

Spring 2024

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Stefan Merath - Black-Belt Entrepreneurs



Good to Know!

Over 70,000 of the author's books have already been sold by GABAL Verlag

Winner of the Strategy Award of the Bundesverband Strategie-Forum e.V. (Federal Association Strategy Forum)

- Strong credibility and extensive expertise: The author himself has been an entrepreneur and entrepreneur coach for over 25 years
- In-depth explanations on the topic of corporate management – packed into exciting storytelling!
- The new book by the author of the bestseller “The Path to Successful Entrepreneurship”

Featured Title

With “The Path to Successful Entrepreneurship”, *manager magazin* bestselling author Stefan Merath wrote the definitive book for entrepreneurs. His new book is his masterpiece and a must-read for all entrepreneurs from small and medium-sized companies.

The business novel tells the story of entrepreneur Jan, who wants to lead his company to success. He receives support from so-called black-belt entrepreneurs who introduce him to a whole new world. A world in which being an entrepreneur is associated with inner peace, ease and team flow. A world full of passion and fulfillment.

This book offers you answers on how to escape the constraints of everyday business life, how to create a flow team and helps you find your way to a fulfilled entrepreneurship full of enthusiasm and self-determination. The book is not only for entrepreneurs, but also for employees who want to grow together as a team.

Stefan Merath (Eschbach) has been an entrepreneur for 27 years and an entrepreneur coach for 20 years. He has a black belt in Thai Ki San. He is the author of the "The Path to Successful Entrepreneurship", "The Art of Loving Your Customers", and "Thy Will Be Done. Leadership for Entrepreneurs". His books and training courses have influenced hundreds of thousands of entrepreneurs in German-speaking countries. He has created a truly unique community in which entrepreneurs support, develop and enrich one another. www.unternehmercoach.com



Stefan Merath

Black-Belt Entrepreneurs

The Ultimate Secret to Simple, Humane, and Effective Business Management

15,3 x 23 cm | 448 P. | Hardcover with bookmark ribbon
ISBN 978-3-96739-177-0

Genre:

Management and management techniques

Gondlach/Brinkmann - AI Is Now!



What is Artificial Intelligence?

“AI applications are technical systems that process data with computer assistance and make decisions autonomously. In short, AI is when a machine can solve problems that previously only humans could solve.”

Kai Gondlach

Good to Know!

Known from ARD, Handelsblatt, National Geographic, and many more

Authors' companion blog: “ZLOG – Der Zukunftsblog” (FLOG – The Future Blog)

Kai Gondlach is the host of the successful podcast “Im Hier & Morgen” (Now & Tomorrow) with over 100 episodes

With best cases from a variety of industries and company sizes, for a broad & practical perspective on important terms, concepts, and current applications

- How companies can successfully integrate AI into their day-to-day operations
- With numerous practical examples and a detailed five-phase plan
- 16% of companies actively use AI, but 75% already consider it to be a pioneering technology of the future (Fraunhofer Institute for Industrial Engineering)

Featured Title

Artificial intelligence is already the driving force behind the innovations and success stories of business giants such as Alphabet (Google), Microsoft, Amazon, and Meta (Facebook, Instagram and WhatsApp). However, many companies still lack the knowledge of how AI can be integrated into one's everyday working life.

This handbook provides the solution. It contains comprehensive knowledge about the opportunities and risks of this promising technology and clearly and comprehensibly highlights the requirements that are important for the successful implementation of AI in your business processes.

With the help of selected best-practice examples and a detailed five-phase plan, you will learn how to put this technology to work. Step by step, you will learn how to find the right AI model for your individual needs based on the latest findings from futurology, consulting and business practitioners and how to integrate it into your day-to-day work in a systematic and beneficial way.

Kai Gondlach (Leipzig) is one of Germany's most renowned futurologists and owner of the Leipzig-based futurology institute PROFORE. He reaches a large audience with his scientific publications, consulting work, and keynote speeches and supports companies in developing their future strategies.
www.kaigondlach.de

Mark Brinkmann (Heilbronn) is an IT manager at the Schwarz Group, Europe's largest retail company, which includes Lidl, Kaufland, Schwarz Produktion, and PreZero. With his expertise in the field of artificial intelligence, he is actively advancing the group's technological progress.



Kai Gondlach, Mark Brinkmann

AI Is Now!

How Artificial Intelligence Can Make Your Daily Working Life Easier

15,3 x 23 cm | 208 P. | Hardcover with bookmark ribbon
ISBN 978-3-96739-179-4

Genre:

Business strategy

Swen Göllner - 33 Ideas for Simple Data Strategies in SMEs



Good to Know!

