

SANTASADŌ



2023
Frankfurt
Rights Guide
Business Titles



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(INTERNATIONAL) BESTSELLERS

MOST COPIES SOLD

- Dream Dare Do** by Ben Tyler over 450,000 copies sold page 35
- This Is Your Year!** by Ben Tyler over 100,000 copies sold page 54
- The Big Toolbox for Successful Meetings Vol. 1** by Sasja Dirkse and Angela Talen over 60,000 copies sold page 50
- Influence Others, Start With Yourself** by Bert van Dijk over 50,000 copies sold page 52
- The Ladder** by Ben Tyler over 50,000 copies sold page 34
- How-to-Book for Coaching** by Joost Crasborn & Ellis Buis over 45,000 copies sold page 54
- The Corporate Tribe** by Danielle Braun and Jitske Kramer over 40,000 copies sold page 38
- Me, My Selves, and I** by Karin Brugman, Judith Budde and Berry Collewijn over 40,000 copies sold page 53
- Pricing Power** by Joris Smits over 30,000 copies sold page 27
- Train Your CEO Brain** by Margriet Sitskoorn over 30,000 copies sold page 53
- Don't Be Afraid to Manipulate** by Frank van Marwijk over 30,000 copies sold page 43
- Work Has Left the Building** by Jitske Kramer over 30,000 copies sold page 45
- Effective Time Management** by Ineke Kievit over 28,000 copies sold page 52
- The Dirty Tricks of Negotiating** by George van Houtem over 25,000 copies sold page 43

MOST LANGUAGES SOLD

- The Corporate Startup** by Tendayi Viki, Dan Toma and Esther Gons: German, Spanish, Russian, Polish, Japanese, Indonesian, and Vietnamese rights sold page 37
- Musk Mania** by Hans van der Loo and Patrick Davidson: English, German, Spanish, Italian, Turkish, Indonesian, and Vietnamese rights sold page 39
- The Corporate Tribe** by Danielle Braun and Jitske Kramer: English, German, Russian, and Vietnamese rights sold page 38
- Strategy = Execution** by Jacques Pijl: German, Spanish, Indonesian and Russian rights sold page 32
- Online Influence** by Bas Wouters and Joris Groen: Chinese, Japanese, Russian, and Thai rights sold page 33
- Have I Got Dirt For You** by Dominique J. Darmon: English, Russian, and Dutch rights sold page 31
- Leading With Obeya** by Tim Wiegel: German, Chinese, and Italian rights sold page 36
- The Ladder** by Ben Tyler: Russian, Chinese and Korean rights sold page 34

NEW TITLES



107 GAME-CHANGERS FOR WORKDAY BLISS

Bite-sized Nuggets of Positive Psychology

Jacky van de Goor

Published in November 2019
112 pages | ca. 4,000 words |
with illustrations

**English sample translation
available**

Over 20,000 copies sold

Dutch edition published by
Thema Publishers



Perhaps a familiar feeling: every day at the office is the same, the same rules and hassle, the same faces in the same meetings. If you and your colleagues could use a positive boost or a refreshing mental snack, then these game-changers are for you!

Wreck This Journal for the office!

Open the book at random, tear out the page and do the exercise. Instantly more positivity and fun. Do one every day or at times when you most need it. Alone, together with a colleague or with the whole team. For the necessary purpose, fun, wonder, and positive attention at work.

Scientifically nuts! Based on scientific evidence and insights from positive psychology. Short and simple, in a playful and stimulating package. With instant results. This is not a boring book to read, but a book full of seriously fun exercises for every day and every page features a hand-drawn illustration.

‘Provocative and immersive, a handy book with fun exercises that makes you think.’

‘A fun and creative book to provoke a *different* conversation with colleagues.’

‘A welcome addition in times where processes are being optimized and efficiency and effectivity are compulsory. The simple exercises will put a smile on your face (or your colleague's).’

THE IT GIRL

How to survive a male-dominated workplace?

Chantal Schinkels

Technical innovations are impactful for society and if these innovations are developed by men, it will often turn out to be a product that is mainly suitable for men. There is currently face recognition software being used that fails to recognize female doctors, as doctors are men, right?

It is about time that we have more women working in the technology sector, but this is currently not working. Only 14 percent of all employees in Dutch IT is a woman. Prejudice and favoritism prevent women to reach leadership positions in IT, increasing the odds that a woman will leave the tech industry. Which is a shame for the organization, the women involved, and the money invested in her education.

With countless examples and convincing statistics, *The IT Girl* shows that things need to and can change.

- You need to be aware of the unconscious biases.
- The story is interesting for everyone who works in a male-dominated industry.
- With a chapter for the men who want to make a difference.

‘While I personally don’t have negative experiences as a woman in IT, this book has made me aware that that is not the case for all women and girls. At least it makes me want to become more of an example and support other women in their ambitions.’ – **Ilka Timofei**, Managing Director Hypernode

‘Women in tech, they are here but there are not a lot of them. How did that happen? Chantal Schinkels started searching for answers. She doesn’t just blame the executives but shows the stories from the work floor which make this book that more interesting.’ – **NRC Handelsblad**

Published in August 2021
240 pages | ca. 45,000 words

Nominated for Management
Book of the Year

Dutch edition published by
Van Duuren Media



LEADERSHIP FOR WOMEN

Achieve More With the 50/50 Method

Marja Wagenaar

Published in November 2015
208 pages | ca. 40,000 words

Dutch edition published by
Van Duuren Media



What can you do yourself to move up in your work and how do you fulfill a leadership role successfully?

Marja Wagenaar introduces the 50/50 Method, a new and powerful principle to advance in every stage of your career. The starting point is to use half of your time and energy at work for organizational goals and the other half to realize your personal career goals. This creates the perfect balance you need to become successful at work.

Leadership for Women is a complete and clear book filled with practical exercises and inspiring examples, and it is the first book that offers guidance for the complete career cycle of women. Building your reputation, vertical networking, bending the unwritten rules, working strategically, and creating your dream job, all is addressed. A book for women who want to provide for their organization and for themselves.

Marja Wagenaar is coach and consultant, and specialized in leadership. She helps individuals and international companies to improve, using the 50/50 Method she developed, a successful principle for women in leadership and women who aspire a leadership role.

THE SECRET LEADERSHIP OF ELDEST DAUGHTERS

What do Jacinda Ardern, Angela Merkel, and Brené Brown have in common?

Aike Borghuis

What do Angela Merkel, Oprah Winfrey, and Brené Brown have in common? They are leaders and eldest daughters.

Most eldest daughters don't think of themselves as leaders, but they are. They take it for granted that they run the organization or build a successful business. In fact they are often modest about their own role and critical of what they could or should do better.

They may look fine from the outside, but within there is a conflict. They continue to work harder and their bodies are signaling a protest. They regularly feel guilty because they spend so much of themselves at work that they are not at their best at home. They experience inner unrest and wonder: is this the life I want to live? They often don't know what they want anymore, but are uncertain what they do want. Eldest daughters will try to solve these issues on their own because that is how they have always done this.

But it can be different! *The Secret Leadership of Eldest Daughters* answers:

- What is the impact of your role in your family on your leadership skills?
- What are your qualities or skills you need to develop?
- What is the eldest daughter dynamic and how can you break that cycle?
- What is the secret leadership of eldest daughters and how do you apply it?

You will make your own heroine's journey and receive valuable exercises and practical tools that you can start using today.

Published in May 2023
192 pages | ca. 35,000 words

Dutch edition published by
Van Duuren Media



LEADERSHIP

GETTING STARTED WITH DESIGN THINKING

Eveline van Zeeland

Published in April 2022
176 pages | ca. 60,000 words

**Full English translation
available**

Dutch edition published by
FLOOT

Design thinking is often used as a method for conducting (research) projects. However, it is much more than that: It's a way of looking at the world. Once you have used design thinking in a project, you will naturally become inspired by the design thinking mindset.

Getting Started With Design Thinking is 100% practical. After you become acquainted with the design thinking method in Chapter 1, you can get started right away. In Chapters 2 to 6 you will go through the phases of a design thinking process. In these chapters you will find many useful tools and practical tips. In Chapter 7 you will read how to implement your design. Chapter 8 offers you tips for writing a report about your project. This last chapter is particularly useful for students who are writing a thesis.

This book contains everything you need to know to carry out a design thinking project. At the end of each chapter, you will find exercises and a roadmap to get started with your own design. This is without a doubt the most practical book on design thinking you will read: from design thinking to design doing!

Eveline van Zeeland is researcher, entrepreneur, and author. She previously wrote *Guide Book Neuro Marketing* and Marketing Book of the Year 2020 *Marketing Design with Customer Journey Mapping*. Eveline guides students, professionals and organizations in the use of design thinking. In *Getting Started With Design Thinking* she doesn't just teach you to think as a designer, she gives an answer to all those questions to which she didn't find the answer in other books on design thinking.



PROFESSIONAL CAREER COACHING

Practical Guide for Career Questions, 3rd Edition

Rozemarijn Dols

Career coaching is a relatively new business which is very dynamic due to various social and economic developments. The countless educational options for young people, the departure of lifetime employment, shortage of employees, burnout, and keeping your older employees healthy, all these aspects evoke a heartfelt plea for professionalization from the field.

Professional Career Coaching is for everyone that deals with career questions. The revised edition offers an up-to-date overview of the most important theories, methods, and techniques, as well as many practical tips. Career counseling, competence coaching, life coaching, career counseling, and coaching through stress and burnout are the topics discussed. The book gives a wide variety of possible career questions and is an indispensable toolbox for every career coach who is ready to professionalize and immerse themselves.

This reissue features a new chapter on study and career guidance for students who get lost in the endless list of possible studies and experience information-overload. Due to its practical applicability, the book is used in several career coaching studies.

Rozemarijn Dols is an organizational psychologist with her own company and works as a leadership coach for individuals and teams.

Published in July 2020
336 pages | ca. 60,000 words

Over 12,000 copies sold

Dutch edition published by
Van Duuren Media



BESTSELLERS | HUMAN RESOURCE | PERSONAL DEVELOPMENT

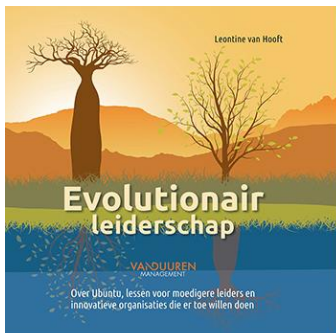
EVOLUTIONARY LEADERSHIP

*About Ubuntu, lessons for brave leaders,
and innovative organizations that want to matter*

Leontine van Hooft

Published in August 2023
128 pages | ca. 25,000 words

Dutch edition published by
Van Duuren Media



Organizations that want to be relevant in the future can only cope with the challenges we currently face with a completely different way of thinking and acting.

