

Spring 2026

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Andreas Hackethal

Your Financial Lifestyle Code

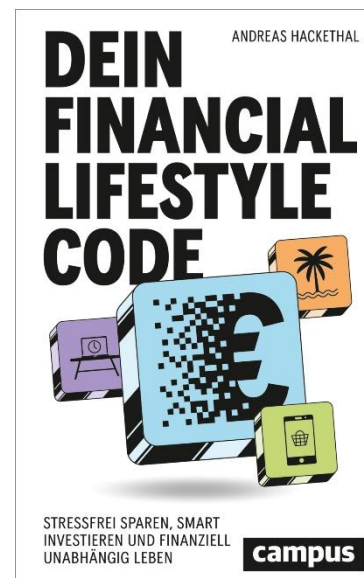
Savings without stress, smart investments and financial independence

CONTENT

Your money, your life – the simple path to financial freedom!

How do I want to live? This question is at the beginning of every important decision – including financial ones. Personal finances should not only provide security, but also help you live the life you want. So before you start thinking about investments, strategies or savings goals, it's important to figure out what kind of life you want to live. Just as there is no miracle programme for the perfect body, there is no single formula for financial success. In his financial guide, Andreas Hackethal therefore argues against optimising every last decimal point of your personal finances. He is concerned with making the right financial decisions for long-term contentment. He has created an easy-to-understand formula for laying the financial foundation for exactly the life you want: the Finance Lifestyle Code.

- **Lots of exercises and tips**
- **Scientifically sound, easy to understand**
- **Practical: what you learn can be put into practice right away in the Seasn app**



February 2026

Paperback

Approx. 240 pages

13.5 x 21.5 cm

D €25

AUTHOR

Prof. Dr. **Andreas Hackethal** is a professor at the House of Finance at Goethe University in Frankfurt. His research focuses on finance and financial decisions made by private households. He is involved in the Centre for Financial Studies, the Leibniz Institute for Financial Market Research SAFE, the advisory board of BAFIN and the Stock Exchange Expert Commission at the Ministry of Finance.

USP

- Step by step to your personal financial master plan.
- Quick, simple, secure and effective.
- Perfect for young professionals.

Nikolaus Braun

Finally good with money

Financial literacy in 12 weeks

CONTENT

The 12-week training plan for confident money management

Nikolaus Braun teaches everything you need to know about personal financial planning in 12 weeks. Each of the 12 chapters is divided into 7 training units that can be completed in 10 minutes each day:

- The week begins with an introduction to the weekly topic.
- Tuesday to Thursday are devoted to technical input.
- Friday is a training break.
- On Saturday, a money story brings the theory of the week to life.
- On Sundays, readers are challenged to apply what they have learned with recommendations for action.

After reading the book, everyone will be ready to make smart financial decisions on their own and look forward to asset planning with confidence.



March 2026

Paperback

Approx. 256 pages

With 5 colour illustrations

13.5 x 21.5 cm

D €26

AUTHOR

Dr **Nikolaus Braun** has been crossing the boundaries between the humanities and the financial sector for almost twenty years. The doctor of history began his career at a major bank rather by chance, but left in disappointment when he was expected to become purely a financial salesman. Today, he is a senior partner at an asset management firm, as well as co-founder and director of a Munich-based fee-based consultancy, where he can uncompromisingly implement his vision of independent and holistic financial advice.

USP

- Achieve financial sovereignty and peace of mind in just 12 weeks with concrete strategies
- Little effort required thanks to easy-to-understand lessons
- Suitable for beginners to the topic of finance



Rights sold: Korea

Julia Kruslin / Sophie Thurner

Investing in 3 minutes

The interactive guide to getting started

CONTENT

Financial knowledge to go

Financial knowledge in a nutshell – compact, practical and motivating: this book is aimed at young beginners who finally want to invest independently and provide for their old age – without any prior knowledge and without time for dry financial advice. In short 3-minute lessons, two experienced financial experts, Julia Kruslin and Sophie Thurner, teach everything you need to know about investing and retirement planning. Checklists, quizzes and sample calculations make the knowledge directly applicable. The fear of poverty in old age, the government's planned "children's deposit" and growing interest in investing in general make this book more relevant than ever. A contemporary introduction for anyone who wants to take control of their financial independence.