With a foreword by Damian Kutzias, data scientist expert at the Fraunhofer Institute for Industrial Engineering

Well-known from RTL, Hamburg1, IHK magazin, RHEINISCHE POST and many more

The author is the host of the successful podcast “Wertgeschätzt! Der Business Intelligence Podcast” (Appreciated! The Business Intelligence Podcast) with over 100 episodes

The author runs a successful blog on data culture and strategy

Glossary with all important terms in the book with a test to “Determine your digital maturity level”

- How companies can strengthen their competitive position with the right data strategy
- 62% of managers surveyed from German-speaking companies are dissatisfied with the performance and efficiency of their customer data management (KPMG International)
- Efficient data strategies allow for faster reactions to changing market conditions

Find out how you can reap profitable rewards by using simple tools and data strategies. Business IT specialist Swen Göllner knows what SMEs really need today when it comes to data solutions. You don't have to invest in expensive IT projects; small changes and alternative approaches can already have a major impact and be profitable. In this way, data can form the basis for process optimization, strategies, and new business models in the future.

Success calls for decision-makers who can have a say and critically scrutinize new solutions. Together with the team, they should ask the right questions in order to assess the consequences for the company.

Swen Göllner (Neuss) is a business information scientist, founder, and managing director of bimanu Business Intelligence Manufacturing and host of the number 1 business intelligence podcast. He has more than 15 years of experience in setting up business intelligence systems and data strategies for various industries. Through his professional career, he is not only familiar with the entire spectrum of use cases – from corporate groups to SMEs – as well as all facets of digital challenges, from IT itself to corporate culture. www.bimanu.de



Swen Göllner
33 Ideas for Simple Data Strategies in SMEs
 Save Time, Reduce Costs, Increase Sales. With a foreword by Damian Kutzias
 14,8 x 22,5 cm | 208 P. | Softcover
 ISBN 978-3-96739-180-0

Genre:
 Business strategy

Anne M. Schüller - Mastering the Future



Good to Know!

Over 25,000 books by the author already sold by GABAL Verlag

Well-known from Unternehmer.de, Capital, managementportal.de, managerSeminare, hrm.de, and many more

Finalist of the getAbstract International Book Award 2019 with her book “The Orbit Organization”

“This is the corporate model of the future.” Capital about “The Orbit Organization”

- Real transformation instead of the “same old story”: with the author’s top 30 tips
- THE practical book on the topics that will drive the economy in the coming years
- How companies can successfully integrate change into their operations

What we do or don't do today determines how we will fare in the future. In this book, the author presents a wealth of new business models that will drive our economy forward. She reveals the future trends of the next decade for many different sectors.

The book is divided into three key areas of action: regenerative sustainability, structural transformation, and innovation competence. Exciting and inspiring examples are used to show how mindset and culture, life and work, customer demands, and the potential of companies are changing. The author also presents concise solutions and tried-and-tested procedures for achieving sustainable action. Finally, she reveals her top 30 tips to ensure that every company succeeds in becoming a high-flyer in business.



© privat

Anne M. Schüller (Munich) understands traditional corporate structures inside out. For well over 20 years, she held management positions at international service providers. Since 2002, she has been working as a keynote speaker, management thinker, and business coach. Her clients include the business elite in German-speaking countries. Anne M. Schüller is a multiple award-winning bestselling author and has been inducted into the Hall of Fame of the German Speakers Association.

www.anneschueller.de



Anne M. Schüller

Mastering the Future


The Trend and Tool Book for the Designers of the Day After Tomorrow. Sustainability – Transformation – Innovation

15,3 23 cm | 224 P. | Hardcover with bookmark ribbon
ISBN 978-3-96739-181-7

Genre:

Management and management techniques

Andrea Yildiz - Customer Experience Made Easy

A portrait of Andrea Yildiz, a woman with blonde hair, smiling and wearing a black leather jacket over a blue top. The background is a blurred grid pattern.

“Through your sincere appreciation, a good feeling arises among your customers. Because they desire an emotional upgrade through you and your brand. So always appreciate generously.”

Andrea Yildiz

© Berthold Walheim

Good to Know!

Definition: The customer experience (CX) encompasses all impressions that customers receive from a company throughout the entire duration of a customer relationship

Foreword by Dr. Peter Pirner, leading German expert on customer experience management

Known from WirtschaftsWoche, ERFOLG magazine, and much more

The author runs a successful blog on the subject of branding

Additional digital material: Templates, filled out as examples for customer journey mapping, empathy mapping, and persona identification

- Customer experience (CX) explained in an understandable and practicable way
- This book is explicitly aimed at SMEs and solo self-employed people
- Even a 5% increase in customer satisfaction can lead to an increase in sales of over 25% (Harvard Business Review)

Make sure your customers leave the competition behind! The customer journey is the emotional path that potential customers go through before deciding to buy a product. Facilitate a smooth process and proactively anticipate every step of your customers' journey. What can you inspire them with, at which points can you create highlights that set you apart from others?

In the only book to date aimed at smaller companies, the author provides an introduction to the topic. She uses concrete situations to explain the opportunities offered by customer experience (CX), but also the stumbling blocks that need to be avoided. She clearly shows you how to create good feelings during a customer journey and how to deal productively with complaints.

Told in a relaxed manner and with many well-founded practical tips and interviews with small companies that are already successfully practicing CX, the book will enrich your awareness of your customers' perspective!

