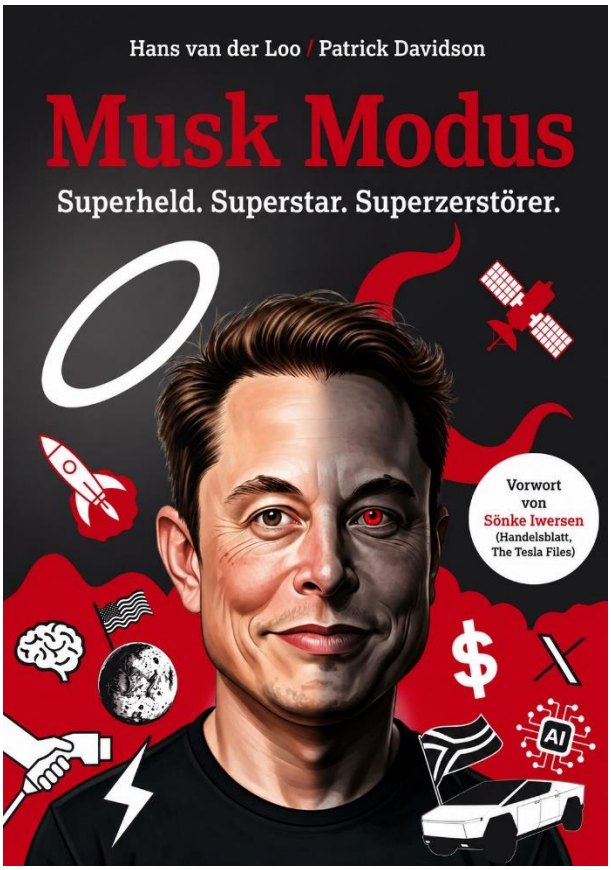
DUTCH BESTSELLING MANAGEMENT BOOK

MUSK MODUS | Superhero. Superstar. Super Demolisher.

To understand our times, you need to understand Elon Musk.



He builds rockets that return to Earth. He forces the automotive industry to embrace electric cars. He buys a global communications platform and rewrites its rules. With the push of a button, his satellite network can influence the fate of nations.

To some, Elon Musk is a visionary genius. To others, he is a profound risk. But what if both views fail to capture what is really happening?

Musk Modus takes a radically different approach. Rather than focusing on Musk as a person, it zooms in on the patterns behind his actions. It shows how a new form of leadership is emerging in a world of accelerating technology, entrenched systems and growing disruption.

This kind of leadership can produce unprecedented breakthroughs. But it can also fuel polarization, concentrate power and actively disrupt the systems on which we depend.

Musk Modus is not a psychological portrait. It is a sharp analysis of the behavior and operating patterns of one of the most controversial and consequential figures

of our time. More than that, it is a document of an era defined by rapid renewal, polarization and shifting power.

Ultimately, this book is not just about Musk. It is about today's leaders — and about the world they are creating, transforming or tearing apart.

This document features the introduction, foreword by German *Handelsblatt* journalist **Sönke Iwersen**, and the afterword by **David H. Freeman**, journalist for *Newsweek, The New York Times* and *The Atlantic*, from the book, as well as background information on the authors and the international success of their previous book *Musk Mania* – over 30,000 copies sold worldwide in eight languages.

Paperback 286 pages | ca. 76,000 words | published in July 2026 | Full English translation available | Dutch edition published by Boom Publishers

RECCOMMENDATIONS

'A true recommendation for Elon Musk admirers. *Musk Modus* is not your average biography, the authors mainly focus on how Musk's behavior is developing and the three underlying motivating forces: the Thinker, the Warrior, and the Ruler. These overlap and enhance each other and create disruption and destruction. While writing the book, the authors were astounded how easy it is to disrupt organizations and governments: "Sometimes all you need is a small group of clever programming engineers, a loud mouth, and cover from a powerful boss."' – ***MT/Sprout***

'It would be tempting to judge quickly and emotionally about Elon Musk, but the authors do exactly the opposite with a comprehensive and analytical view. They are curious without being judgmental which enables them to uncover patterns that go beyond the person Elon Musk alone. The writing is accessible and amusing, and it actually is a well-researched testament of our times. Highly recommended if you want to discover what is different about the leadership of people like Elon Musk, who turn the world upside down with breakthroughs as well as with disruption.' – **Managementboek.nl**

'Being able to see though Elon Musk's eyes, I can better understand how he views the world. It is astounding how many people will follow a strong leader on his mission without questioning the worldview underneath that mission. I suddenly found a completely different meaning behind Elon Musk's disruption machinery.' **– Jacqueline Blaak**

About the authors



Hans van der Loo is an expert on energetic changes. He is an advisor, publicist and speaker who aims to enhance the power with which people, teams and organizations, are moved to realize extraordinary achievements. Previous books include K*iss Awake the Vision, Let's Go (But How?)* and *Picking up the Pace.* He has built extensive international experience through his work with organizations in Germany, including CosmosDirekt, Volkswagen, ADVOCARD, Dialog, Deutsche Bausparkasse Badenia, Envivas, Generali Versicherungen, and AMB Generali Pensionsfonds. He speaks fluent German and his previous titles published in German are *Modernisierung: Project und Paradox* (1992, dtv) with coauthor Willem van Reijen, and *Lust und Leistung, Mitarbeiter motivieren in schwierigen Zeiten* (2005, Wiley-VCH) with coauthors Salem Samhoud and Jeroen Geelhoed. Hans van der Loo is fluent in German and English.



Patrick Davidson helps organizations see sooner what is coming and act faster. He writes about teaming, innovation, vision and leadership, and coaches leaders in building resilient teams and organizations. He does this through his consultancy firm, betterday.

Fascinated by people and teams that outperform themselves, Davidson has co-authored five books with Hans van der Loo. Their most recent book is the bestseller *Teaming: The New Reality of Collaboration*, with a foreword by Amy Edmondson. Patrick Davidson is fluent in English.

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About the international bestseller *Musk Mania*

Hans van der Loo and Patrick Davidson previously wrote *Musk Mania, Elon Musk's five maniacal principles of success* (2016). The book was published in several languages and sold over 30,000 copies worldwide.

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- Indonesian rights, Elex Media Komputindo/Gramedia
- Vietnamese rights, Nha Nam

RECOMMENDATIONS

'Elon Musk changes the rules of the game. He aims for Mars and gives direction to innovation.' – **Patrick van der Pijl**, CEO of Business Model Inc., producer of the global bestseller *Business Model Generation* and co-author of *Design Better Business* and *Business Model Shifts*

'A fascinating insight into one of the greatest inventors of our age.' – **Steven Van Belleghem**, author of the bestsellers *When Digital Becomes Human* and *Customers the Day After Tomorrow*

'What drives an inventor to realize the impossible? Read it in *Musk Mania*.' – **Menno Lanting**, author of the bestsellers *Oil Tankers and Speedboats, Everybody is a CEO* and *The Disruption Paradox*

'*Musk Mania* gives you inspiration to change both your department and the whole world!' – **Arko van Brakel**, entrepreneur and inspirational author

'Innovating without compromise is the only way forward and *Musk Mania* shows us how Elon Musk does it.' – **Ferdinand Grapperhaus jr**, CEO of PHYSEE

'Genius! A true recommendation for anyone who isn't afraid to believe in himself!' – **Thomas Blekman**, professor of clinical education at the Erasmus University Rotterdam

'Miracles don't happen overnight. This book shows the principles with which Elon Musk achieves the impossible.' – **Jelle Drijver**, host of the podcast *Frankwatching*