- **Financial knowledge in a nutshell: simple, understandable and immediately applicable**
- **Practical introduction through the "learn-test-apply" concept**
- **New Advice – by young authors for a young target group**



September 2025

Paperback

Approx. 224 pages

13.6 x 21.5 cm

D €22

AUTHOR

Sophie Thurner, co-founder of the financial knowledge app "beatvest", studied finance and has over ten years of experience in the financial sector, gained in banking and financial supervision in the UK (FCA) and the USA (SEC).

Julia Kruslin, also co-founder of "beatvest", has a background in business administration and extensive experience in strategy consulting. As a former investment novice, she understands the needs of beginners and, as product manager at "beatvest", is in weekly contact with users.

Emilia Bolda

Invest in your freedom!

The stock market – the only shopping mall that multiplies your money

CONTENT

Your path to financial freedom

"Finances? I can't do that." – This is exactly the phrase Emilia Bolda wants to banish from women's minds. The successful investor and financial coach came to Germany as an immigrant child at the age of ten, became a teacher and eventually quit her secure teaching job to help women on their way to financial independence. In her motivational guide, she shows how women in all walks of life can become financially free – step by step, with sound advice and practical tips for everyday life. With a clear vision, extensive experience and a great deal of commitment, Emilia Bolda not only imparts the necessary knowledge about stocks, ETFs and new forms of investment, but also the courage to take control of one's own life. Whether you are a single parent, an employee or self-employed – those who plan for the future today will live more securely tomorrow. Emilia Bolda encourages women to manage their finances confidently, break free from dependencies and build security for the future. An inspiring standard work for women who finally want to feel confident in the financial arena. Ideal for advice, gift recommendations or themed tables.



March 2026

Paperback

Approx. 224 pages

13.5 x 21.5 cm

D €25

AUTHOR

Emilia Bolda is an entrepreneur and founder of the coaching programme "Investiere.Dich.Frei." (Invest.Yourself.Free.) She was born in Azerbaijan and came to Germany at the age of 10. She initially became a teacher, then founded her coaching company in 2021. Since then, more than 1,000 participants have taken control of their finances with her help.

USP

- 6 steps to becoming a successful investor – clear, concrete and achievable
- Financial knowledge that empowers women – in everyday language
- Financial education for children – because financial freedom starts early

Simon Buck

Needle or haystack

Investing easily in a complex world

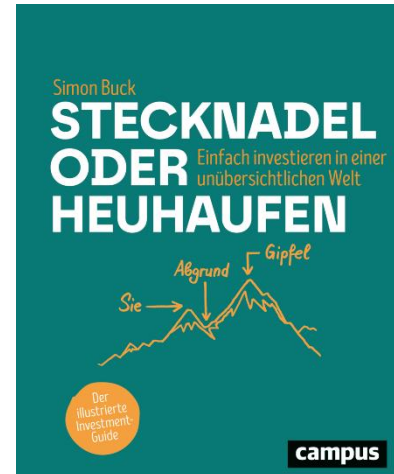
CONTENT

The illustrated financial guide

This book takes readers on an exciting journey through the world of finance – easy to understand and lovingly illustrated in every chapter. Fee-based advisor Simon Buck shows

- how behavioural economics protects against typical errors in thinking,
- how to assess risks wisely and evaluate information confidently,
- which investment strategies really generate returns, and
- why well-thought-out financial planning and retirement provision make life easier

Thanks to numerous illustrations that sum up each topic covered, the result is a practical guide that inspires readers to make smart decisions. Readers gain orientation, clarity and self-confidence – and after reading the book, they can lay the foundation for their financial freedom.



April 2026

Hardcover

Approx. 224 pages

Illustrated by Anatolij Pickmann
with 100 colour illustrations

17.3 x 21.5 cm

D €29

AUTHOR

Simon Buck has been the owner of the financial consulting firm BuckAdvice in Berlin since 2013. His consulting services aim to turn his clients into successful private investors and focus on the topics of emotion and behaviour management in personal financial planning. In addition to his consulting work, he is also an active speaker. His social media channels have 10,000 followers.