Andrea Yildiz (Worms) holds a degree in business administration and is a CX Professional (CXAD) and Brand Strategist. She has been working in communications marketing for over 25 years. In 2012, she set up her own advertising agency. She generates almost 70% of her net revenue through CX and referrals from her existing customers. www.sternundberg.de



Andrea Yildiz

Customer Experience Made Easy

Turning the Customer Journey into a Successful Experience. With a foreword by Peter Pirner

14,8 x 22,5 cm | 176 P. | Softcover

ISBN 978-3-96739-182-4

Genre:

Sales and marketing

Ulrich Dietze - Technical Sales: A Billion-Dollar Pitfall?

“Sales is not everything, but without sales, everything is nothing.”

Ulrich Dietze



© Nentwig Fotografie

Good to Know!

Foreword by Susanne Szczesny-Oßing, Chairwoman of the Management Board of EWM AG

The author's customers include Palm, Reich, BÄKO and many more

Technical sales can be found in numerous industries, including mechanical engineering, engineering, construction, and medical technology

With a comprehensive special chapter on “AI in Technical Sales”

- A handbook on the opportunities and challenges of technical sales
- How to identify weaknesses and risks in technical sales and turn them into strengths and opportunities
- Broad target group: 300,000 companies in the DACH region have a Technical Sales department

For years, leading companies have been intensively developing their technical sales teams in order to remain competitive in the midst of a global flood of products and services. They have realized that even the best products and solutions are only successful if they are seen and purchased by potential customers.

Ulrich Dietze, an award-winning expert in sales optimization, reveals the proven strategies of these successful companies that you can use to rethink your technical sales and develop a sustainable competitive advantage. Take advantage of the valuable practical tips and find out how you can best support the development of excellent sales skills and processes.

You will also learn how you can leverage the possibilities of digitalization and AI to plan and systematically implement a future-oriented and resource-efficient sales culture.



Ulrich Dietze

Technical Sales: A Billion-Dollar Pitfall?

Recognize Risks and Activate Opportunities. With a foreword by Susanne Szczesny-Orling
15,3 x 23 cm | 224 P. | Hardcover with bookmark ribbon
ISBN 978-3-96739-183-1

Genre:

Sales and marketing

Ulrich Dietze (Mettmann) is Managing Director of Deutsche Vertriebsberatung and an expert in sales optimization. He is the inventor of the TQS (Total Quality Selling) sales method, has increased the efficiency and success rates of over 3,000 companies and 30,000 employees in technical industries and received the BDVT German Training Award for his work.

www.deutschevertriebsberatung.de

Jonas Höhn - Work to Thrive, Not to Survive

“We must not forget existing employees in our search for new talents”

Jonas Höhn



© Oliver Güth

Good to Know!

Foreword by Inga Dransfeld-Haase, President of the Federal Association of Personnel Managers

Known from the TV show “Die Höhle der Löwen” (VOX)

Jonas Höhn is the host of the successful podcast “Rebellisch gesund by detoxRebels” with over 100 episodes

His clients include TUI, Vodafone and Peek & Cloppenburg

- Making employee retention attractive and active and changing the workplace together as a team
- Best practices from well-known companies such as Volkswagen, Microsoft, OTTO, SAP, AXA and 3M
- Scientifically substantiated, with many results from current studies

Employees are often better connected to the Internet than to their own company, their colleagues – and themselves.

It's no surprise, as they find themselves in a workplace devoid of the understanding and acknowledgment they seek, a place where they feel their contributions matter. As a result, they experience increasing frustration at work, eventually working to survive rather than thrive. This should be put to an end.

Jonas Höhn shows HR managers, employees and managers what tweaks they can make to create a safe working environment, grow together as a team and improve everyone's performance for the long term.

From the latest scientific findings and motivating examples of best practices from well-known companies to concrete “quick wins” for employees and managers – this book provides inspiring ideas and practical suggestions for creating better working environments and making collaboration more positive.

And the best thing is that no radical change is necessary. Instead, the motto is: “Don't do more, do it differently!”

Jonas Höhn (Cologne) is a speaker, podcaster, and founder of detoxRebels. His appearance on the TV show "Die Höhle der Löwen" (The Lion's Den, same concept as Shark Tank) introduced him and his startup to a million-strong audience. Since then, the amiable rebel, along with his team of experts, has been able to assist companies nationwide, such as TUI, Vodafone, and Peek & Cloppenburg, in creating better working conditions.



Jonas Höhn

Work to Thrive, Not to Survive

Coming Together for More Appreciation, Cohesion and Productivity. With a foreword by Inga Dransfeld-Haase
15,3 x 23 cm | 224 P. | Hardcover with bookmark ribbon
ISBN 978-3-96739-184-8

Genre:

Management and management techniques

Dr. Florian Pressler - Asserting Yourself Without Butting Heads



Good to Know!

His clients include SAP, BAUER Media Group, Dehner, MAN

Multiple award-winning participant and winner of national rhetoric and speech competitions

More than 100 seminar days per year on the topics of rhetoric and negotiation

- Assert yourself in a friendly but firm manner: How not to lose sight of your goals without harming others
- How we can overcome communication hurdles, remove blockages, and pursue our own path with determination
- Numerous practical examples show how we can achieve better communication

Featured Title

Present yourself in a friendly and assertive manner and still get what you want. Rhetoric trainer Florian Pressler will give you the skills you need to assert yourself quickly and competently. Learn how to proceed skillfully and how to preserve your professional and personal relationships without destroying them.