We need the realization that we are one world, a fact that transcends the individual, nation, and continental interests. And that we have to learn the lessons from each other's global wisdom to address our common interests. Value-driven and striving for well-being. Not each man for themselves but connected with each other and our environment.

I am because we are.

Ubuntu, the ancient African philosophy about humanity and connection, adopted by people like Nelson Mandela and Desmond Tutu has become a global philosophy used in a growing number of fields, like management and leadership. Ubuntu helps organizations and their leaders to find answers to the big issues and simultaneously creates happier companies in which people flourish and perform above expectations.

'It is becoming painfully clear that the trinity of individualism, liberalism, and materialism are not future-proof. This book is an anthology of the universal strength of Ubuntu and the evolutionary leadership with which we can discover new ways for survival.' – **Kees Klomp**

'The mentality that Ubuntu represents influences all aspects of society. This book shows how things can change and it is well worth reading.' – **Jan Terlouw**

RICKSHAW'S JOURNEY

Taking Your Organization on the Road Towards Abundance

Marius Appelman

In 2000, Marius Appelman resigned from his role as consultant with a large corporation. Not knowing much about the travel industry, he founded Rickshaw Travel from a pressing need to do things differently than his former employer.

His intention was to put people first in an organization brimming with enthusiasm. This intention was the start of a journey with multiple insights. He discovered that working with loving intentions opened the way for abundance and results. That's why the organization was, in many ways, more successful than he initially anticipated. Not only did Rickshaw and its subsidiaries achieve a turnover of 100 million euros with 250 employees, but these were extremely engaged, energetic, and happy employees.

The path to abundance requires alignment and trust, the willingness to take a detour several times and to search for the right policy. It requires developing the awareness of employees, and of Marius, in his role as director. From his dreams and sense of wonder, Marius set out on his voyage of discovery and took Rickshaw to hills and valleys and unknown territory. Authentic choices and determination were needed to persevere with working from a loving intention and rediscover it when stormy reality struck.

'Buy the book and dive into this wonderful journey, filled with lessons to learn about your own entrepreneurship and leadership. It is a story you will not soon forget.' – **Ron van Es**

Published in May 2023
250 pages | ca. 55,000 words

Full English translation available

Dutch edition published by
Heart Media



THE PROJECT SABOTEUR

The secret manual for the project saboteur

Dion Kotteman & Jeroen Gietema

Published in July 2023
160 pages | ca. 30,000 words

Dutch edition published by
Van Duuren Media

We all know the books on project management, the well-intended project manager is well catered for. But a book on how to not support and stop a project hadn't yet been written.

Until now, because this is *The Project Saboteur*, a manual on how to sabotage a project in a clever way. Sometimes it is just more convenient. What to do if you are working on a project that could get you fired? Openly objecting the project will only get you fired quicker. Subversive smarts are the answer. So how can you force the project to a hold at the right time as project manager, client, stakeholder, user, or specialist?

The real world is full of sabotage and people who want to gain an advantage, as long as the tension outweighs the benefits. Which is similar for all human behavior, in organizations, in business, in change processes, in IT and outside of IT, or was your conviction that all people are good?

This is the time to embrace your sabotage urges because with this manual you will succeed more often. And then there is another option, to learn from these practices. Acknowledge that there are saboteurs in your project teams, many of them and you can run into them all the time. Most of all, learn how to deal with them. That has to be done in the right way, for which you really need to know saboteurs and their motives.

Read this book and become a sabotage expert!



THE ART OF DESIGNING BEHAVIOUR

Mastering a practical method to influence decisions and shape desired behaviours

Astrid Groenewegen

People are complex beings and so is behavioural change, but you'll be able to do more than you think. Once you understand how people arrive at decisions, you will find the Holy Grail.

Marketeers, policy-makers, HR-professionals, managers – and also even you yourself. Almost all of us are coping with the question how we might influence human behaviour. One thing is clear: changing behaviour is pretty difficult. But why is this so? And how might you in fact manage to do it?

The Art of Designing Behaviour takes you along to the missing link: applied behavioural science. How do we arrive at our choices? What triggers us to undertake an action? And what actually prevents us from doing so? This knowledge is at the basis of the SUE | Behavioural Design Method©, which has already been successfully used for a decade in organizations all over the world.

This book is both a masterclass and a toolbox combined. You are trained in an accessible method, and will learn what principles and mechanisms you may use in order to stimulate desirable behaviour. Before you know it, you'll be bursting with ideas in order to have a pleasant go at tackling your problem and helping people to make better choices.

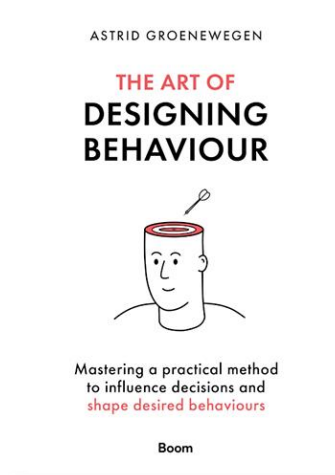
'I have read many works on behavioural design that helped me understand the theory of influence. This book finally enables me to put it to practice. Brilliant!' – **Klaas Dijkhoff**

Published in September 2022
376 pages | ca. 65,000 words

**Full English translation
available**

#1 Management Book in the
Netherlands

English and Dutch editions
published by Boom Publishers



RISK DIALOGUE

Finding Focus With the Goal-Uncertainty-Doing-Approach

Martin van Staveren

Published in June 2023
192 pages | ca. 39,000 words

**Full English translation
available**

Dutch edition published by
Boom Publishers



Is your organization investing valuable time and energy in complicated forms of risk management that fails to deliver any notable added value? Are you struggling to reach the organizational goals in a complex and uncertain environment?

Then have a *Risk Dialogue*, an accessible and obtainable approach to make an immediate start by asking three simple questions:

1. What is the Goal?
2. What is the Uncertainty?
3. What do we have to Do?

This Goal-Uncertainty-Doing questions are the beginning for a dialogue in which you talk Explicitly, Realistically, and Logically about the relevant uncertainties, risks, and chances in your organization. This will provide a clear image of your goals, a mutual understanding, and sharp strategic choices.

Risk Dialogue makes it easy for every manager and professional to effectively deal with complexity and uncertainty, making time-consuming and dull risk sessions become redundant. For everyone who wants to make a valuable contribution to complex issues like sustainability, safety, profitability, and well-being in a dynamic world.

‘A convincing plea for the failure of paper tigers and the necessity of good dialogue. With a practical approach, firmly based on scientific research. Recommended!’ – **Prof. dr. Ellen Giebels**

LEADERSHIP AND PSYCHOLOGICAL SAFETY IN TEAMS

Theory and Practice to Prevent Teams Behaving Like a Flock of Penguins

Goof van Amelsvoort

Traumatized teams behave similarly and that drains energy from the team. Luckily, there are ways to work on the recovery of trauma. In fact, it offers opportunities to flourish as a team like never before.

Published in November 2022
224 pages | ca. 60,000 words

Dramatic events, a series of incidents, or destructive leadership can traumatize teams. The relational wiring between team members, and the team and its manager is damaged. The team looks more like a flock of penguins. In a group, the penguin withdraws to hatch its own egg and does not care about others. But in the face of danger, the flock forms a strong crowd.

Leadership and Psychological Safety in Teams offers insights and practical tools for a team manager or a team member to shape the post-traumatic growth of your team.

'*Leadership and Psychological Safety in Teams* does not provide symptom control or keeping up appearances, but it looks at behavioral patterns in the interaction and the dark sides of cooperation and leadership. This book prioritizes the necessity to repair the relational wiring in order to be able to work in modern-day organizations.' – **Lara de Bruin**



COLLABORATE OR DIE

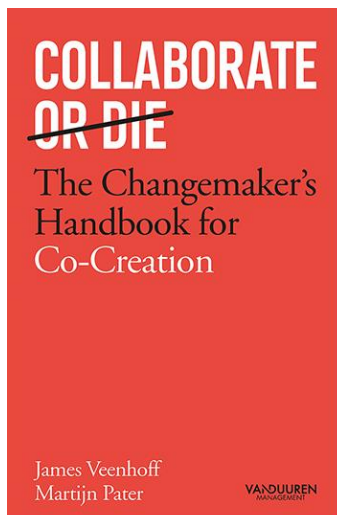
The co-creation book for changemakers

James Veenhoff & Martijn Pater

Published in December 2021
192 pages | ca. 35,000 words

**Full English translation
available**

English and Dutch editions
published by Van Duuren
Media



The years between 'today' and 2030 have been dubbed the *Decade of Action*. Even without – and before – COVID, it was already clear that nobody can make the changes we need alone. More than ever, companies can and must connect with others to use their business as a force for progress. But how?

By using the power of co-creation, defined as 'The collaborative creation of new value, together with experts and stakeholders'. In this practical, action-oriented, and easy to read book, Martijn Pater and James Veenhoff take us on a step-by-step journey towards impact.

Building on over 15 years of international experience with corporates, startups, NGOs and governments, they demystify the term co-creation, describe the key types and trends and share the Five Guiding Principles.

Laced with practical tips and inspiring case examples, this book is a must read for anyone interested in unleashing the power of co-creation to make progress. Want to find out how Rainforest Alliance, WWF, Heineken and Philips and the like apply co-creation? Then this is the book for you.

James Veenhoff is cofounder of impact strategy company Fronteer which has grown to become a leading party in the field of co-creation. **Martijn Pater** is an experienced strategic thinker with over 20 years of experience. He aims for innovation, co-creation, smart cities, mobility, sustainability, and positive impact strategies.

REFUSE IN ORDER TO SUCCEED

Dump the clients you don't want to work for

Jennifer Delano

Everybody who works for clients knows them, clients you shouldn't want to work for. Because they're not clear in what they want, talk continuously without a job, or because they refuse to pay. They make for hilarious anecdotes but the business side is less funny.