USP

- Financial education conveyed concisely and accessibly through unique visual presentation
- No prior knowledge necessary
- Foreword by Dr Nikolaus Braun, author of "Geld oder Leben" (Money or Life) and "Über Geld nachdenken" (Thinking About Money)

Maren Lehky

ME-POWER

The 7 true superpowers at work – and how you can develop them for yourself /
The best of 25 years of coaching

CONTENT

Seven superpowers for professional success and personal stability

What makes people truly strong in their jobs? Maren Lehky has identified seven superpowers that help people navigate life with authenticity, strength and confidence – even in difficult times. The book provides lots of tips and tricks for everyday life – concise, easy to understand and immediately applicable.

1. **Self-awareness: better understanding your own needs and the behaviour of others**
2. **Self-confidence: knowing and using your own strengths**
3. **Connection: communicating in a way that reaches and convinces people**
4. **Self-marketing and definition: being authentic and clear with the courage to say no**
5. **Composure: remaining confident in stressful and upsetting situations**
6. **Dealing with worries and fears: getting out of the thought spiral and finding solutions**
7. **Self-love: being at peace with yourself – perhaps the greatest power of all**

A self-help book for personal development and harnessing the strengths that already lie within us, without any self-optimisation.



March 2026
Paperback
Approx. 224 pages
13.5 x 21.5 cm
D €25

AUTHOR

Maren Lehky was a human resources manager for many years and has been coaching and training executives since 2002. The experienced author and podcaster shares the knowledge she has gathered and successfully applied over decades.

USP

- Contains insights from 25 years of executive coaching
- Explains the 7 most important strategies for being successful and crisis-proof in your professional life

Urte Hotje

JobSkills 2030

Your upgrade for tomorrow's world of work

CONTENT

Ready for tomorrow's world of work?

JobSkills 2030 is the forward-looking career guide for anyone who wants to not only keep up with the latest developments in their profession, but also stay ahead of the curve. Career and change expert Dr Urte Hotje uses the innovative SHIFT Canvas to show how key future skills such as adaptability, self-management and resilience can be developed in a targeted manner. Based on current studies and tried-and-tested methods, the book offers sound guidance and concrete tools for anyone who wants to future-proof their career. Ideal for employees, managers or self-employed people who want to recognise and seize the opportunities offered by transformation.

Three highlights:

- **How ready are you for tomorrow's world of work? – Assessing your current position with self-evaluation**
- **The SHIFT Canvas – an innovative tool for systemic energy management, future focus and lifelong learning**
- **Human touch & tridextry – why empathetic communication and the triad of operational, strategic and innovative thinking are decisive for success**



February 2026
Paperback
Approx. 200 pages
13.5 x 21.5 cm
D €24

AUTHOR

Dr **Urte Hotje** is a career coach and expert in change processes. In addition to her role as Director of Change Management at a global company, she supports people in actively and independently shaping their careers through her coaching services.

USP

- Career and change expert reveals the important skills and strategies for the working world of the future
- How to focus your energies holistically and practically on the working world of the future

Laura Bornmann

New Leadership

Inspiring, developing and leading people to success

CONTENT

Why leadership works differently today

Digitalisation, pressure to innovate, AI and flexible working models require a new type of leadership. A leadership that empowers people to take responsibility, collaborate creatively and grow continuously. When Laura Bornmann took on her first major leadership role at the age of 28, she was told she was too nice for the job. But that only spurred her on: leadership must work differently, she thought. And her success proves her right. In her book, the sought-after expert on new leadership uses her own story to build a bridge between the old world of work and modern leadership. She describes:

- which leadership skills will be in demand in the future,
- how new leadership can be implemented in small steps,
- why good leadership begins with each individual,
- what the best new leadership tools are.

After all, those who see positive results early on will be happy to optimise their leadership style.

AUTHOR

Laura Bornmann is considered the most important voice when it comes to new leadership. At the age of 28, she took over the management of human resources development at REWE for around 18,000 employees and is now a freelance HR consultant. Her expertise is in demand in the leading media as well as in executive suites and on stage.