At the beginning, you accompany the protagonist Tina on her development journey from “office cinderella” to an assertive and self-confident personality. The story shows you common mistakes in behavior and thinking, as well as the methods and strategies you can use to communicate your needs intelligently and deal confidently with dissenting voices.

In the second part of the book, the narrative takes a back seat and the focus shifts to specific situations from meetings and one-to-one conversations in everyday working life. Learn how to prepare for these situations so that you are satisfied with yourself and your results at the end.

Dr. Florian Pressler (Augsburg) is a freelance rhetoric and communication trainer, teaching trainer for negotiation at the University of Augsburg and winner of national rhetoric and speech competitions. For more than 15 years, he has been helping people to get what they want through better communication. www.florian-pressler.de



Florian Pressler
Asserting Yourself Without Butting Heads
 How to Get What You Want from Others Without Burning Bridges
 14,8 x 22,5 cm | 176 P. | Softcover
 ISBN 978-3-96739-185-5

Genre:
 BODY, MIND & SPIRIT / Inspiration & Personal Growth

Kathrin Leinweber - How Women Can Succeed in Male Domains



Good to Know!

Women are interrupted more often in conversations than men (The Telegraph)

The author's podcast – "99% Hack" with almost 200 episodes – is one of the 1.5% most popular programs out of around 3.1 million podcasts worldwide (www.listennotes.com)

Her clients include HypoVereinsbank and Siemens

The author is an active member of Fondsfrauen (Women in Funds) and Global Digital Women.

Companion series on the topic in GABAL MAGAZINE to coincide with the publication of the book

- Navigating a male-dominated environment and effectively dealing with power games
- Defend yourself confidently and calmly against the alpha male syndrome, mansplaining, cattiness and competitive mindsets
- With the top 10 hacks that make the reading tangible and actionable

Stop waiting for someone to recognize your potential and take your success into your own hands! High-performance expert Kathrin Leinweber shows you how to recognize, develop and confidently leverage your female strengths in male-dominated industries.

Defend yourself confidently and calmly against the alpha male syndrome, maninterrupting, hepeating, cattiness and competitive mindsets. Instead, find male and female allies who will support you in your job and with whom you can cooperate and achieve success together. The author explains exactly how to do so in a humorous, succinct, and charming way.

The book also provides unforgettable top 10 hacks on how you can make clever use of your feminine qualities. Don't wait any longer: The market needs strong women like you!

Kathrin Leinweber (Bad Homburg) advises women who want to achieve long-term success. The charismatic high-performance expert and speaker knows which routines and strategies can be used to achieve one's personal peak performance. With a degree in business administration, she worked in the investment industry for more than 22 years, most recently as deputy department director. She understands all the strategies that women can use to successfully overcome the challenges and hurdles that still exist in male-dominated industries with feminine elegance. www.kathrinleinweber.de



Kathrin Leinweber
How Women Can Succeed in Male Domains
14,8 x 22,5 cm | 192 P. | Softcover
ISBN 978-3-96739-186-2

Genre:
Advice on careers and achieving success

Dr. Max Niebling - Investing Without Detours

“The earlier you start investing, the larger your wealth will become.”

Max Niebling



Good to Know!

ETF stands for “Exchange-Traded Fund”

This book takes the reader on the shortest path to a basic portfolio, which is perfectly adequate for 95% of ETF investors

With numerous illustrations that clearly explain the topic

Straightforward structure: principles, portfolio structure, portfolio management – how to get started

- Navigating the ETF jungle: How to find your way through over 1,900 approved ETFs in German-speaking countries
- Savings accounts have had their day – independent bodies such as consumer protection agencies recommend retirement planning using equity ETFs

For someone looking to invest in ETFs for the first time, it's easy to become overwhelmed. This is exactly what Max Niebling experienced firsthand. His journey to creating his own ETF portfolio was unnecessarily long and complicated. To spare others from having to take the same detours as he did, he wrote this book. It's a guide for individual investors, the kind he wished he had when he started out.

Understandable, practical, and to the point: Building wealth and planning for retirement successfully has never been easier. In this concise financial guide, you'll discover the five fundamental principles of investment and quickly create your own ETF portfolio. Investing can truly be this easy.

Dr. Max Niebling (Frankfurt a. M.) is a private investor and ETF autodidact. During his studies, he learned the theoretical basics of the economic and financial system and the concrete, practical implementation in his own investments in ETFs. He writes as a private investor for private investors. This gives him authenticity and sets him apart from many other financial authors.