Over half of all companies are faced with one form of scams or another and most freelancers lose thousands to ten thousands of euros. Making sure that this doesn't happen to you is essential for your organization.

With humor and a serious undertone Jennifer Delano describes the seven worst types of clients. With recognizable examples and – more important – a clear overview of how much time, energy, and money you can save by saying 'no' to these clients quicker. Jennifer's goal is to make sure you recognize these situations, prevent that you accept their jobs, and delete them from your rolodex as soon as possible in a professional manner. This gives you time and energy to spend on the clients that do make you happy and to whom you are committed with pleasure and assured of an income.

Jennifer Delano has been an entrepreneur for over half her life, and started working as a freelancer at the age of seventeen. She started her own PR company just four years later. She works as a free publicity expert and has learned by experience with whom she wants to work and for which type of clients she can achieve the best results.

'Every entrepreneur should have their own Jennifer.' – **Flavia Ramos Costa**

Published in March 2023
144 pages | ca. 25,000 words

Dutch edition published by
Van Duuren Media



NOW WE'RE TALKING!

Deep Democracy in Action

Frank Weijers

Published in March 2019
96 pages | ca. 10,000 words

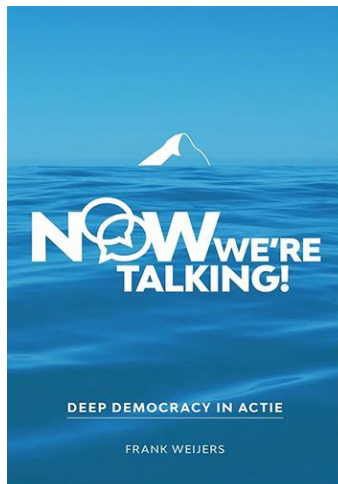
Over 16,000 copies sold

The Lewis Method of Deep Democracy displays a set of powerful tools with which you can really facilitate good conversations. Conversations with frank and outspoken talking and candid and open-hearted listening.

These conversations are the starting point for better conflicts—conflicts that are acted out instead of avoided—and better decision-making; inclusive, with the wisdom of the majority, and the wisdom of the minority.

Now We're Talking! provides a practical approach for the Deep Democracy tools. What to do as a facilitator and what not to do? What is the language you want to use? With this book you will know what to do as a facilitator of group processes, also in the heat of the moment.

Now We're Talking! is an essential, practical, and handy guide book for anyone who wants to apply the Deep Democracy principles as comprehensively described by Myrna Lewis and Jitske Kramer. The book is accessible, with 84 beautifully designed and richly illustrated pages.



'Practical tips from the experiences our team has learned from working with Deep Democracy the last decade. Useful language that make a huge difference in coaching groups, dialogues, decision-making, and conflict. Highly recommended!' – **Jitske Kramer**

PODCASTING FOR COMMUNICATION PROFESSIONALS

A Kickstart For Undivided Attention From Your Business Target Group

Glenn van der Burg

A high-quality business podcast is the equivalent of organizing a weekly inspiring meeting. It gives your organization the opportunity to capture the undivided attention of your target audience for half an hour.

And at the same time it provides a stronger relationship with your podcast guests than playing golf with them. But in order to get their undivided attention, your podcast needs to match the needs of the listeners, have a recognizable format, and the right tone of voice and appearance.

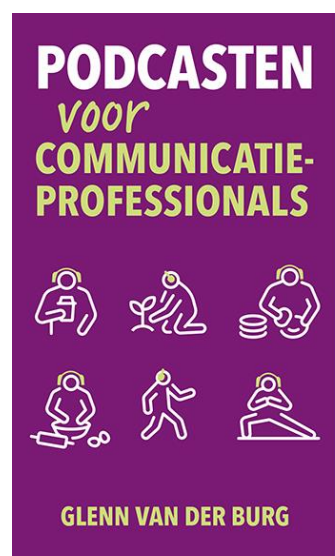
With *Podcasting For Communication Professionals* you quickly learn how to develop, produce, promote, and broadcast your podcast. The unique Podcast Canvas helps you develop a one-page plan with every aspect that are relevant for a successful business podcast.

When you've finished the book, you are ready to produce your first episode!

Glenn van der Burg has recorded over 500 business podcasts since 2015. He is a presenter at New Business Radio and develops podcasts for the Dutch Organization for Applied Scientific Research TNO, the Utrecht University, and Schouten & Nelissen education and training. Glenn also gives podcast workshops in association with The Radio Factory.

Published in November 2022
136 pages | ca. 17,000 words

Dutch edition published by
S2 Publishers



HIDDEN CONNECTIONS

A Systemic Perspective on Organizations

Margreet Oostenbrink

Published in September 2022
228 pages | ca. 51,000 words

**Full English translation
available**

Dutch edition published by
S2 Publishers



You want to make a difference, but intangible forces seem to be working against you. New initiatives always seem to be trumped by established procedures. All-too-quickly you find yourself once again doing what you were so determined not to do. The fact that nothing ever really changes in the organization makes you despondent.

Sounds familiar?

Systems form everywhere. You yourself are part of a system, but you can exert influence on it. Hidden away under the guise of organizational culture, a large part of a system remains invisible. So which system lurks beneath the surface in your working context? And which hidden connections, influences and emotions are playing their respective roles in it?

Having a systemic way of looking at and revealing hidden connections are essential aspects in effecting change. They throw light on what prefers to stay in the dark. Seeing things in a systemic way divulges what's going on below the surface. It will enable you to exploit a situation, as opposed to making the same mistake over and over again. And that's how you can really make a difference.

'In *Hidden Connections* Margreet shows how it's possible to influence change, something which, as a manager, can often seem difficult in a large organization. Using systemic thinking, she demonstrates how to approach this effectively. This book provides a wealth of instruments with which to do so, as well as examples from Margreet's own experiences that are both inspiring and highly recognizable.' – **Marjolijn Feringa**

FROM CAPO TO CEO

Refreshing Business Lessons From the Italian Mafia

Jan-Joost Kroon

If you would overlook the criminal aspects of the Italian mafia, and focus purely on the business operations, there are lessons to be learned from this international multinational organization for every director, manager, and CEO.

While you probably would not expect it, your company can learn a thing or two from the Italian mafia. These are modern multi-billion companies that cherish their family and friends, and are unforgiving for outsiders. And they are able to keep adapting to new and changing situations.

In *From Capo To CEO*, you read how the three largest mafia organizations have grown from secret societies and entrepreneurial criminals, to become professional multi-billion multinational companies, whose tentacles reach the highest regions of both the underworld and the world of the righteous.

The mafia lifestyle is attractive entertainment for books and movies, but the mafia business operations offer much lessons on strategy, leadership, reputation management, collaboration, and transparency, for every present-day organization.

Published in March 2022

192 pages | ca. 40,000 words

**Full English (AI)
translation available**

#1 Management Book in the Netherlands

Dutch edition published by Haystack



'It is a book that is fascinating from the very first page. Mafia stories speak to the imagination, but if you ignore the criminal aspect from the daily operations of the Italian mafia, you still have an extremely well-structured and tightly run organization. Most organizations could learn a thing or two from them. The book is built on facts and features wonderful and true stories. But the best part of this book are the practical tips and tricks that the author provides that are extremely useful. More, more, more!' - **Managementboek.nl**

ORGANIZATIONS

GUESTOLOGY 2.0

The New Method to Create Customer Experience

Vincent Vermeulen

Published in March 2022
224 pages | ca. 45,000 words

**Full English translation
available**

Dutch edition published by
Borgerhoff & Lamberigts

Vincent Vermeulen is the founder and CEO of the School for Butlers & Hospitality, and the fourth generation of his family to earn respect within the hospitality sector.

After a career as a butler, earning him a worldwide network of Michelin-star restaurants and international luxury brands, he founded the school in Bruges, Belgium. Soon, companies would request his assistance with improving and implementing a hospitality mindset.

Guestology 2.0 presents a six-step methodology that can bring the customer experience DNA of every organization to life. For this approach, the input of all stakeholders (management, customers, and team) is crucial, and the desired result is an excellent customer journey, tailor-made for the organization in question. *Guestology 2.0* is for every company, in every business.



Vincent Vermeulen is an experienced butler and CEO of the School for Butlers & Hospitality. He is the fourth generation with hospitality experience in his family and has had a career that is unparalleled in Belgium. He worked in various Michelin-star restaurants, is consulted by luxurious brands all over the world, had a butler's training in London, and managed several international services on hospitality. And he is a Toastmaster and Fellow of the Guild of International Professional Toastmasters, so he knows how to propose a toast in company. All of this makes him the ideal person to teach us about etiquette and hospitality.

MARKETING

PRICING POWER

The practical guide to profitable growth

Joris Smits

Building pricing power is the most effective way to higher profits. 1% price increase typically results in a 4-7% profit increase. This makes price the most important profit lever. But how can you increase prices without losing customers to competition?

Pricing Power is the first pricing book that answers this question in a simple and practical manner, making it directly applicable in your company. Whether you're an tech-entrepreneur or leading a multinational corporation, this book is a must-read.

In his book, Joris Smits guides you step by step using a variety of cases, examples, illustrations and clear tips and tricks. Central theme in the book is how to set prices based on perceived value.

Joris Smits is a passionate pricing expert who supported numerous companies in a variety of industries in improving their pricing policies. His mission is helping companies getting the best possible price for the value they deliver. Joris has a background in pricing and strategy consulting and currently holds the position of Global Strategic Pricing Capability Leader at Cargill Inc.

'*Pricing Power* contains a large number of cases, examples, illustrations and useful tips for entrepreneurs, marketers and salespeople in B2C and B2B to get started right away.' – **Managementboek**

Published in April 2022
208 pages | ca. 40,000 words

Full English translation available

Over 30,000 copies sold

English and Dutch editions published by Haystack



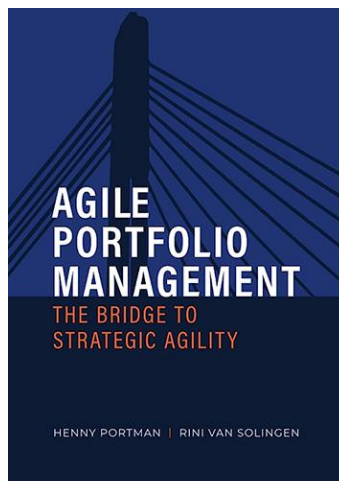
AGILE PORTFOLIO MANAGEMENT

The Bridge to Strategic Agility

Henny Portman & Rini van Solingen

Published in March 2023
180 pages | ca. 40,000 words

**Full English translation
available**



With a foreword by Vikram Kapoor

In many organizations, portfolio management has been set up for all portfolios, programs, and projects. But because agile ways of working are becoming more common in practice, management via programs, projects, budgets, and resources is shifting to management via roadmaps, backlogs, sprints, and teams. This requires agile portfolio management.