USP

- One of Germany's best-known and most sought-after HR and leadership coaches promotes a radically new understanding of leadership
- Empathetic and people-oriented leadership that empowers employees to take responsibility



March 2026
Hardcover
Approx. 224 pages
13.8 x 22.0 cm
D €28

Marinka Zeiß

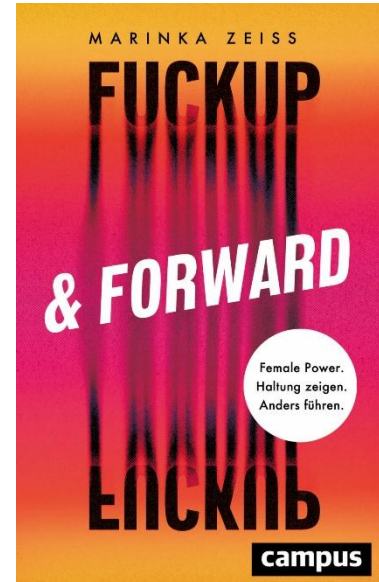
Fuckup & Forward

Female power. Taking a stand. Leading differently

CONTENT

Female Leadership – the Gamechanger

Fuckup & Forward is an inspiring, personal and intelligent call for a new leadership culture – one that is courageous, reflective and open to real change. Marinka Zeiß shows that anyone who wants to lead needs poise and the courage to fail. Especially for women, who often want and are expected to fulfil different internal and external expectations, mistakes do not have to be a flaw, but can become a driving force for development. Personal experiences and stories from successful leaders provide insight into a culture of learning – supplemented by concrete ideas for everyday life. With a fresh look at leadership, enriched by psychological expertise and economic understanding, the book provides food for thought for individual growth and structural change. Experiential, inspiring and relevant – for anyone who wants to rethink leadership and shape it with personality.



April 2026

Hardcover

Approx. 200 pages

13.8 x 22.0 cm

D €28

AUTHOR

Marinka Zeiß studied business administration, holds an MBA in Human Resources Management and has many years of international leadership experience. She currently works as Chief People Officer of the GUS Group. She is an alumna of Lea Sophie Cramer and Lia Grünhage's TenMoreIn network and an alumna of Strive Magazine's Becoming CEO network.

USP

- A call for courageous leadership, a new culture of error and female empowerment
- Leadership and failure as central elements for female leadership of the future
- Practical strategies for individual and structural change

Karin Andrea Stephan / Herbert Bay

Overnight Power

Better sleep, less stress and more focus through nights under the open sky – Stargazing for executives

CONTENT

Optimisation while you sleep

The search for ways to escape career pressure and an overwhelming everyday life is high on the agenda for executives: meditation, ice baths or climbing tours... Hardly anything remains untried. Yet there is a simple but almost forgotten way to find inner peace: a night under the open sky. "Star bathing" is a method for combating stress, impending burnout and spirals of worry. Circumnavigator Herbert Bay and start-up founder Karin Stephan have been sleeping outside for five years. Scientifically measurable and well told, they show

- why sleeping under the stars helps you find inner strength and reduce stress,
- what equipment and preparation are necessary for this,
- how this kick paves the way for greater focus and innovation,
- why stargazing is particularly suitable for managers.

A personal adventure and probably the oldest and healthiest way to find yourself.

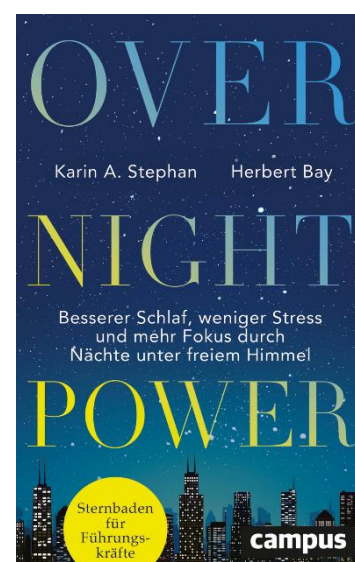
AUTHOR

Karin Andrea Stephan founded her first company in 1995. In 2013, she moved to Singapore, completed her studies in business psychology and worked as a community manager. In 2018, she joined the management team at Impact Hub Zurich and in 2021, she founded the AI company Earkick together with Herbert Bay.

Dr Herbert Bay founded his first start-up, kooaba, in 2006, which he sold to Qualcomm in 2014. From 2014 to 2018, he sailed around the world with his then wife and two sons. He founded Earkick in 2021 and runs the company together with Karin Andrea Stephan.