Max Niebling

Investing Without Detours

The Shortest Path to Your Own ETF Portfolio

12,5 x 18 cm | 128 P. | Softcover

ISBN 978-3-96739-197-8

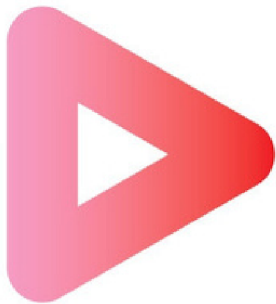
Genre:

BUSINESS & ECONOMICS / Personal Finance / Money Management

LEARNING WITH ALL SENSES



**GABAL
DIGITAL
NEW
LEARNING**



The books from the **GABAL DIGITAL - NEW LEARNING** series are the perfect companions on the journey of lifelong learning and personal development. Didactically well-prepared, proven, easy-to-grasp content from authors with practical experience is brought to the point in an implementation-oriented manner. These books offer real added value: Digital supplementary offers promote interactivity, support the learning process, and ensure ideal learning success.

The digital content is provided for download in a secure area on the GABAL eCampus. Readers register once on the eCampus to permanently access the digital supplementary content.



VIDEO



AUDIO/PODCAST



DOCUMENT



TEST/CHECKLIST



APP

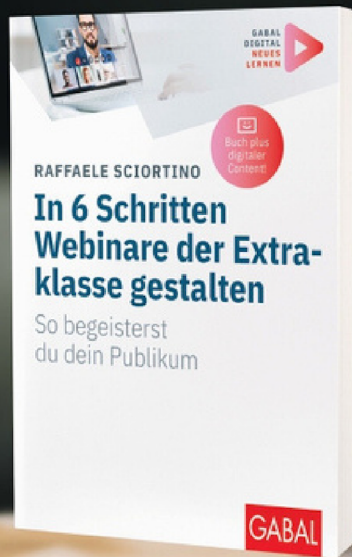


ONLINE-TRAINING

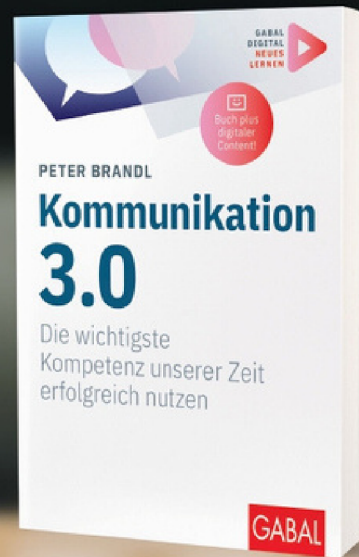
Interactive Books with digital Add-ons



Developing and Delivering Effective Seminars



6 Steps to Exceptional Webinars



Communication 3.0



The 7 Principles of Success for Customer-Facing Work



Rhetoric is Everything



Getting the Most Out of Digital Tools



Successfully Planning and Producing Corporate Podcasts

- Reach your target group in an entertaining and informative way: Customers, employees, (future) applicants, advertising partners, etc.
- Over 40% of the German population describe themselves as regular podcast listeners (Statista)
- Learning using all the senses: extensive additional digital content for the book



Oliver Schwartz

Corporate Podcasts

5 Steps for Planning and Producing Successful Corporate Podcasts

14,8 x 21 cm | 176 P. | Softcover

ISBN 978-3-96739-189-3

Genre:

Business communication and presentation

Podcasts are more popular today than ever before. This channel allows content to be delivered to a target group in an engaging and entertaining way. Even companies have discovered the corporate podcast as a content marketing strategy – from HR podcasts in the application process to knowledge podcasts for sales partners, anything is possible.

In this book, Oliver Schwartz provides valuable basic knowledge, provides inspiration for strategy and planning, and explains step by step how to record your own podcast in broadcast quality. The accompanying video and audio content as well as checklists provide important tools for putting what you have learned into



© artis, Ull Deck

Oliver Schwartz (Karlsruhe) is a passionate communications expert. He studied law in Bonn and earned an MBA in Management & Communications in Vienna. After more than 25 years of responsibility in communications at technology companies, he set up his own business, Turtle-Media, and has been running his own consulting firm for strategic communications since 2018. He supports companies in the realization of successful corporate podcasts.

www.oliver-schwartz.de

Good to Know!

Definition: A corporate podcast is an instrument in corporate content marketing and is used in both external and internal communication

With the following additional digital content: • Videos • Podcasts • Checklists

Among other podcasts, the author was responsible for the successful Novartis corporate podcast (Novartis is a global pharmaceutical company)

Knowledge. On Point.

30 MINUTE SERIES

- Competent. Practice-oriented.
Straight to the point.
- Relevant topics for success in the workplace,
Calmness in everyday life, and a better life
- Authors with practical experience,
who are experts in their field



Each 30 Minutes Book
96 Pages | 11,5 x 17 cm
Softcover



Over 5 Million copies
sold worldwide
Translated in 18 Languages

How to Use the Innovative Chatbot Correctly

- █ Increase customer loyalty and boost efficiency and productivity in your company by using ChatGPT
- █ 27% of companies state that they are already working with chatbots in customer service, with another 26% planning to do so in the future (Statista)



Michael Gebert, Oliver Schwartz
The 30-Minute Guide to ChatGPT
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-190-9

Genre:
 BUSINESS & ECONOMICS / Skills

The book by Michael Gebert and Oliver Schwartz focuses on the application-oriented knowledge of ChatGPT (Generative Pre-trained Transformer). Readers will learn more about the capabilities and working methods of AI and gain confident skills to interact with the chatbot in the best possible way. The authors provide important basic knowledge that will be indispensable in the future. They explain clearly which regulations will enter into law across Europe in 2024 and how the capabilities of AI can be utilized in a risk-free and legally compliant manner.