This book considers the full spectrum of agile portfolio management, from fully plan-based to fully discovery-based. In ten chapters, ten focus areas to increase the agility of portfolio management are discussed. This is done with the help of models, practical examples, tips, concrete actions, and references to literature. The book also contains three detailed practical cases that show how three companies have set up their portfolio management. Moving step by step to more discovery-based portfolio management helps to make strategic choices in the portfolio better, earlier, and more flexibly. This book shows you how.

'This book is a great addition to my views on portfolio management, a mix between traditional (planned) and Lean/agile (discovering). Besides recognition, the book offers lots of great insights and three valuable case studies.' — **P.G.M. de Beijer**

AGILE, LEAN, SCRUM | STRATEGY

BESTSELLERS AND INTERNATIONAL SUCCESS



180 BUSINESS HACKS

Inspirational insights to get a slightly different perspective at work

Roel de Graaf

Published in August 2021
208 pages | ca. 20,000 words
with illustrations

World English rights sold to
Hodder/Nicholas Brealey
German rights sold to Franz
Vahlen Verlag

**Full English translation
available**

Dutch edition published by
Boom Publishers



'Flip the org chart and put the customer on top. Write the press release before you start development. Give someone busy more work to do.' In *180 Business Hacks*, you will find these and 177 other surprising, razor sharp and inspiring ways to just have a different perspective on your day to day routine.

Are you stuck in an assignment, puzzled by a different task? Everyone needs some inspiration. Help you to get away from the daily grind. To see things differently. This book gives you hacks to encourage you to take a different perspective and to challenge you to another way of perceiving matters. Hacks that are easy to read, have proven their value in practice and hopefully gives you a smile once and a while.

Big, sweeping readings often don't work. The stickiest ideas are small and, like tiny cracks, they eventually give way to the larger changes. The hacks are organized into themed chapters so that you can find them quickly if you need them at some point in time. Most enjoyable however, is simply flipping through the hacks. Or you might prefer a random opening on a date, to be surprised and to see how it applies to your daily routine.

HAVE I GOT DIRT FOR YOU

Using Office Gossip to Your Advantage

Dominique J. Darmon

“Three may keep a secret if two of them are dead.” – Benjamin Franklin

While gossiping doesn't have a great reputation, research shows that it is inevitable and can actually have a positive contribution to organizations.

According to Dominique Darmon, there is an optimal balance we call the 'sweet spot' of gossip. Colleagues who never gossip are quickly considered to be socially incompetent and people who spend their time chatting away by the coffee machine, are judged as untrustworthy.

Have I Got Dirt For You is filled with scientific insights, real-life examples, and gossip situations from movies, series, and literature. With the help of this book you will learn everything about this inevitable form of communication. And about all the aspects that have an important role in the art of gossiping: finding the perfect balance is the key to success.

Dominique J. Darmon have been a senior lecturer at the Hague University of Applied Sciences. She teaches International Communication Management and is a member of the Change Management research group.

“I love this book! Dominique Darmon has done a terrific job of illuminating why you must be in the know at work and how you can do it respectfully and with integrity.” — **Dr. Lois Frankel**, author of the *New York Times* bestselling book *Nice Girls Still Don't Get the Corner Office*

Published in September 2022
224 pages | ca. 80,000 words

Full English Manuscript available

Awarded Silver Medal from the Axiom Business Book Awards

Shortlisted for Book of the Year by the Order of Organizational Advisors

World English and Dutch rights sold to Amsterdam University Press

Russian rights sold to Portal Publishing



STRATEGY = EXECUTION

Faster improvement, renewal and innovation in the new economy

Jacques Pijl

Published in December 2016
368 pages | ca. 100,000 words

#1 Bestseller

Over 10,000 copies sold

Full English translation available

Awarded an Axiom Business Book Awards Gold medal
Shortlisted for Management Book of the Year

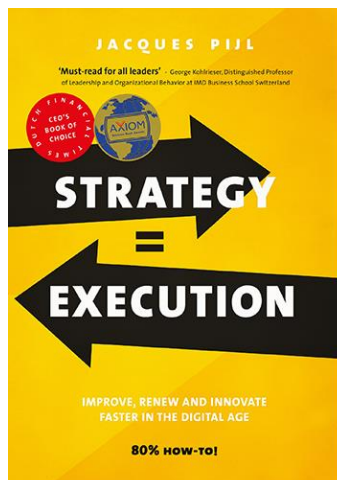
Spanish rights sold to Marge Books

German rights sold to Schäffer-Poeschel

Russian rights sold to Alpina Publishers

Indonesian rights sold to Pustaka Alvabet

English and Dutch editions published by Boom Publishers



*“Strategy = Execution means driving change. This book brilliantly shows how leadership is fundamental to inspire people to want to change because they see the benefit and are engaged in the process. Rather than something being done to them, they participate in making the change happen. This is a hands-on book and a must-read for all leaders.” — George Kohlrieser Ph.D., Professor of Leadership and Organizational Behavior, IMD, Switzerland, bestselling author of *Hostage at the Table* and *Care to Dare**

Strategy = Execution is for leaders, professionals, and entrepreneurs who view strategy execution as their principal job instead of strategy definition. Organizations are currently in a new economy, where they are either being disrupted or causing disruption. Continuity is no longer a given.

Only one law applies: strategy = execution, because a strategy is only as brilliant as its execution. Strategy execution is the last competitive advantage, and strength, speed and agility in execution are more important than a perfectly mapped-out strategy based on feasibility and predictability.

- Obtain an overview: 6 success factors, 4 accelerators and 16 building blocks
- Get inspired: 16 cases and more than 50 innovation methods and new business models for inspiration
- Get started: 5 detailed approaches and digital assessment to determine the executorial capacity of your organization

ONLINE INFLUENCE

Boost your results with proven behavioral science

Bas Wouters & Joris Groen

How do you turn visitors into buyers? And dropouts into sign-ups? Cleverly applying behavioral psychology will massively increase the results of your website, app, or online campaign. Psychologist and web designer Joris Groen and persuasion guru Bas Wouters explain in detail what works and what doesn't—and why.

In this book, you will find specific and easily applicable guidelines, based on 40 years of practical experience and the insights of today's most important behavioral scientists, such as Fogg, Cialdini and Kahneman. With more than 40 real-life success cases and over 150 illustrations of dos and don'ts, this is the most complete and practical guide to designing and improving your online customer journey.

Do you want to sell more, generate more leads and more registrations every year, just like top websites Netflix and Amazon? Because they test a lot, they know how we make choices, so that their website yields more. But they prefer to keep those discoveries a secret. In this book we will tell you what these secrets are and how you can apply them in an ethical way yourself.

'A true gift to those of us who want to become more influential online. The authors have provided current, scientifically-based information on the most successful forms of behavior design, persuasive prompts, psychological motivators, and practical applications. I was particularly impressed with the book's advice on simple strategies for making online messaging more effective. For anyone working in online commerce, this book should not be missed.' — **Dr. Robert Cialdini**, *New York Times* bestselling author of *Influence* and *Pre-Suasion*

Published in April 2020
416 pages | ca. 45,000 words

Over 10,000 copies sold
Full English translation available

Shortlisted for the PIM
Marketing Literature Prize

Japanese rights sold to Seishin
Shobo

Chinese (simpl.) rights sold to
Tsinghua University Press

Russian rights sold to Byblos

Thai rights sold to Amarin

English edition published by
Online Influence Institute
Dutch edition published by
Boom Publishers



THE LADDER

Successful Change in Work and Life

Dr. Ben Tyler

Published in June 2018
144 pages | ca. 35,000 words

Over 50,000 copies sold

Full English translation available

Simplified Chinese rights sold to Publishing House of Electronics Industry
Russian rights sold to Mann Ivanov Ferber
Korean rights sold to Joongangilbo Plus

English and Dutch editions published by TylerRoland Press

Anyone with a bit of life experience will know that real change – at work and at home – isn't easy. But based on his smart and simple model, *The Ladder*, Ben Tyler shows you...

- How to set goals that do work;
- How to choose behavior that will lead to success;
- What support does help you change.

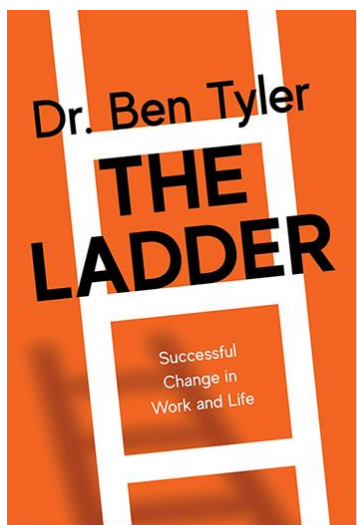
This book is packed with the very best up-to-date insights from the field of behavioral science. Accessible, practical and effective.

Bonus: Includes a checklist with over 80 evidence based tips on behavior change!

Dr. Ben Tyler is a best-selling author, international speaker, and behavioral scientist. He has been studying leadership, behavior, and change for more than thirty years.

'Ben Tyler doesn't just inspire you to *Dream, Dare, Do*—he also teaches you skills and techniques that can turn your good intentions into reality.' — **Dr. Ken Blanchard**

'Ben Tyler is an inspiring trainer and writer in the field of human behavior and change. You will find his books and ideas extremely practical, very realistic and fun to read!' — **Dr. Marshall Goldsmith**



DREAM DARE DO

Managing the most difficult person on earth: yourself

Dr. Ben Tyler

What is needed to take the step from dreaming, to daring, and doing? Ben Tyler provides clear answers, based on sound behavioral research, yet very practical and fun.

'Ben Tyler deeply cares about the challenges we face in becoming better leaders, in changing our lives and in making a real contribution. Ben's unique talent is his ability to translate sound scientific research into inspirational, practical advice.' — **Dr. Stephen R. Covey**

Dr. Ben Tyler is a best-selling author, international speaker, and behavioral scientist. He has been studying leadership, behavior, and change for more than thirty years.