USP

- The executive guide to less stress and better sleep
- Everyday adventures of a special kind
- Reduce stress, stop brooding and avoid burnout by sleeping under the open sky



March 2026

Hardcover

Approx. 200 pages

13.8 x 22.0 cm

D €28

Matthias M. Mattenberger

All Clear!

Communication made easy – The best hacks for precise emails, productive meetings and compelling presentations

CONTENT

Clear message – successful project!

Communication is a central component of the business world – it is at the beginning, at the end and everywhere in between. Those who communicate clearly therefore have a considerable advantage. Matthias M. Mattenberger shows readers, among other things, how to

- write precise emails that achieve their goal.
- prepare productive meetings that save time.
- give compelling presentations that inspire.

The book also teaches simple communication methods that can be used to structure messages so that they are received unambiguously by the recipient.



March 2026
Approx. 224 Pages
Hardcover
contains 20 color images
13,8 x 22,0 cm
D €30

AUTHOR

As a brand strategist, **Matthias M. Mattenberger** guides small and large companies in creating distinctive and compelling stories for the market. In addition to his consulting work, he is a lecturer in storytelling. He has managed a video content marketing agency, produced for Swiss television SRF for over ten years, and written Brandtelling, a globally acclaimed book, as well as radio plays that have been nominated for awards. The Swiss national holds an Executive MBA in Marketing.

USP

- Making communication in companies more efficient to ensure the success of projects
- Simple, clear and directly applicable methods for all situations in a business context
- Helps to avoid misunderstandings and misinterpretations

Miriam Fritsch-Kümpel

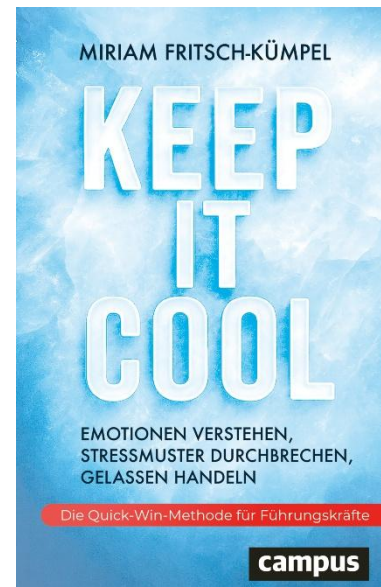
Keep It Cool

Understanding emotions, breaking through stress patterns and act calmly – The quick-win method for managers

CONTENT

Emotions under control

Stressful working days and overwhelming emotions go hand in hand. They can lead to impulsiveness and loss of energy and, in the long term, damage your career and health. But as a manager in particular, it is important to keep a cool head. "We are not helplessly at the mercy of our emotions," says Dr Miriam Fritsch-Kümpel, a psychologist and mental health expert. "If you know your stress triggers and understand the interplay between your mind, body, emotions and behaviour, you can regulate your own stress instantly." In her book, she reveals for the first time the "Keep It Cool" method, which managers can use to regain their life satisfaction and performance. Practical exercises can help break unhealthy patterns, regulate emotions and prevent stress.



March 2026
Hardcover
Approx. 224 Pages
14.3 x 22.0 cm
D €28

AUTHOR

Dr **Miriam Fritsch-Kümpel** is a psychologist, management trainer, coach, stress researcher and author. She specialises in management programmes on healthy leadership, resilience, stress competence and burnout prevention. She has been running her company, Dr Fritsch-Kümpel Team of Experts, for over 18 years.

USP

- The quick-win method for (high) performers
- For better mental health and more successful emotion regulation in everyday working life
- Consistently solution-oriented approach
- Tried and tested in hundreds of seminars

Caroline Harth

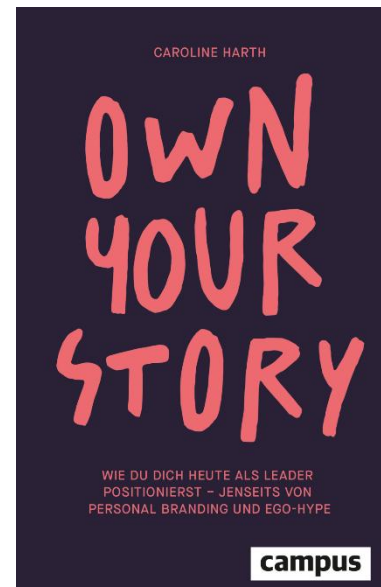
Own Your Story

How to position yourself as a leader today – beyond personal branding and ego hype

