet.

With a foreword by Maja Göpel

Christoph Bornschein | Sebastian Cleemann

Real world impact

How the catastrophic consequences of capitalism and technological progress can be alleviated with the means of capitalism and technological progress

1st edition 2025 | Approx. 240 pages | Paperback

ISBN 978-3-68951-033-6 | € 22.00

Available starting in June



AUTHOR

Christoph Bornschein is President of Digital Strategy, Business Development & Growth of the Omnicom Group in Germany, founder of the TLGG Group and a member of the Board of Directors of the Hamburg-based green energy provider LichtBlick. He advises international companies, brands and government institutions on all aspects of digitalization and economic change and is active as a Young Global Leader at the World Economic Forum. Christoph Bornschein is a staunch advocate of the positive forces of entrepreneurial action. **Sebastian Cleemann** is a copywriter, author, musician, translator and has been a key figure in TLGG GmbH's external communications for many years. He writes speeches for ministers and board members, economic and scientific white papers, columns and cultural contributions.

Power does something to people



More and more people are prepared to place more and more power in the hands of fewer and fewer people. Especially in these times of crisis and uncertainty, many people seem to long for strong leaders. However, power can have an almost euphoric effect on those who hold it and can be addictive. This is why many are reluctant to give it up again. However, it can also trigger a metamorphosis that makes many people more impulsive, less empathetic and more corrupt.

Carsten C. Schermuly is convinced that it is necessary and possible to handle power well if you understand how it works psychologically. His book is an appeal to everyday society, organizations and people working together to deal with power more sensitively and responsibly. He explains how power works psychologically on different levels. He makes its psychological effects transparent so that we can recognize them and deal with them more consciously:

What resources make people powerful? - What happens in our bodies when we have or lose power? - How does power change our perception, our thinking and our behavior? - Who do we let rise to power in organizations? - How can power have less negative effects on people? - How can psychological empowerment be used as a substitute for pure power? - How can we create distributed power structures and better select the powerful in organizations? - How can power in organizations be better used for the common good?

The book does not show us how to gain power quickly. It is not a psychological instruction manual on how to manipulate our environment so that we become the next super-dictator. Instead, it shows us how we ourselves are manipulated into positions of power, how we can prepare ourselves for this and how we can handle power more responsibly. Carsten C. Schermuly provides us with information from psychological research. Because: Only you have power! Only you can change your behavior and take responsibility for good power in your everyday life.

Carsten C. Schermuly

The psychology of power

How it shapes us and how we live together

1st edition 2025 | Approx. 240 pages | Paperback

ISBN 978-3-68951-048-0 | Approx. € 22.00

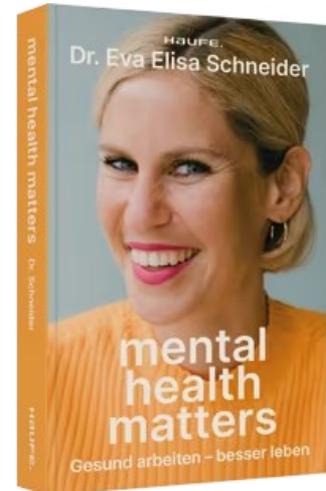
Available starting April



AUTHOR

Prof. Dr. Carsten C. Schermuly (habil.) is a psychologist, Professor of Business Psychology and Managing Director of the Institute for New Work and Coaching (INWOC) at the SRH Berlin University of Applied Sciences. His research focuses on empowerment, new work and coaching. He also works as an organizational consultant and speaker. In 2021 and 2023, Carsten C. Schermuly was voted one of the 40 leading HR minds by Personalmagazin. He has received awards for his research from Henley Business School, Harvard Medical School and the European Journal of Work and Organizational Psychology.

Mental health as the key to success



Mental health is one of the biggest issues of our time. It has become an integral part of our jobs too: how can we organise our work in such a way that it promotes our mental health instead of putting a strain on it? In her book, psychologist and psychotherapist Dr Eva Elisa Schneider provides concrete insights and tips on how we can work in a mentally healthy way. It has long been clear to her that health, performance and well-being are inextricably linked. She dispels prejudices and taboos and provides innovative ideas on what is needed for a healthy working environment. In her work, Dr Eva Elisa Schneider recognised early on how many people suffer massively from work-related stress. That is why she is now publicly campaigning for a healthier working environment and describes in her book how we can all contribute to this.

CONTENTS:

How performance and health can work together - How we can create awareness for mental health at work - What role mental health plays in a team and how we can promote psychological safety - How we can develop our health skills - How healthy leadership really works - What is involved in real and sustainable prevention - What kind of resilience really prepares us for crises - How the interplay between health, new work & transformation works

TARGET GROUP

In her book, she combines her expertise in business, science and health in a unique way. It offers every individual, manager and company the necessary know-how, practical tools and encouraging practical examples to finally work healthier.

Dr. Eva Elisa Schneider
Mental health matters
Work healthy, live better
1st edition 2024 | 384 pages | Paperback
ISBN 978-3-68951-003-9 | € 22.00
Now available



AUTHOR

Dr. Eva Elisa Schneider holds a doctorate in psychology and psychotherapy and is a successful speaker and trainer. She works with international companies such as PwC, Deloitte and Axel Springer to strengthen employees' mental health and promote well-being. She is considered a thought leader and one of the leading minds on the topic of mental health in Germany. She is a LinkedIn Top Voice 'Work-Life Balance', podcast host in the 'Gesund Arbeiten' podcast and regularly shares her expertise.