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A stroke of luck for mathematics!
Erna Lackner, FAZ

Jumped on the Bestseller List instantly after publication!

The one who masters numbers has the power. More than 2000 years ago the Greek scientist Archimedes beat the Roman Navy with his math skills. Intelligence agencies encrypt communications. Computers beat humans in Chess and Jeopardy.

Rudolf Taschner takes us on an amazing ride through the history of the most powerful numbers. He tells the tale of Blaise Pascal who first invented a computer in the 17th century, of how Isaac Newton learned to calculate with the concept of infinity, of why Kurt Gödel managed to believe in the power of numbers and the presence of ghosts, and of how the British Intelligence despaired about the number 007.

The author unveils the secrets of math in a suspenseful, light, and entertaining way. Even the non-math-inclined cannot help but be taken into the spell of numbers.

"Math is as exciting as the first kiss! A gross exaggeration? Not so when Professor Rudolf Taschner romanticizes the magic of numbers." Der Tagesspiegel, Berlin

"Rudolf Taschner shows us that a true scientist does not accept apparently established knowledge. He not only reveals the secrets of math, that it is not only about monotonous computation, but a field full of wonders and great surprises. Even more, the author introduces us to how a real mathematician’s mind works and how we can follow the thought process. He makes us comprehend that numbers can be understood as sensual and immediate."
Daniel Kehlmann

Rudolf Taschner was born 1953 in Ternitz. He is a professor at the Technical University Vienna. He operates "math.space", a location in the Vienna Museum Quarter that presents math as a cultural entertainment. He was voted "Scientist of the Year" in 2004. In 2011 he received the Award of the City of Vienna for Popular Education. Rudolf Taschner’s books have received numerous awards.
"If Lehman Brothers had been ‘Lehman Sisters,’ today’s economic crisis clearly would look quite different."
Christine Lagarde, Head of the IMF

The business world is a man’s world, even in the 21st century. In Europe and in the U.S., few women have made it to the top of corporations and economics. In Germany, Europe’s largest economy, there is not a single female CEO among the 100 largest stock-listed companies.

Further down the ranks, female middle managers find it hard, if not impossible, to combine career and family. No wonder, then, that women hold just 11% of board seats in Europe and 15% of board seats in the U.S. Are companies and the men who run them to blame? And can this gender imbalance in the workplace explain why we are in the midst of the worst economic crisis in 60 years?

In “Think Again! How the Economy Could Be More Feminine,” Uwe Jean Heuser and Deborah Steinborn show how a long history of male-dominated economic thinking and practice has led to gender imbalances in the economy and business today. The authors weave a vivid tale of what a future, more gender-balanced economy could look like – not just in western Europe and the U.S. but in countries as far afield as Norway, Saudi Arabia and Brazil. “Think Again!” shows that economic prosperity is ours to have, but only if women can truly move forward in business. A revolution is needed, in the minds of business leaders and in the mechanisms of corporate and private life. In compelling prose, the authors describe how this revolution is already underway in key sectors of the global economy.

"Excluding women from political and economic decision-making has led to cultural and economic folly…from wars of the past to today’s global financial crisis. We must act now to change. This book shows how.”
Michael Naumann, publisher and former German Secretary of Culture

"Deborah Steinborn and Uwe Heuser offer compelling profiles of women who argue that economic policy should be driven by a notion of human welfare rather than cold numbers and abstract competition.”
Anne Nelson, author of „Red Orchestra“ and Columbia University professor
Those who wait, win!

Learning from stones means learning to win!

Constant change! That is the motto of our time. Many actions are taken just for the sake of doing something. The more prudent option of waiting for the right moment to act is often forsaken. Whereas blind action often leads to ruin; calm and equanimity are the surety for long-term survival.

The rarely practiced but by far the most successful strategy is that of inaction. This is true on the stock exchange, in politics, and human interactions. The famed investor Warren Buffet does not make money by hectic trading but by clever waiting. The German chancellor Angela Merkel maintains her office through a prudent waiting stance. Silence is often the most powerful tool in human communications. Holm Friebe explains in an entertaining and scientifically sound way how we can end up on top in everyday life and on the job by playing the trump card of non-action. Learning to wait for the right time to act is learning how to win!

______________________________

Action bias is the tendency to act for the sake of doing something. We feel we have to do something without thinking the matter through and without having considered all the corollaries. This is a serious flaw that causes much harm in medicine, the economy and in politics. I have waited a long time for a book that puts this thinking flaw on the spot and instead makes the case of non-action or inaction.

Rolf Dobelli
It has become fashionable to blame the Internet and digital, or computer driven, lifestyle for many of the ills of modern life. The pessimists diagnose a coming "digital dementia" and draw a gloomy picture of a future that "does not need people anymore".