CONTENT

Tell your own leadership story on your own terms

Personal branding is all the rage: managers are expected to become personal brands and be constantly visible on all platforms. This often makes them appear contrived and less credible. It also creates pressure to follow every trend and take a stance on everything at all times. Communications consultant Caroline Harth offers a powerful alternative with "Own Your Story": in her book, she shows how your leadership story lays the foundation for your positioning as a manager. The focus is on your own career narrative and individual values. This creates a clear, authentic view of your path as a leader – and communication with the outside world and within the company takes place as a person, not as a brand.



October 2025
Approx. 224 pages
Hardcover
14.3 x 22.0 cm
D €28

AUTHOR

Dr **Caroline Harth** is the founder of the communications consultancy Harthcommunications. Her focus is on strategic positioning through storytelling. She supports companies and executives in formulating their leadership DNA and core messages. She has been advising clients from corporations, medium-sized businesses and start-ups for 15 years.

USP

- Executive advice that bucks the trend of personal branding
- Shows alternative ways to achieve greater visibility
- For leaders who want to show themselves as real people

Heike Bruch / Marvin Neu

Heartbeat

How companies can unleash their energy and shape the future

CONTENT

Scientifically sound. Practical. Highly relevant.

Heartbeat provides well-founded answers to the most pressing questions of our time: How can companies remain successful amid digitalisation, changing values and a shortage of skilled workers? What is the key to a new, energetic working world? Based on a unique study of over 1,900 companies and more than 200,000 employees in the German speaking countries, Prof. Heike Bruch and Marvin Neu show what really distinguishes successful companies today. At the heart of it all is the "Heartbeat" – a work culture that combines mental health, meaning and performance. The authors identify three types of organisations and show how scientifically based interventions can overcome destructive patterns and tap into sustainable sources of energy. For anyone who wants to make organisations fit for the future – with more meaning, better health and measurable success.



May 2026
Hardcover
Approx. 220 pages
15.5 x 23.3 cm
D €36

AUTHOR

Prof. Dr. **Heike Bruch** is Professor of Leadership at the University of St. Gallen and Director of the Institute for Leadership and Human Resource Management. She advises top executives in Europe and is the founder of the energy factory St. Gallen. For her work, Heike Bruch has been recognised as one of the 100 most successful women in Switzerland and one of the most influential scientists in human resource management of the last 50 years.

Marvin Neu is a research assistant and doctoral candidate at the Institute for Leadership and Human Resource Management at the University of St. Gallen. His research focuses on new work, diversity, energy and new working time models.

USP

- The energy compass for companies
- Well-founded research on real success factors
- With practical recommendations for action

Andrea Lehwald

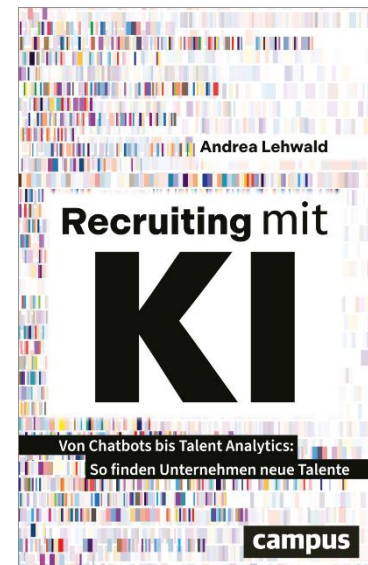
Recruiting with AI

From chatbots to talent analytics – this is how companies find new talent

CONTENT

How companies find the brightest minds

The competition for talent is tougher than ever – and at the same time, applicants today expect an individualised, transparent candidate experience. Artificial intelligence opens up new opportunities for HR departments, recruiters and managers to master this balancing act. Andrea Lehwald, founder of a successful AI-based personnel service provider, shows how AI is transforming recruiting: from initial contact and selection processes to long-term retention. With in-depth technical insights, practical guidance and inspiring case studies, she provides a holistic perspective on HR innovations. It's not just about increasing efficiency, but also about ethical responsibility – for recruiting that remains sustainable and humane.