Eight of his books have topped the Dutch Management top 100, he writes a weekly column for Dutch national newspaper *NRC* and hosts a weekly radio show on Dutch national radio station *BNR*.

He is regarded as one of the top speakers and teachers in his field and has delivered seminars all over the world. He is a visiting professor at IE Business School, one of the top-ranking business schools in Europe. He has also given guest lectures at, among others, Harvard University, Nyenrode Business University, Rotterdam School of Management, and Vlerick Business School.

He has a Master's degree in Communication studies from the University of Amsterdam. He earned his Ph.D. in Economics and Business Studies at VU University Amsterdam, conducting field studies on behavioral change in organizations. After this, he studied at Harvard University and University College London.

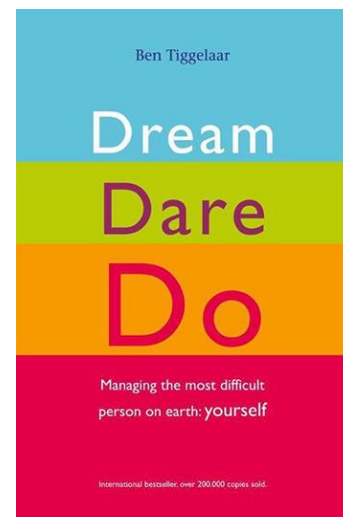
Published in 2020
196 pages | ca. 41,000 words

Full English translation available

Over 450,000 copies sold

German rights sold to Gabal Verlag
Arabic rights sold to Jarir Bookstore

English and Dutch editions published by TylerRoland Press



LEADING WITH OBEYA

Maximizing human leadership potential

Tim Wiegel

Published in October 2020
256 pages | ca. 66,000 words

**Full English manuscript
available**

German rights sold to Franz
Vahlen Verlag

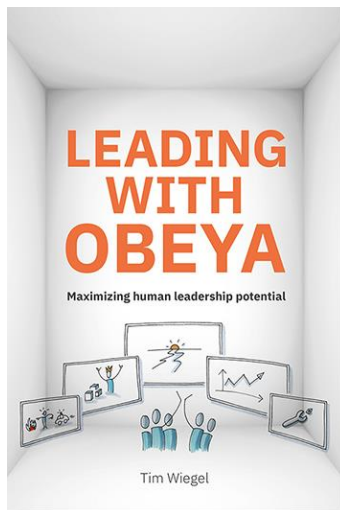
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to Cheers Publishing

English edition published by
Boom Publishers

Dutch edition published by
Tim Wiegel

Using Obeya not just for a project, but to lead the organization itself is the answer to a much needed alignment between leadership and operational teams. It helps develop the ability to have meetings that create meaningful context and avoid distractions such as bias, ego and over-complexity. When used throughout the organization, it supports the development of a systematic approach to leadership that enables consistent, coherent and effective decision-making. In search for cause-and-effect under the umbrella of a committed purpose and clarity on strategic direction, the systems-thinking approach of *Leading With Obeya* helps teams move from fire-fighting to improving the performance of their organizational system sustainably.



'New ways of visual working has emerged considerably in the last few years. Obeya is a philosophy that can help you to understand how you can benefit from a visual language in your day to day business work. Visual thinking and doing is here to stay. *Leading With Obeya* is an engaging read to making the transition from traditional to visual management possible.' — **Patrick van der Pijl**, CEO Business Models Inc., speaker, author of *Design a Better Business* and *Business Model Shift*, producer of *Business Model Generation*

THE CORPORATE STARTUP

How established companies can develop successful innovation ecosystems

Tendayi Viki, Dan Toma & Esther Gons

The Corporate Startup is a practical guide for established companies that aspire to develop and sustain their innovation capabilities.

- The world around us is changing rapidly. There is now more pressure on established companies to innovate.
- The challenge most companies face is how to develop new products for new markets, while managing their core business at the same time.
- The principles and practices outlined in this book provide companies with a blueprint of how to manage innovation while they execute on their core business.
- *The Corporate Startup* provides frameworks, visualizations, templates, tools and methods that can be easily applied to develop new products and business models.

‘A key reading for leaders that outlines how to effectively innovate for the future and boost growth, while running the core business.’ — **Alex Osterwalder**, Co-author of *Business Model Generation*

‘This book helps organizations of all sizes to manage innovation. This playbook uses illustrated step-by-step guides to lead the reader through the processes to create an ecosystem that nurtures innovation at every level in a business.’ — **Jury CMI Management Book of the Year**

Published in April 2017
300 pages | ca. 90,000 words
With illustrations

Over 20,000 copies sold

Full English manuscript available

Winner of the 2018 CMI Management Book of the Year Award

Winner of an Axiom Business Book Awards Gold Medal in Business Theory

Rights sold for German, Spanish (North and South America), Russian, Polish, Japanese, Indonesian, and Vietnamese

English and Dutch editions published by Management Impact



THE CORPORATE TRIBE

Organization lessons from anthropology

Danielle Braun & Jitske Kramer

Published in December 2015
340 pages | ca. 55,000 words

**Full English translation
available**

**Winner of Management
Book of the Year**

Over 40,000 copies sold

World English rights sold to
Routledge

German rights sold to
Schäffer-Poeschel

Russian rights sold to Alpina
Vietnamese rights sold to Nha
Nam

Dutch edition published by
Boom Publishers



“A wonderful perspective on how organizations work today.” — **Simon Sinek**, author of *Start with Why*, *Find Your Why* and *The Infinite Game*

No challenge is entirely new. In 60,000 years of human existence, nearly every problem we face in modern business has already been seen... and solved. We just have to figure out how to apply that age-old tribal wisdom to our current circumstances.

The Corporate Tribe will take you on a journey to discover the essence of culture and the secret to successful change programs. Along the way, it will introduce you to the cultural traditions of different people across the globe and provide you with the practical tools you need to apply what you find to today’s organizations. Through thirty compelling stories, *The Corporate Tribe* will reveal what, deep down, you already know.

At turns unfamiliar and disruptive, illuminating and inspirational, *The Corporate Tribe* offers a powerful paradigm and skillset for tackling organizational and leadership challenges in the twenty-first century and beyond. It is a book for leaders, consultants and advisors who are looking for a fresh perspective and proven solutions, for those who want to build strong communities that are safe for diversity and ready for change.

Danielle Braun and **Jitske Kramer** are corporate anthropologists. They look at organizations as tribes, organizational charts as kinship systems, leaders as chiefs and mission documents as totem poles. Travel with them to places where spirits linger after death, magic is real and rituals are the key to maintaining order and facilitating transition. You will never look at your organization—or approach its problems—the same way again.

BESTSELLERS | CHANGE MANAGEMENT | LEADERSHIP | TRAVEL

MUSK MANIA

Elon Musk's five maniacal principles of success

Hans van der Loo & Patrick Davidson

Elon Musk, the man behind Tesla, PayPal, and SpaceX is the ultimate Wavemaker. He is a leader that refuses to drift on the waves of innovation, and instead creates waves on his own. Hans van der Loo and Patrick Davidson unravel Musk's magic by showing us five maniacal and applicable principles of success.

This is the world's smallest book on the world's greatest achiever!

- A list of Musk's groundbreaking achievements.
- Insight into the mindset and motivation of a world changer.
- The Musk-Mini-Masterclasses to apply Musk's principles of success for yourself.

'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*

Published in July 2016

100 pages | ca. 25,000 words

Over 10,000 copies sold

Full English translation available

World English sold to
Maverick House

World Spanish sold to Profit
Editorial

German rights sold to

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Vietnamese rights sold to Nha
Nam

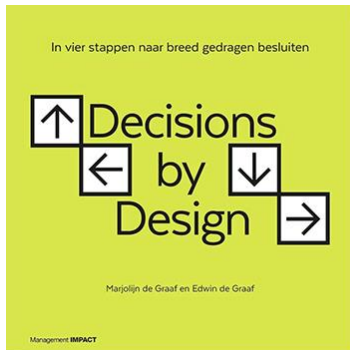
Dutch edition published by
Boom Publishers



BACKLIST



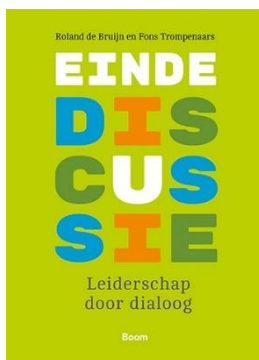
COMMUNICATION



DECISIONS BY DESIGN by **Marjolijn & Edwin de Graaf** | Four Steps for Supported Decisions | 2017 | 224 pages | 45,000 words | Full German translation available | German rights sold to Schäffer-Poeschel | **Longlisted for Management Book of the Year**

‘The authors have given me a wonderful new view on decision-making that I will apply most certainly!’ — **Benjamin Blaauw**, ABN-AMRO Bank

DRIVEN BY DIALOGUE by **Floor de Ruiter** | If fear is driving us apart, dialogue will bring us together | 2018 | 288 pages | 64,000 words | **Full English manuscript available**



END OF DISCUSSION by **Roland de Bruijn & Fons Trompenaars** | Leadership Through Dialogue | 2021 | 208 pages | 63,000 words | **Full English translation available**

‘Mandatory reading for leaders. The authors have succeeded so well in presenting leadership through dialogue. It is the blueprint of a successful management book, packed with quality and personal experiences, which is powerfully written and described.’ — **Arvid Buit**, executive coach and author of *Wahlberg, A CEO's Story* and *Safe the Alpha Male*

INTERVISION by **Monique Bellersen & Inez Kohlmann** | Dialogue methods in action learning | 2016 | 196 pages | 65,000 words | **Full English translation available** | Over 7,500 copies sold | Hungarian rights sold to Harmat



DISC FROM A TO Z by **Peter Haenraets & Hans van Elewout** | Everything you need to know about effective communication and colorful behavior | 2021 | 184 pages | 38,000 words | **Over 2,500 copies sold**

‘I am really happy with this book, as it provides me with tools and teaches me to understand (again and still) the people around me better, and myself. I am a fan!’ — **Managementboek.nl**

COMMUNICATION

DON'T BE AFRAID TO MANIPULATE by Frank van Marwijk | Gaining control over others and yourself | 2008 | 152 pages | 39,000 words | Over 30,000 copies sold

'Sometimes you get more things done in conflict when you just apologize for you part in the fight. You can even help the other by saying sorry. You will not advance when you get stuck in a fight between being right and wrong.' — *Trouw*