These voices are based on an extremely problematic world-view that goes like this: Inundate people with information and sooner or later they will cease to think for themselves. They will bumble through life like remote controlled puppets.

Tim Cole and Ossi Urchs take a radically different position: computerization and networking are not like a cold that will soon go away. Rather, they are here to stay. And that is good. For only those who employ all the potential of the Internet can get together with others to denounce political misdeeds, can start businesses, and can work with others on social projects. We are not at the mercy of the computer, but we can use it as a means for the common good.

The road to the digital future is long. It is an uncharted territory with no compasses or maps. We have to re-chart that digital territory. That’s what this book does.
"Make things as simple as possible. But not simpler."

Albert Einstein

Simplifying things is a human trait. We want the world to be manageable in order to engage in it and to shape it. But it is a difficult and sometimes fatal endeavor to reduce and reform everything for the ease of use. Reality with all its complexity will eventually interfere with our designs. This can happen in our private affairs, in the economy, and in politics.

Peter Plöger shows us when simplifying our affairs is indicated and when it is not. He points out:

- That we tend to see ourselves through rose-colored glasses, and this is not always to our benefit.
- That the pursuit of purely monetary gain is not a good example for society as a whole.
- That the Internet and free access to information do not make a working democracy.

This book makes the case for not always solving a problem, even if this our impulse. It also encourages us to embrace the world in all its complexity.
Harro von Senger is regarded as an expert on the Chinese art of planning and especially the "36 stratagems". He introduced these adages and proverbs to the West.

The 36 stratagems is a bag of tricks such as "Lead the sheep away with a light hand", or "Decorate the barren tree with flowers". Just about every Chinese knows and applies these, yet their meaning is underestimated or even ignored in the West.

In this new book, the author lays out an overall planning concept of Chinese thought that integrates the 36 stratagems for the first time. In this description they become highly applicable for the reader.

We end up with an appreciation of the idiosyncrasies of the Chinese mind. These include the intriguing combination of opposites, where we in the West only see irreconcilable alternatives; or the stunning augmentation of conventional planning with cunning twists in order to reach an objective. The book is written for the reader who does not want to be defeated by this traditional mindset, as most Western people are, but who want to employ the mind of the stratagems to their benefit.

Other books by the author

"The 36 Stratagems for Business ":

A passionate plea against discarding.

"Heckl's suggestions help us not to throw our future into the trash."
Ranga Yogeshwar

At the end of the warranty the device breaks. The display of a MP3 player is screwed up. The laptop overheats and turns off. Who does not know these stories from our own experience? The good news is that there is an alternative to the throw-away culture. It is to learn to repair things again. It not only saves resources but is also fun!

There is a new phenomenon in Germany: Repair Cafés are everywhere! These are places frequented by people who are tired of the short product life of our modern consumer goods. These folks work together and help each other to give a second life to broken household items or turn second-hand clothes into haute couture.

Wolfgang Heckl is heading the movement of do-it-yourselfers. He shows us why repairing things makes us happy, and he teaches us how to appreciate the things that we use every day. Once we start repairing things we become less likely to mindlessly throw anything away.

"An appeal to common sense. An instruction for sensible action in times when most items become obsolete not long after we acquire them. The book is a must for all who still know how to use a screwdriver."
Harald Lesch, astrophysicist and natural philosopher

"If you do not yet own a screwdriver you will go out and buy one after you have read this book!"
Thomas Häusler, SRF 2 Kultur, September 3, 2013

"Repair It - Don't Throw It Away! is a very practical book. It invokes the pleasure of repairing something and dispels the novice's fear of doing something wrong while doing so. It is a must-have for the do-it-yourselfer and for the novice as well."
Mirko Smiljanic, Deutschlandfunk, September 2, 2013
New Products are not enough

What do Triumph, AEG, Pan Am, and Grundig have in common? Their employees did work as hard as those in other companies, yet the companies failed to timely adapt their business model to the changing customer needs and competitive conditions. In Europe there are only a few companies such as Nestlé and Hilti who came up with successful innovations. The American brands Amazon, Apple, Pixar, and Starbucks, however, have not only expanded existing markets, but also created entirely new markets.

Over 90% of all business model innovations are recreations of 55 existing business models. This book shows, with a simple method, how innovative business models can be identified and constructed. This is done on the basis of existing patterns of other industries. Additionally, these patterns are presented as posters and are complemented with guiding questions. This allows the targeted development of the appropriate business model. A graphic of all business model innovations provides a good overview and helps the reader to classify the own business.