March 2026
Hardcover
Approx. 224 pages
13,8 x 22,0 cm
D €34

AUTHOR

Andrea Lehwald is managing partner of the MedYourJob personnel services group and has been working intensively for years on the topics of recruiting and digitalisation, artificial intelligence (AI) and its application in human resources management. She has already supported numerous companies in optimising their recruiting processes through innovative technologies.

USP

- Personnel service provider demonstrates in a practical way how AI is revolutionising the recruitment process
- Helps companies attract talent successfully, efficiently and fairly

Laura Wällnitz

Lead with confidence in 30 days

How to remain confident, withstand pressure and convince others with a strong voice

CONTENT

Nervousness is a thing of the past

The everyday working life of managers is characterised by pressure and high expectations. Many young managers are additionally burdened by their own perfectionism and fear of failure. This often gets in their own way – and they wish for more confidence, composure and persuasiveness in their voice, their presence and their demeanour. Laura Wällnitz, voice and presentation expert for executives, offers a tried-and-tested 30-day programme that helps new managers become more confident and charismatic.

What makes it special is that the book follows the story of two fictional executives, Klarissa, 33, and Fabian, 36. With the help of exciting narratives and practical exercises, readers learn step by step how to reduce inner pressure, appear confident and convince others with a clear voice.



April 2026

Paperback

Approx. 224 pages

13.6 x 21.5 cm

D €26

AUTHOR

Laura Wällnitz is an expert in voice and presentation, a speaker, author and coach. Her executive coaching combines strategies and insights from speech science and psychology. She helps people to present themselves confidently, resolve causes of pressure and tension, and achieve their professional goals with a strong voice.

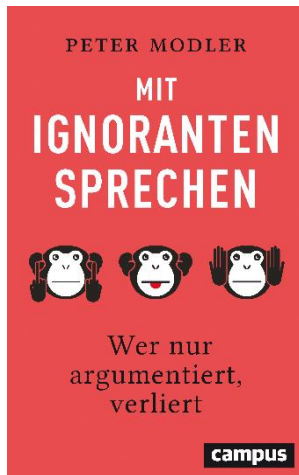
USP

- Practical guide for young executives
- Contains exercises and strategies for overcoming insecurities and building persuasiveness
- With storytelling about two executives and their personal challenges in their everyday working lives

Our top sellers

Job & Career

Talking to Blockheads.



[More information](#)

Rights sold to **France, Czech Republic**

Over 32,000 copies sold

Finance

Mommy Goes Millionaire



[More information](#)

Over 35,000 copies sold

Business

Leading, Achieving, Living



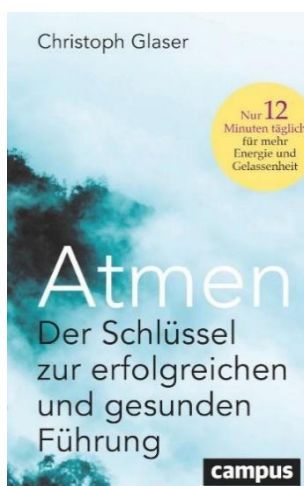
[More information](#)

Rights sold to **Italy, China, Korea, Taiwan, Vietnam, Russia**

Over 40.000 copies sold

Business

Breathing



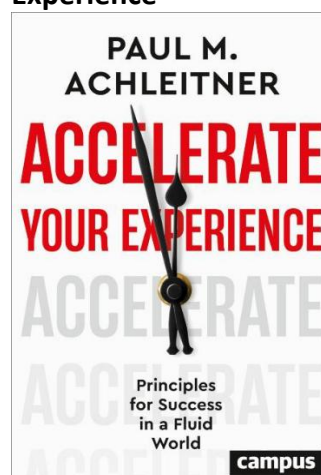
[More information](#)

