

SANTASADŌ



**2025
London Book Fair
Rights Guide**

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SANTASADŌ

The Santasado Agency was founded three years ago with the aim to represent high-quality non-fiction books from the Netherlands. A lot has happened since then as we currently represent over 150 titles and have realized over 30 deals for translation rights.

In this rights list for the 2025 London Book Fair, we present new and backlist titles on personal development, communication, health, management, business, leadership, and marketing. The first title on the list is the remarkable and inspiring gift book *Human*, reminiscent of *The Boy*, *The Mole*, *The Fox*, and *The Horse* by Charlie Mackesy and *Big Panda and Tiny Dragon* by James Norbury. The business list features four new titles: *Sustainable Temptation* (ideals marketing), *Circle of Business* (sustainable entrepreneurship), *Neuro Management* (human behavior in the workplace), *Authentic Leadership*, *Little Consultants*, and *Ready For Every Crisis* (crisis communication).

Santasado has recently blossomed into a literary agency for Dutch authors looking for a Dutch publisher too (with over 10 publishing deals made) and we even started as a publishing house with 8 published books on ecology, economy, regenerative initiatives, and sustainable organizations.

I hope you enjoy reading the list!

With best wishes,
Laurens



HUMAN

Trodessa Barton

With illustrations from Iris van der Veen

Published in 2024

128 pages | with illustrations |
ca. 2,000 words

**Full English translation
available**

Over 5,000 copies sold

German rights sold to Groh
Verlag

Dutch edition published by
Growing Stories

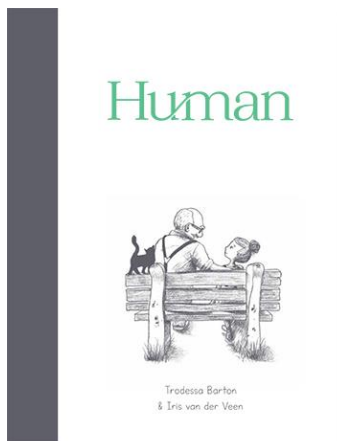
***Human* is a notable newcomer in the series of international bestselling books such as *The Boy, The Mole, The Fox, and The Horse* by Charlie Mackesy and *Big Panda and Tiny Dragon* by James Norbury.**

'Grandpa, why are we just sitting here?'

'Doing nothing is feeling everything. The greatness in life can be found in the smallest of things.'

What seems to be a little story about a grandpa and his granddaughter spending a day together, ultimately ends up showing the reader something much bigger: what it means to be human. Sometimes it feels as if we are all obsessed with one word: Happiness. According to most dictionaries, happiness is defined as a state of feeling pleasure. Is a constant happy feeling necessary for a beautiful life, however? Or is it rather a palette of experiences and emotions that bring color to our own existence? Isn't that what makes us human: feeling light and darkness, pain and joy?

This beautifully illustrated gift book offers joy, comfort, and inspiration to anyone who has experienced the fantastic complexities of life. For every human. Selected by the Dutch ministry of Health to contribute to their mental health program Mission Mental aimed to make the Netherlands healthy and resilient.



Grandpa, let's have fun today!

Well then... let's start with a smile. A smile is always free.