Dr. Michael Gebert (Pullach) is a visionary entrepreneur and internationally renowned keynote speaker. He has 30 years of strategic thinking and innovative action under his belt. As a positivist with a solid background in business administration and a doctorate in swarm intelligence, he is passionate about the ethically acceptable use of AI innovations and decentralized structures in the corporate environment.

Oliver Schwartz (Karlsruhe) is an expert in strategic communication with more than 25 years of experience as a manager in international technology companies. Today, he contributes his expertise in consulting mandates with companies, board members, and managing directors and as an interim manager. He shares his knowledge and ideas about AI in business and society in publications, as an author, speaker, and podcaster.

www.chatgpt-expertenforum.de

Good to Know!

Definition: "ChatGPT (Generative Pre-trained Transformer) is a chatbot that uses artificial intelligence to communicate with users via text-based messages and images."
 Gabler Wirtschaftslexikon

With a foreword by Parsa Marvi, Member of the German Parliament, member of the Digital Committee and rapporteur for the EU AI Act

The authors are initiators and managing editors of the ChatGPT Expert Forum and host the "Turtlezone Tiny Talks", a podcast on the topic of artificial intelligence

Sales Success with Social Media

Global revenue from social media is set to increase to over 1.2 trillion US dollars by 2025 (Accenture)



Denise Adomeit, Martin Limbeck (Hg.)
The 30-Minute Guide to Social Selling
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-191-6

Genre:
 Sales and marketing

Social media such as LinkedIn and others vastly multiply the opportunities for making and nurturing contacts. Anyone who invests just ten minutes a day into social selling activities can quickly multiply their sales success. Denise Adomeit explains which concepts will soon help you achieve far greater success in sales and illustrates the steps involved using easy-to-follow examples. Only those who practice social selling professionally and effectively – using a systematic and consistent approach – will quickly achieve success and save a lot of time in the process.

Denise Adomeit (Laboe) worked as a regional manager at R+V Versicherung AG after training as a banking specialist. She then went on to work as a corporate sales trainer at Provinzial Nord Brandkasse AG. She has been working as a partner and consultant at the Limbeck Group since 2021.
www.limbeckgroup.com/team/denise-adomeit/

How Advanced Training Can Become a Model for Success

Blended learning is the combined use of traditional teaching and online learning



Rolf Bielinski, Martin Limbeck (Hg.)
The 30-Minute Guide to Blended Learning
 11,5 x 17 cm | 96 P. | Softcover
 ISBN 978-3-96739-192-3

Genre:
 BUSINESS & ECONOMICS / Skills

In this book, you will learn about the different aspects and variants of blended learning concepts and can test them using proven, objective measurability criteria. To ensure that learned skills are permanently anchored, it is important to ensure a long-term transfer process and to increase participants' implementation skills. The author uses examples to illustrate successful blended learning concepts.

Rolf Bielinski (Osterholz-Scharmbeck) studied economics in the USA. Starting as a sales trainee at IBM Global Services and working his way up to becoming sales director in mechanical engineering, he has been sharing his expertise and experience for over 17 years. He is one of the thought leaders in the field of digital learning, has contributed to the development of blended learning concepts and has successfully implemented them in companies. www.limbeckgroup.com/team/rolf-bielinski/

The Competitive Advantage of an Attractive Working Environment

Fostering employee loyalty, reducing costs, and ensuring continuity



Anabel Ternès
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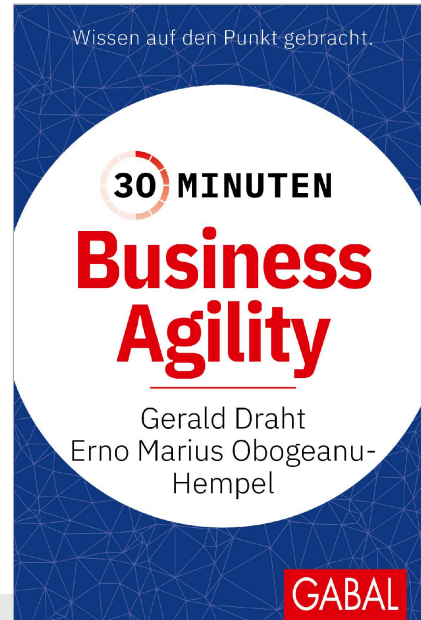
Genre:
 Management and management techniques

The book presents an innovative approach to attracting and retaining employees based on a combination of economic, ecological, and social measures. It highlights the opportunities and potential offered by sustainable business practices and presents strategies that position employees as influencers within and outside the company. The book offers many examples and tips and shows how companies can effectively counter the shortage of skilled workers.