English translation available

Over 11.000 copies sold

Business

Accelerate Your Experience

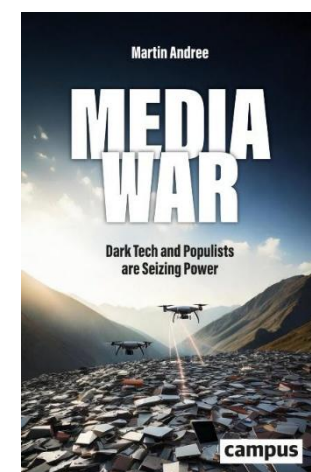


[More information](#)

Spiegel Bestseller

Political Science

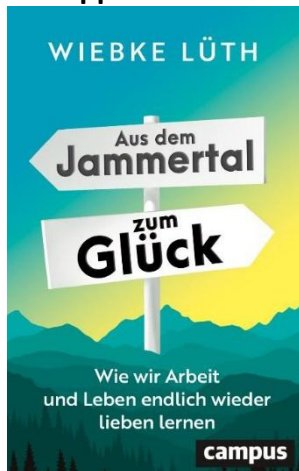
Media War



[More information](#)

Spiegel Bestseller

Job & Career
**From the Vale of Tears
to Happiness**



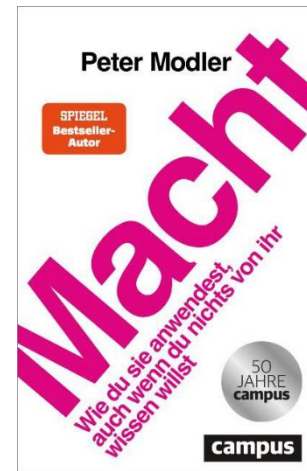
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Job & Career
**Celebrate Your
Versatility!**



[More information](#)

Job & Career
Power



[More information](#)

Job & Career
**But Tomorrow I'm
Starting for Real!**



[More information](#)

Job & Career
**You Can be Sure of
That!**



[More information](#)

Job & Career
The Magic of Flow



[More information](#)

Economy & Society
Greens Drive SUVs and Jogging Makes You Immortal



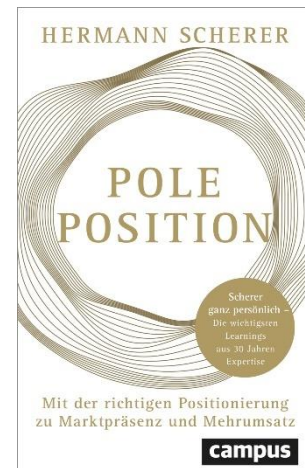
[More information](#)
 Rights sold to **Korea, Japan**
 Over 8.000 copies sold

Business
What Keeps You Up at Night?



[More information](#)
 Rights sold to **China, Korea**

Business
Pole Position



[More information](#)
 Rights sold to **China**
 Over 6,000 copies sold

Business
Get out of the Meetime Crisis



[More information](#)

Business
Nature, Inc.—the World’s Most Successful Business



[More information](#)

Business
When Every Decision Counts



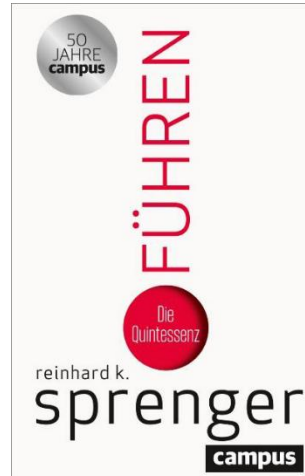
[More information](#)

Business
The Business Dojo for Executives



[More information](#)

Business
Leading



[More information](#)

English Version available

Over 5,000 copies sold

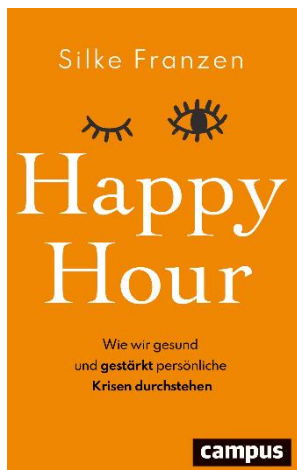
Business
The Invisible Baggage



[More information](#)

English Version available

Business
Happy Hour



[More information](#)

Rights sold: China

Business
It was Worth the Effort!



[More information](#)

Business
Data Means Power!



[More information](#)

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