BODY LANGUAGE by Frank van Marwijk | Everything you need to know to better understand and influence people | 2017 | 320 pages | 75,000 words | Over 5,000 copies sold

'Using scientific research, real-life experiences, and specific exercises you get a step-by-step introduction on how to apply body language in everyday situations.' – **Dutch Library Services**

PICTURE THIS! by Espérance Blaauw | Association Cards | 2015 | 54 cards | 1,500 words | Over 2,500 copies sold

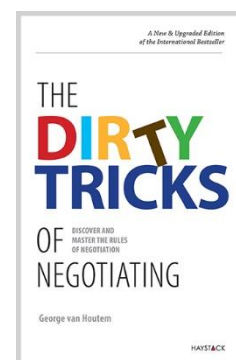
'An original way to make contact with people in a quick and effective manner. I saw the added value for both personal and business situations. Quick, fun, simple and a true eye-opener.' — **Mia Plu**



CULTURAL CALLING CARDS by Jim Morris | The cultural awareness game | 2014 | 52 cards | 1,000 words | Full English manuscript available

THE DIRTY TRICKS OF NEGOTIATING by George van Houtem | Discover and master the rules of negotiation | 2015 | 136 pages | 28,000 words | Full English translation available | Over 25,000 copies sold

'After reading this book, you won't be fooled again.' — **Prof. Dr. W.F.G. Mastenbroek**



AGILE/LEAN

AGILE by Rini van Solingen | A beautiful book on how to make your organization healthy, agile, and fit, filled with tips, pitfalls, and practical experience | 2019 | 200 pages | 40,000 words | Over 5,000 copies sold | **Full English translation available** | German rights sold to dPunkt Verlag

'This book is recommended for beginners in Agile and those that are convinced with the principles, but experience resistance when trying to implement Agile working within their organizations.' — **Daniel Ropers**, CEO Springer Nature

THE BEEKEEPER by Rini van Solingen | How To Lead Self-Managing Teams. A business novel on changing leadership from shepherding to beekeeping | 2016 | 144 pages | 40,000 words | **Full English translation available** | German rights sold to dPunkt Verlag

'I recommend this book to all change makers, and to those who want to make an impact in a rapidly changing world!' — **Amir Arooni**, CIO, Discover



FORMULA X by Jurriaan Kamer & Rini van Solingen | How to Reach Extreme Acceleration in Your Organization | 2020 | 200 pages | 40,000 words | **Full English translation available** | German rights sold to dPunkt Verlag | Italian rights sold to ROI Edizioni | World English rights sold to Lifestyle Entrepreneurs Press

'*Formula X* is an amazing book, that makes clear that you learn easiest from companies outside of your market, instead of your competitors.' — **Harry Brouwer**, CEO, Unilever Food Solutions

LEADING WITH LEAN by Philip Holt | An experience-based guide to leading a Lean transformation | 2016 | 264 pages | 65,000 words | **Full English manuscript available** | Longlisted for Management Book of the Year

'Philip has written a clear and practical guide for Lean champions and existing Lean leaders, which provides an end-to-end guide on designing and sustaining a Lean transformation.' — **Jon Tudor**, president of the Association for Manufacturing Excellence UK

THE SIMPLICITY OF LEAN by Philip Holt | Defeating Complexity, Delivering Excellence | 2019 | 288 pages | 71,000 words | Full English manuscript available | **Awarded an Axiom Business Awards Bronze Medal**

'A powerful and versatile array of management tools. Most importantly however, these tools are presented in a context that connects with the realities of daily operations, both technical and interpersonal.' — **Collin McLoughlin**, Author of *True Kaizen*

HUMAN RESOURCES

WORK HAS LEFT THE BUILDING by **Jitske Kramer** | How to reorganize work after the COVID culture shock | 2020 | 216 pages | 60,000 words | **Over 30,000 copies sold** | English sample translation available | German rights sold to dPunkt Verlag | Longlisted for Management Book of the Year

'You need to read everything from Jitske Kramer.' — **Joris Luyendijk**, journalist and author from *Swimming With Sharks*

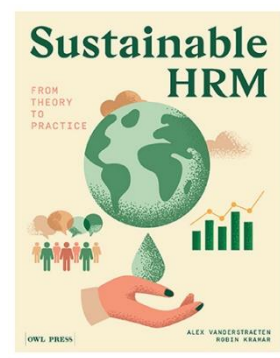


JAM CULTURES by **Jitske Kramer** | Inclusion: having a seat at the table, a voice and a vote | 2020 | 304 pages | 94,000 words | Over 5,000 copies sold | Full English translation available | **Shortlisted for Management Book of the Year**

'Kramer sets out a clear path for any group or organization that really wants to have difficult conversations and listen to everyone's contribution.' — *Financial Times*

THE ART OF SUSTAINABLE PERFORMANCE by **Sebastian Kodden** | Model for Recruiting & Selection and Professional Development | 2019 | 208 pages | 38,000 words | **Full English translation available** | Vietnamese rights sold to Nha Nam | Summary published by Springer

'His research shows that talent is useful, but that personality and character are more important for the performance of employees. Sebastian Kodden has written a very useful book for managers, human resources specialists and students.' — **Dr. José W. Otte**, MBA



SUSTAINABLE HRM by **Alex Vanderstraeten & Robin Kramar** | From Theory to Practice | 2021 | 225 pages | 22,000 words | **Full English manuscript available**

THE PERFECT MATCH by **Kirsten de Roo** | How to hire the right person for the right position | 2021 | 192 pages | 42,000 words | **Over 2,500 copies sold**

'In her book, Kirsten de Roo describes the steps you need to take as an entrepreneur to find and keep the right employees. Starting with your strategy is an eye-opener. Don't start recruiting a new candidate for yet another new job, but think about where you want to go with your company first. Then start recruiting the people that match with your strategy.' — *Marketing Tribune*

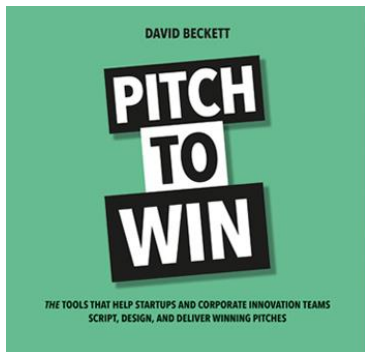
INNOVATION



BUSINESS UNUSUAL by **Klaas Wagenaar** | Help! My business is a 'burning platform'! | 2020 | 180 pages | 28,000 words | **Full English translation available**

THE 10x GROWTH MACHINE by **Misha de Sterke** | How Companies Can Innovate, Scale and Win | 2020 | 220 pages | 46,000 words | **Full English manuscript available**

'A very pragmatic and insightful reading on how to approach innovations and organize for them in today's times. Definitely recommended for reading and as a guide to aspiring corporate innovators!' — **Aniruddha Kusurkar**, FrieslandCampina



PITCH TO WIN by **David Beckett** | *The Tools That Help Startups and Corporate Innovation Teams Script, Design, and Deliver Winning Pitches* | 2018 | 200 pages | 40,000 words | **Full English manuscript available** | German rights sold to Redline Verlag | Winner of a Bronze eLit Medal for e-books

'Pitching is not just for startups. With staff presenting our foundation's story around the world, we need to make sure they can do so in the best way, and David Beckett's training helped us immeasurably.' — **David Campbell**, World Press Photo

DESIGN BLENDED LEARNING by **Sibrenne Wagenaar & Joitske Hulsebosch** | Everything You Need To Know About Tools, Design and Facilitating | 2021 | 220 pages | 67,000 words

'I devoured the book. Easy to read with all the examples and a lot of tools I hadn't seen before and I am sure give a try.' — **J. Rook**



THE STRATEGY CANVAS by **Ton Speet, Lisa van Rossum & Maxime van Winden** | Working on a Strategy That Works | 2021 | 136 pages | 22,000 words

'An effective strategy is more important than ever. *The Strategy Canvas* helps you to create such a strategy. It is a practical book with clear examples.' — **Sjors van Leeuwen**, advisor, author and speaker

LEADERSHIP

TOP TEAMS by **Katja Staartjes** | Moving Mountains Together | 2019 | 352 pages | 47,000 words | Over 5,000 copies sold | **English sample translation available** | Shortlisted for Management Book of the Year

‘With the beautiful photographs from Menno Boermans this book isn’t just eye candy, but it also shows you what working together and leadership mean in these extreme conditions.’ — **Management Book of the Year jury**



REMOTE LEADERSHIP by **Gonny Vink** | About managing mobile employees and home workers | 2019 | 176 pages | 36,000 words

‘Hybrid working is increasingly popular, making remote leadership ever more important.’ — *The Entrepreneur*

THE SWISS ARMY KNIFE FOR LEADERS by **Gabriël Anthonio** | A Guide to Leadership With Lasting Impact | 2019 | 112 pages | 20,000 words | Over 10,000 copies sold | **Full English translation available**

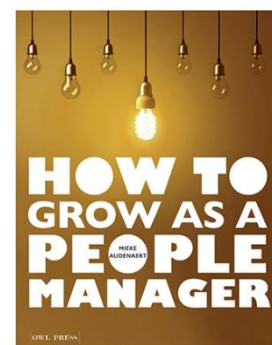
‘Gabriël Anthonio illustrates how leaders can metaphorically utilize the knife’s implements in the workplace. Take his advice to heart, and you’ll be a cut above everyone else.’ — **GetAbstract**



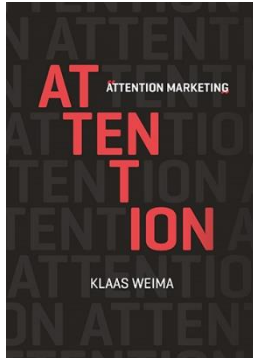
THE LEADER’S KEYS by **Gabriël Anthonio** | An inspiring guide to open or close doors | 2016 | 144 pages | 25,000 words

‘Everyone can benefit from the idea of encountering many doors we can either open or close. Our own keychain says something about which keys we need in certain situations, and which we don’t.’ — **Paul Misdorp**, CEO of ViNDT and advisor

HOW TO GROW AS A PEOPLE MANAGER by **Mieke Audenaert** | 2021 | 288 pages | 80,000 words | **Full English manuscript available**