Prof. Dr. Anabel Ternès (Berlin) is Managing Director of the SRH Institute for Sustainability Management in Berlin and Professor of Communication Management, as well as a futurologist, keynote speaker, author, and founder of sustainable start-ups. Anabel Ternès has received several awards for her entrepreneurial and voluntary work. www.anabelternes.de

Achieving a Successful Business Transformation

Business agility: the ability of a company to adapt quickly to changes through flexible processes



Gerald Draht, Erno Marius Obogeanu-Hempel
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Genre:
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The 30-Minute Guide to Business Agility demystifies the current agility hype and provides you with a concise and practical guide for navigating your organization through the agile era and its far-reaching implications for your organization. This book highlights the most urgent challenges, offers solutions that go beyond the current understanding of agile methods, and demonstrates the need for a holistic transformation.

Gerald Draht (Hürth) has over 20 years of experience in various management and consulting roles. He is Senior Manager Change and Transformation as well as a consultant for OKR and Business Agility at DigitalWinners.

Erno Marius Obogeanu-Hempel (Großkarolinenfeld) is an international keynote speaker, management consultant, business coach, and university lecturer, as well as founder, managing director and partner at DigitalWinners, a consulting boutique for digitalization, strategy, OKR, digital transformation, and innovation. www.business-agility.info

Shared Position, Shared Success

Working in tandem: the opportunities and risks of job sharing



Yvonne Romina Demir, Patrick Metz
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Genre:
 BUSINESS & ECONOMICS / Careers / General

Job sharing enables employees to carry out their tasks with reduced working hours and thereby maintain a healthy work-life balance. The book provides an overview of the different types of job sharing as well as insightful practical tips on how working in tandem can work: from finding a common working basis and practical considerations for the organization of one's day-to-day life to the successful application process as a tandem and a reality check for one's first shared position.

Since 2022, psychologist **Yvonne Romina Demir** (Darmstadt) and engineer **Patrick Metz** (Lorsch) have been working together to design and implement Merck's global strategy for employee health. With their own agency, they advise companies and job tandems on the successful establishment and implementation of new working models. www.demir-metz.com

Practical Ways to Manage as a Duo

Get to know the basics, pitfalls, and criteria for success of shared leadership



Brigitte Ehmann
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Genre:
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The 30-Minute Guide to Shared Leadership provides a possible answer to the demands of our time and outlines a leadership model for the future. It pays particular attention to the needs of the current and future generations of workers (Y, Z, and Alpha). The book outlines the principles, pitfalls, and success criteria of shared leadership and also explains the benefits for employees. The author provides a proven checklist with dos and don'ts to help you get started with shared leadership in your company straight away.

Brigitte Ehmann (Puchheim bei München) is an expert in new working environments, servant leadership, and new work. The business economist, moderator, and trainer for change management and cultural change coaches board members and managers with a focus on shared leadership and code of conduct and navigates through cultural change and complex change processes. www.brigitte-ehmann.com

GABAL Favourites: Female Empowerment



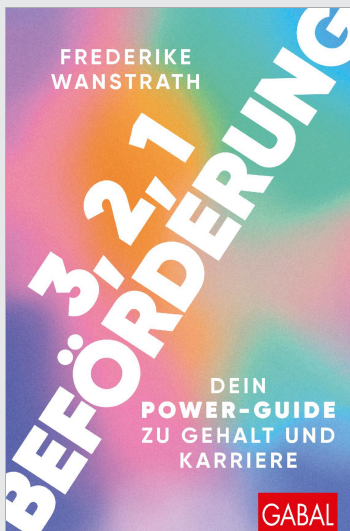
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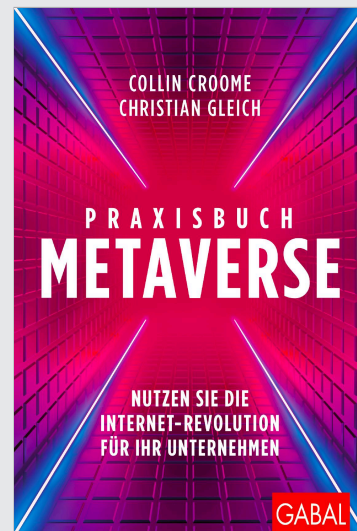
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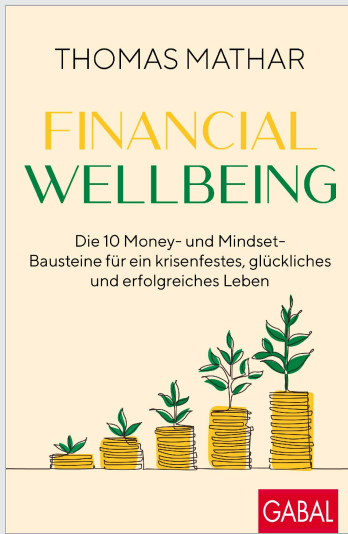


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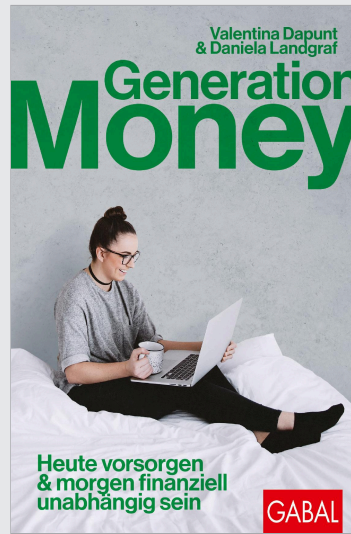