The Business Model Navigator demonstrates impressively that sustainable innovation is not created by inspiration alone, but can and should be approached systematically building on shared experience and based on data.” Dr. Ralf Schneider, Group CIO, Allianz

The St. Gallen Business Model Navigator offers a great opportunity to challenge our habitual thinking concerning business models and revenue generation.” Dr. Ian Roberts, CTO, Bühler
BACKLIST HIGHLIGHTS NON – FICITON

Hanno Beck
Geld denkt nicht
Money Does Not Think
How to Stay on Top of Financial Affairs
336 pages

German Financial Book Prize 2013, Shortlisted to German Business Book Award 2012

„Hanno Beck’s book will equip the reader to enter the slick ground of the stock market. What he writes about capital markets is entertaining and smart, informative and interesting; it is a suspenseful mixture of science and practice.” Klaus Kaldemorgen Fondsmanager, DWS

Sales to Foreign Countries
Korea (Woongjin Thinkbig), Poland (Kurhaus Publishing), Romania (Editura Globio)

Oliver Gassmann / Sascha Friesike
33 Erfolgsprinzipien
33 Principles of Successful Innovation
256 pages

All companies want to be innovative, but only few succeed to be so. Why does one company achieve genuine break-throughs while many others are content to bring me-too-products to the market? This book introduces you to the best 33 principles of success in an informative and entertaining way. “A true gold mine for all those who want to be innovative!” G. GRESSLER, MANAGING DIRECTOR 3M DEUTSCHLAND

Sales to Foreign Countries
China complexe (Taiwan Mobile Co., Ltd.), Japan (Sakurasha Publishing)

Alexander Busch
Wirtschaftsmacht Brasilien
The Economic Powerhouse Brazil
352 pages

Yesterday: Developing Nation - Today: Global Player
Alexander Busch draws a fascinating portrait of one of the most important global economic powers.

Sales to Foreign Countries:
Brazil (Editora Pensaomento-Culturix Ltda)
English translation by ING Bank N.V., Sao Paulo branch
English translation can be used

Frank Arnold
Management – Von den Besten lernen
Management – Learning from the Best
464 pages

How can we explain the impressive lifetime achievements of people as different as Herbert von Karajan and Madonna, Alexander von Humboldt and Barack Obama, Coco Chanel and James Watt?

Sales to Foreign Countries:
USA (Mc-Graw-Hill), Korea (The Soup Publishing Co), Japan (Hankyco), Russian (Phoenix), Czech (Wolters Kluwer), Chinese (Grand China Publishing House) Mongolia (NEPKO publishing)
"A fireworks show of insights into how our minds work. If you want to avoid tripping on cognitive errors, read this book." (Iris Bohnet, Professor and Academic Dean Harvard Kennedy School, Director of the Harvard Decision Science Laboratory).

"A practical Manifesto. In a world full of cognitive errors, Rolf Dobelli shows us how to void them elegantly. This book belongs on the desk of every CEO." (Ton Büchner, CEO AkzoNobel - a 15bn EUR company)

„This book is a treat. Highly relevant, scientifically grounded and beautifully written.“ (Claudio Feser, CEO McKinsey Switzerland)

“This book provides a truly fresh perspective. It is intelligent, informative, and witty. Rolf Dobelli’s clear prose illuminates how we think.” (Christoph Franz, Global CEO, Lufthansa Airlines)

“This book will change the way you think.” (Prof. Dan Goldstein, London Business School)

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The Art of Thinking clearly is an eye-opening look at human psychology and reasoning — essential reading for anyone who wants to avoid “cognitive errors” and make better choices in all aspects of their lives. Have you ever: Invested time in something that, with hindsight, just wasn’t worth it? Or continued doing something you knew was bad for you? These are examples of cognitive biases, simple errors we all make in our day-to-day thinking. But by knowing what they are and how to spot them, we can avoid them and make better decisions.

The Art of Clear Thinking, the author’s last book, has sold more than 250,000 copies and has dominated the bestseller lists for months. Countless readers are interested in Rolf Dobelli’s clever descriptions of our most common thinking errors. But those who heed Dobelli’s advice about thinking clearly are not yet out of the woods. For new pitfalls await as we progress from thinking to doing. Fortunately, we can bypass these - if we know how. This is exactly what The Art of Acting Smart is all about.

Rolf Dobelli, born in 1966, worked for Swissair. Later he and some friends founded the company getAbstract, the world’s largest seller of abstracts of business literature. He has lived in Hongkong, Australia, England, and for many years in the USA. Rolf Dobelli is the founder and curator of ZURICH.MINDS, a community of leading figures from science, culture, and business. He lives in Luzern, Switzerland.