MARKETING



ATTENTION MARKETING by **Klaas Weima** | The Powerful and Proven Method for Brand Development | 2019 | 240 pages | 60,000 words | **English sample translation available** | Shortlisted for the PIM Marketing Literature Prize

‘Klaas has succeeded in writing a very readable and practical book about attention for brands, that is also applicable to our daily life, perhaps even more so.’ — **Jan Willem Koch**, CEO Continental Europe Hallmark Cards

MARKETING DESIGN by **Eveline van Zeeland** | With Customer Journey Mapping | 2019 | 240 pages | 50,000 words | **Winner of the PIM Marketing Literature Prize 2020** | Ukrainian rights sold to ArtHuss

‘*Marketing Design* is one of the best customer journey mapping books I have read, a successful combination of neuromarketing, customer experience, and design thinking.’ — **Sjors van Leeuwen**, advisor, author and speaker

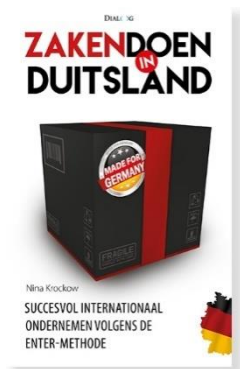


TOPSERVICE FOR DEMANDING CUSTOMERS by **Jean-Pierre Thomassen & Dennis Opstal** | The Six Principles of Excellent Customer Experience | 2021 | 160 pages | 31,000 words | Full English translation available

‘The book’s strongest point are the guidelines on how you can deal with demanding customers in your function, and how to recognize these customers in specific situations.’ — **Management Tribune**

YOU ARE WHAT YOU DRIVE by **Erwin Wijman** | How car brands drive you crazy | 2011 | 288 pages | 68,000 words | **Over 5,000 copies sold**

‘Wijman offers his knowledge and skills with a fresh name dropping and staccato style that will make you laugh out loud.’ — **Carwoman.nl**



DOING BUSINESS IN GERMANY by **Nina Krockow** | A successful international business strategy using the ENTER method | 2011 | 288 pages | 68,000 words | **Over 5,000 copies sold**

‘This is useful stuff. Krockow offers tips for personal meetings and for the marketing and an online approach of the German market. Not just useful for business, also fun to read.’ — **Dagblad van het Noorden**

CHANGE MANAGEMENT

THE CHANGE CANVAS by Ten Have Change Management | A practical book for everyone who wants to work carefully on organizational change | 2018 | 148 pages | 25,000 words | **English sample translation available** | German rights sold to Schäffer-Poeschel



PATTERNS by Danielle Braun | Recognizing and changing with an anthropological view | 2021 | 256 pages | 77,000 words | **Over 5,000 copies sold** | Longlisted for the Management Book of the Year Award

‘Such a wonderful book, filled with stories, structure, and beautiful photos. A reference book for everyone who has to deal with complexity in their organizations.’ — **Luc Limère**

ORGANIZATIONAL CHANGE AS COLLABORATIVE PLAY by Jaap Boonstra | A positive view on change and innovation in organizations | 2019 | 256 pages | 80,000 words | **Full English translation available** | Spanish rights sold to Profit Editorial

‘A new approach for change in our organizations through the dynamics of a playful relationship between the different agents. A book that will change the way we transform organizations.’ — **Susanna Sala**, Viacom International, Senior Vice President HR & Communication & Technology

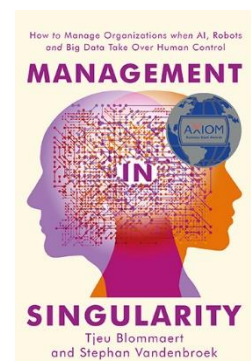


SLOWING DOWN TO SPEED UP by Arend Ardon | Reflective and Powerful Innovation in the NOW | 2020 | 192 pages | 40,000 words | **Over 5,000 copies sold**

‘A refreshing book, full of inspiring insights for people who work on organizational change. A wonderful book written in an accessible style.’ — **Elmas Duduk**, City of Amsterdam

MANAGEMENT IN SINGULARITY by Tjeu Blommaert & Stephan Vandenbroek | How to Manage Organizations When AI, Robots and Big Data Take Over Human Control | 2016 | 172 pages | 35,000 words | **Full English translation available** | Awarded an Axiom Business Awards Silver Medal | Shortlisted for Management Book of the Year | Russian rights sold to Alpina Publishers

‘It is a very impressive and valuable work.’ — **Rowan Gibson**, global innovation leader and bestselling author of *The Four Lenses of Innovation*



TEAMS

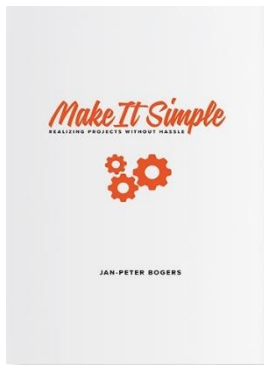


THE ANTI-COMPLAINING BOOK by **Bart Flos** | First aid against nagging and whining | 2010 | 184 pages | 38,000 words | **Over 15,000 copies sold**

'*The Anti-Complaining Book* is a remarkable publication. The topic is its true power: complaining. Everybody does it and we all know someone who is nagging constantly. That is why this book will appeal to everyone. With its tips and tricks you can stop the complainers in your surroundings. With anecdotes and examples you learn how to do this the best. Everyone can learn something from this book.' — **Managementboek.nl**

THE BIG TOOLBOX FOR SUCCESSFUL MEETINGS Vol. I by **Sasja Dirkse & Angela Talen** | The Source of Inspiration for Result-Oriented Training, Presentations, Meetings, and Other Gatherings | 2007 | 304 pages | 50,000 words | **Over 60,000 copies sold**

'The Big Working Methods Book is written and designed in a very accessible way. A welcome addition to the library of any process support staff or group facilitator.' — **Nico de Jong**, senior advisor at the Dutch Ministry of Health, Welfare and Sports



MAKE IT SIMPLE by **Jan-Peter Bogers** | Realizing Projects Without Hassle | 2013 | 200 pages | 55,000 words | English sample translation available | **Shortlisted for Management Book of the Year**

'Should be mandatory reading for everybody who is involved in projects and other complex organizational things.' — **Martijn Aslander**

PRACTICAL GUIDE ONLINE MEETINGS by **Rob de Haas** | Different connection, better achievements | 2020 | 176 pages | 29,000 words



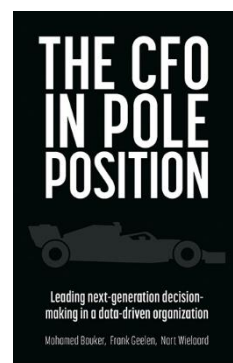
THE SERIOUS BOOK OF PLAY by **Ben Kuiken & Marijne Vos** | How to create playfulness in organizations | 2021 | 204 pages | 40,000 words

'*The Serious Book of Play* is eye-candy and longs for a prominent place on your coffee table. The book is filled with working methods, various roles of the consultant, and inspiring interviews with experts who talk about taking a different approach. And having the courage to do so.' — **Jasmijn Mioch**, L&D Advisor

FINANCE/PROJECT MAN.

THE CFO IN POLE POSITION by **Mohamed Bouker, Frank Geelen & Nart Wielaard** | Leading next-generation decision-making in a data-driven organization | 2020 | 212 pages | 45,000 words | **Full English manuscript available**

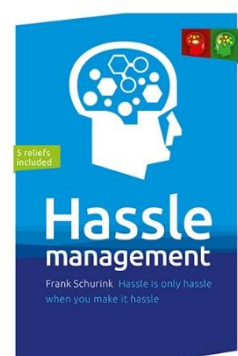
‘A must-read for CFOs and their senior finance teams to understand the power of data and revolutionize decision-making. Many organizations focus too much on the technology and short-term decision-making. This book helps CFOs to take the lead in really transforming the company’s decision-making process and focus on what is really important.’ — **René Hooft Graafland**, Ahold Delhaize, FrieslandCampina and Heineken



EU SUPERLOBBY by **Milos Labovic** | Winning in Brussels | 2017 | 276 pages | 41,000 words | Full English translation available | **World English rights sold to John Harper Publishing**

HASSLE MANAGEMENT by **Frank Schurink** | Hassle is only hassle when you make it hassle | 2014 | 160 pages | 15,000 words | **Full English manuscript available** | Over 7,500 copies sold

‘In this pragmatic book, the author offers practical tools in a playful way to better handle our problems. He simply shows how our brain works and how we create hassle by using that same brain.’ — **Managementboek.nl**



THE PERFECT PROJECT by **Bart Flos** | People as the key to success | 2014 | 192 pages | 39,000 words | Over 5,000 copies sold

‘Everybody that works with projects in one way or another, can learn something from this book and with the stories and tone of voice it is an entertaining read. A true recommendation!’ — **Managementboek.nl**

THE PROJECT CANVAS by **Rudy Kor, Jo Bos & Theo van der Tak** | Together towards the essence of your project | 216 | 160 pages | 41,000 words | English sample translation available | **German rights sold to Schäffer-Poeschel**

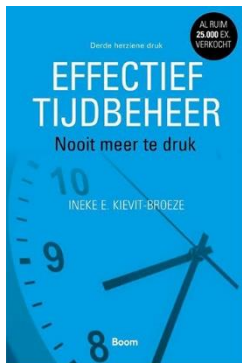


PERSONAL DEVELOPMENT

THE CHOICE TO QUIT by **Madoka Sawa** | 2021 | 240 pages | 40,000 words | **English sample translation available** | Over 7,500 copies sold | Korean rights sold Hanbit Biz | Complex Chinese rights sold to Athena Press

DOING MORE IN LESS TIME by **Jan-Dirk Reijneveld** | Efficient Time-Management | 2021 | 208 pages | 48,000 words | Full English (AI) translation available

‘The book has practical and user friendly solutions for all your time management problems. Recommended!’ — **Stefan Carr**, Health Care Policy Advisor for the City of Amsterdam



EFFECTIVE TIME MANAGEMENT by **Ineke Kievit** | Giving Meaning to the Time of Your Life, 3rd Edition | 2018 | 192 pages | 71,000 words | **Over 28,000 copies sold** | Full German translation available

‘*Effective Time Management* provides the reader with useful tools and techniques to structure both professional life and leisure time in a meaningful way. It offers assistance in finding, formulating and achieving wishes and goals as well as a new and interesting perspective on the valuable resource time.’ — **Maximilian Pöllmann**, KUKA, Germany