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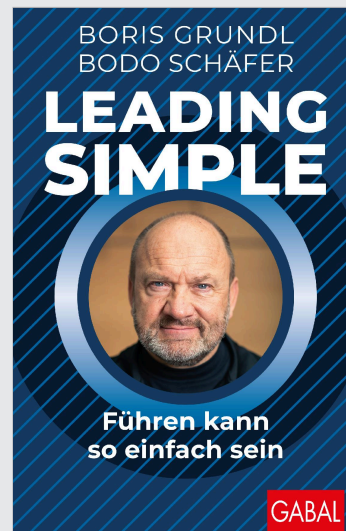
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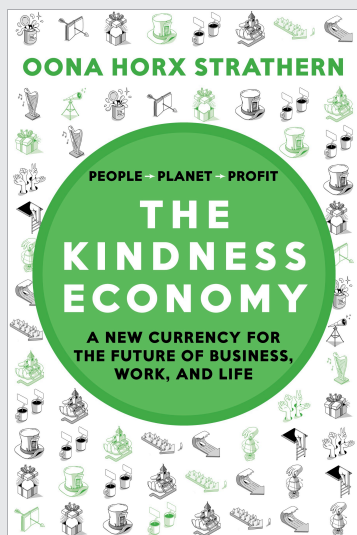
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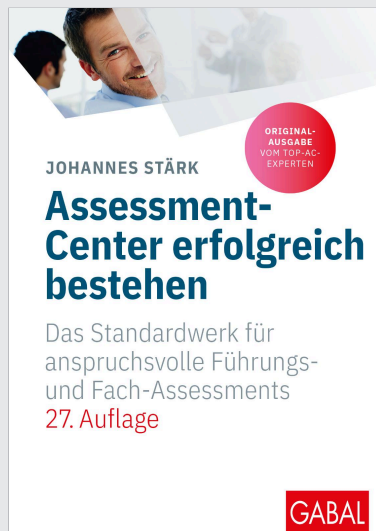
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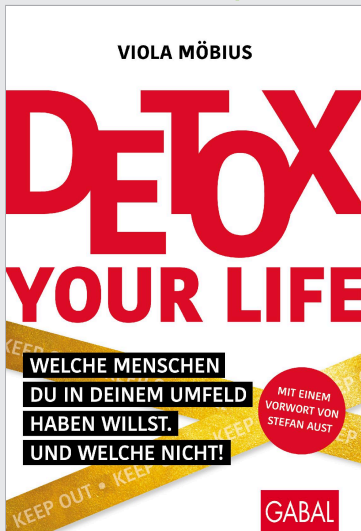


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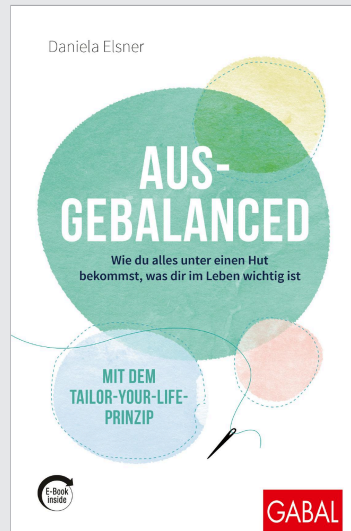
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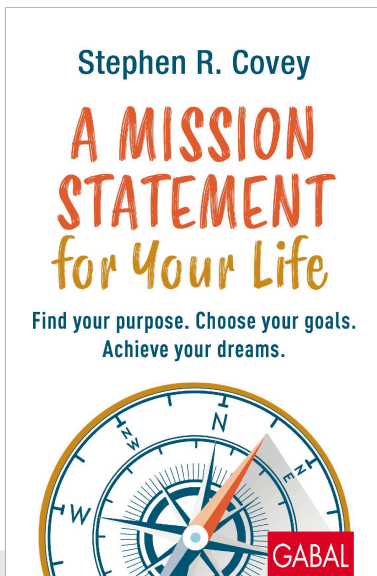


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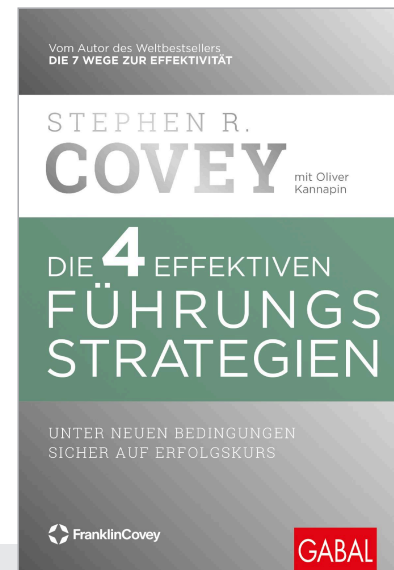


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