HOW PEOPLE WORK by **Glenn van der Burg** | Perspectives on Human Behavior for Improvements at Work | 2020 | 160 pages | 29,000 words

‘An inspirational and contemporary way to really start working on yourself and looking for even more happiness at work. Highly recommended if you want to start moving up, in your own way.’ — **Felix Bartelomij**, ABN-AMRO bank



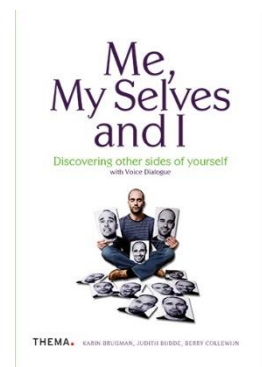
INFLUENCE OTHERS, START WITH YOURSELF by **Bert van Dijk** | On Behavior And Leary’s Rose | 2010 | 110 pages | 30,000 words | **Over 50,000 copies sold** | Full English translation available | Chinese rights sold to China Machine Press

‘*Influence Others, Start With Yourself* is successful in supplying practical tools and helped me chose the right behavior in the situations that required conscious and tactful interaction. Besides a practical model, the book also offers exercises that the reader can apply in their daily practice. Read the book, but most of all, apply the theories.’ — **Jont Groenendaal**

PERSONAL DEVELOPMENT

ME, MY SELVES AND I by Karin Brugman, Judith Budde & Berry Collewijn | Discovering other sides of yourself with Voice Dialogue | 2010 | 198 pages | 58,000 words | **Over 40,000 copies sold** | Full English translation available

'Karin, Judith and Berry are a great team! They have written a practical, delightfully easy to understand, and very valuable book on Voice Dialogue.' — **Hal and Sidra Stone**, founders of Voice Dialogue, Voice Dialogue International, California



THINK DIFFERENT by Ben Kuiken | Philosophy for Organizations | 2019 | 176 pages | 32,000 words

'Ben Kuiken offers a completely different frame of mind to really tackle sheer unsolvable problems. The book doesn't offer clear-cut answers, but such was not to expect from a philosopher. They usually don't have answers but questions, and still this is a must-read book, also for those of us who are looking for solutions. The philosophical perspective is refreshing, different, and that is exactly what Ben Kuiken does, he provides the philosophical material to start thinking differently, look differently, and talk differently about organizational problems.' — **Sylvie van der Haar**, trainer and coach

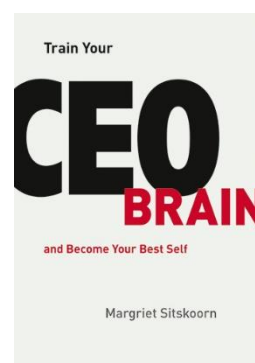
THE POWER OF PREMINENCE by Paul Rulkens | High-performance principles to accelerate your business and career | 2017 | 168 pages | 31,000 words | **Full English translation available**



CHANGE BEHAVIOUR by Thijs Leenman | How to interactively stimulate behavioral change | 2021 | 144 pages | 30,000 words

'This book shows how important behavior is in change processes. A must-read for every manager.' — **René Verkuylen**, CEO of DOCK

TRAIN YOUR CEO BRAIN by Margriet Sitskoorn | Train Your CEO Brain and Become Your Best Self | 2017 | 252 pages | 72,000 words | **Over 30,000 copies sold** | Full English translation available | Indonesian rights sold to Elex PT. Media/Gramedia



PERSONAL DEVELOPMENT



DON'T THINK ABOUT A PINK ELEPHANT by Sarah Gagestein | The psychology of invisible persuasion with framing | 2014 | 184 pages | 43,000 words | **Over 10,000 copies sold**

'With the many stories and appealing examples, you are sucked into Sarah's world. She shows how framing happens all around us and how we can make use of this.' — **Psyblog.nl**

HOW-TO BOOK FOR COACHING by Joost Crasborn & Ellis Buis | Tips, Models and Questions For Individual Work-Related Coaching | 2008 | 272 pages | 45,000 words | **Over 45,000 copies sold** | Shortlisted for Management Book of the Year

'It is nearly impossible to find a more practical book than this one. A wonderful book for everyone that wants to develop their coaching skills and be successful in coaching their employees or clients.' — **Daniëlle de Jonge**, Managementboek.nl



LIFE TALKS BACK by Gabriël Anthonio | About personal leadership, what I learned from my extraordinary son | 2019 | 72 pages | 15,000 words

THE MIRROR FOR PRINCES by Gabriël Anthonio | A frame of mind for leaders, professionals, and other influencers | 2020 | 156 pages | 27,000 words

'A delicious little book. I was touched by his actions in several scenario's he describes, courageous, hopeful, and humble at the same time.' — **Niels van Gorp**, data strategist and data philosopher

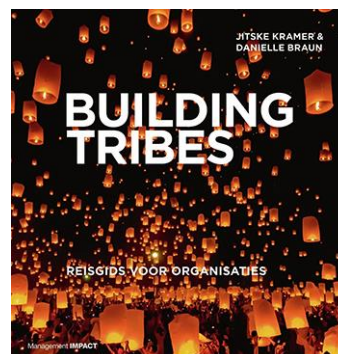


THIS IS YOUR YEAR! by Ben Tyler | 12 powerful lessons in personal change | 2020 | 136 pages | 25,000 words | **Over 100,000 copies sold** | Full English translation available

'Ben Tyler deeply cares about the challenges we face in becoming better leaders, in changing our lives and in making a real contribution. Ben's unique talent is his ability to translate sound scientific research into inspirational, practical advice.' — **Dr. Stephen R. Covey**

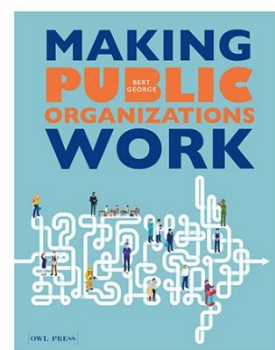
ORGANIZATIONS

BUILDING TRIBES by **Jitske Kramer & Danielle Braun** | Travel Guide for Organizations | 2018 | 408 pages | 110,000 words | Over 5,000 copies sold | English sample translation available | Russian rights sold to Alpina Publishers | **Shortlisted for Management Book of the Year**



MAKING ORGANIZATIONS WORK by **Adelien Decramer** | 2020 | 248 pages | 76,000 words | **Full English manuscript available**

MAKING PUBLIC ORGANIZATIONS WORK by **Bert George** | 2021 | 168 pages | 40,000 words | **Full English manuscript available**



PLATFORM REVOLUTION by **Martijn Arets** | From Amazon to Zalando, the impact of platforms on how we work and live | 2020 | 368 pages | 92,000 words | **English sample manuscript available** | Longlisted for Management Book of the Year | Shortlisted for PIM Marketing Literature Prize | Shortlisted for Order of Organization Advisors book of the Year

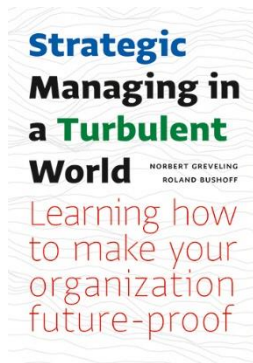
‘Thanks to the well-documented facts and excellent examples, Martijn Arets succeeds in circumnavigating the hype without losing focus on the bigger picture. If you are looking for an accurate current status of the platform economy, with honest estimates of the dangers and opportunities, you will have a hard time to find a better book.’ — **Rogier de Langhe**, economics philosopher at Ghent University

STOP. by **Marije van den Berg** | A Stop Strategy for Organizations | 2020 | 184 pages | 45,000 words | **English sample translation available** | Shortlisted for Management Book of the Year

‘I wish I had thought of a book like *STOP.* about a heavily neglected practice in most organizations, stopping the activities that don’t work anymore. There wasn’t yet a management book on the responsible and definitive stopping with these activities in organizations. *STOP.* fills this void, and how! After reading this great book I felt the urge to stop a few pointless things myself.’ — **Martin van Staveren**, advisor, lecturer and author of books on risk management



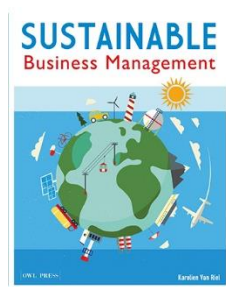
ORGANIZATIONS



STRATEGIC MANAGING IN A TURBULENT WORLD by **Norbert Greveling & Roland Bushoff** | Learning how to make your organization future-proof | 2018 | 296 pages | 105,000 words | **Full English translation available**

‘A contemporary approach for strategic management. It deals with the intense dynamics that leaders are facing when working on the future success of their organization. With adequate and practical theories.’ — **Marcel van der Ham**, dean Business School Nederland

SUGAR-COATED ORGANIZATION PROBLEMS by **Cedric Muchall & Lennard Toma** | The 6 Elements for More Humane Companies | 2022 | 232 pages | 54,000 words | **English sample translation available**

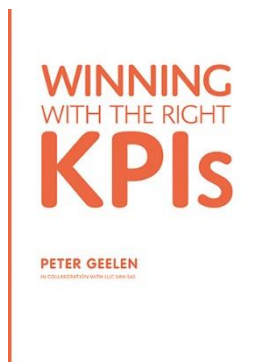


‘Lennard and Cedric’s latest book is both a passionate complaint against dubious management and a useful and entertaining guide to make work more fun.’ — **Joost Minnaar**, Corporate Rebels

SUSTAINABLE BUSINESS MANAGEMENT by **Karolien Van Riel** | 2021 | 304 pages | 100,000 words | **Full English manuscript available**

OUT OF THE GROOVE by **Kees Tillema** | The beneficial effects of rough treatment in organizations | 2016 | 264 pages | 65,000 words | Full English manuscript available | Longlisted for Management Book of the Year

‘A manifest, both easy to read and uncomfortable. Much will make you raise your eyebrows, but much of the book is written from the heart.’ — **René ten Bos**, philosopher and author



WINNING WITH THE RIGHT KPIs by **Peter Geelen** | 2018 | 176 pages | 26,000 words | **Over 10,000 copies sold** | Full English translation available

‘This easy to read book is important for anyone who doesn’t want to get caught up in the daily delusions and does not want to lose sight of the customer!’ — **Rob Scholte**, Metro, Goodyear, Nestlé, and Unilever

SANTASADO

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