Dear reader,

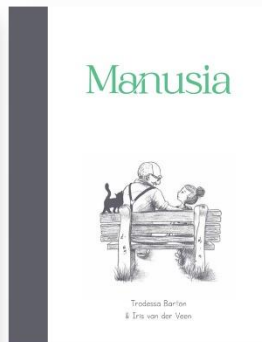
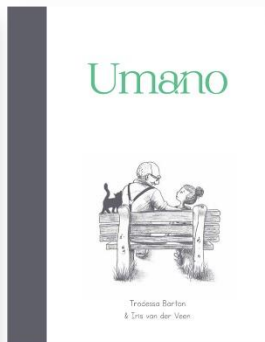
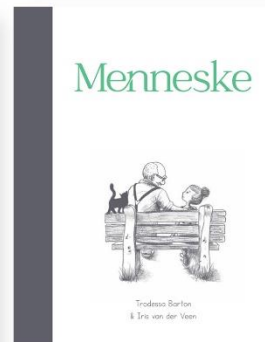
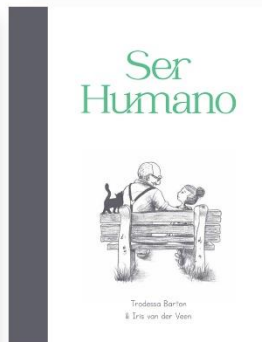
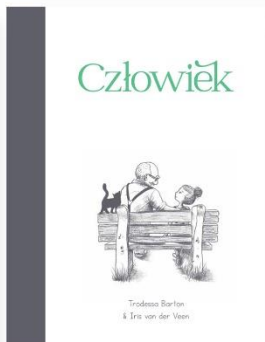
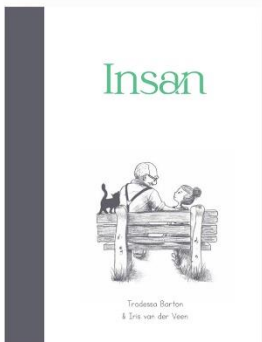
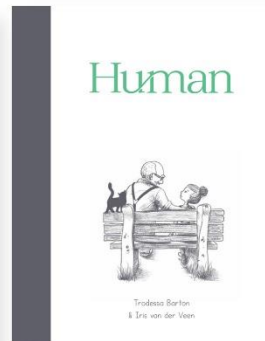
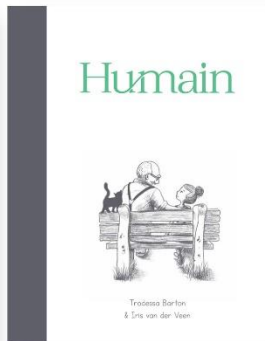
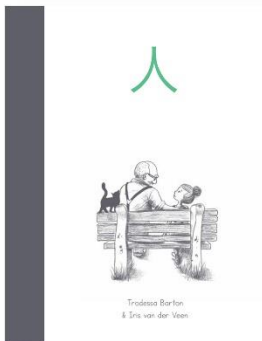
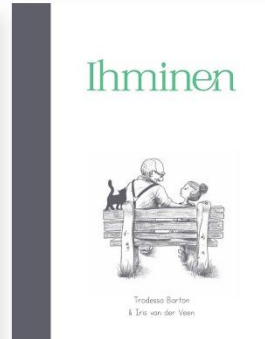
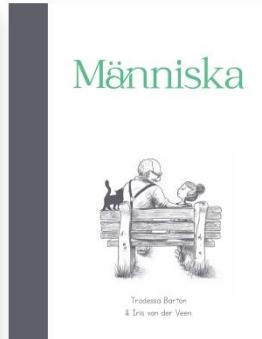
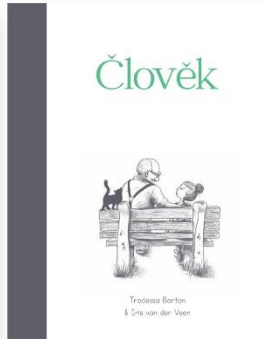
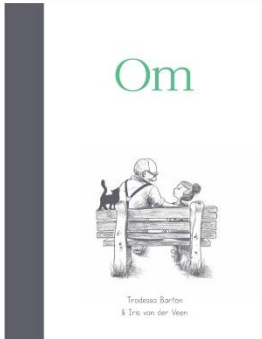
I wanted to start with a note, just for you. I rather enjoy doing things 'differently'. That's why I am starting with something that normally happens at the end. Is that strange or is it logical? Couldn't it be both? Isn't our life as a human the same? Both odd and logical? Fantastic and complicated? Miraculous and monotonous?

We live in a world full of contradictions. And yet it still feels as if we are all obsessed with one word: Happiness. According to most dictionaries, happiness is defined as a state of feeling pleasure.

But is a constant happy sensation necessary for a beautiful life? Or is it rather a palette of experiences and emotions that bring color to our existence? Isn't that what makes us human? Sometimes I feel we have forgotten that hardships are part of our journey. This book is my way of reminding you that both pleasure and pain are part of life. Together, they create the most wonderful symphonies, exquisite works of art, exciting movies, intriguing books and inspiring plays. Together, they can rip the mask off your face, break down your walls and give you the strength and motivation to walk your own path. Pain and pleasure, light and darkness will forever be part of your existence.

Exactly as intended. Embrace them both. I hope this book will bring you joy, comfort and inspiration. I hope it touches your heart.

Lots of love, Trodessa



THE PAINLESS PRISON

Nart Wielaard

Published in 2024

200 pages | ca. 45,000 words

Dutch edition published by
Nart



***The Painless Prison* is a confronting fiction debut.**

The year is 2047 and Alex is doubting the perfect society in which the computer program Flow literally controls everything and where a daily dose of the groundbreaking medicine Dubno guarantees you that your existence will be a happy one. No one around him asks any questions about this immaculate society and Alex isn't accepting this any longer.

The young student starts a quest for reality. He finds supporters that also go against the flow, like professor Valerie and the beautiful Eloise. Step by step he unravels how digital technology has people completely in control and in the resistance group there are plans for a revolution to bring back the humanity. By force, if necessary, or is there another way?

The Painless Prison is the confronting fiction debut by Nart Wielaard. He asks several necessary questions about how artificial intelligence gains a grip on our world and how humans are increasingly taking on the traits of a machine as a result.

Nart wrote six non-fiction books, like *We Are Big Data* (2014), *Trusting a Smart Society* (2017) and *The CFO in Pole Position* (2020). *The Painless Prison* is his literary debut.

Nart Wielaard is an expert in the fields of society, technology, and business. He simplifies complex subjects to convincing and understandable stories and does so in the role of writer, speaker, and advisor. In previous lives he was a registered accountant, world traveler, and journalist. His knowledge lies mainly with themes such as big data, digital transformation, and artificial intelligence.

AGAINST THE FLOW

Dennis Heijn

A fast-paced, realistic, and thrilling novel with strong characters whose thoughts and actions you can empathize greatly with.

When the passionate climate defender Pino realizes that his job at the World Wildlife Fund is only confirming his sense of powerlessness, he and three of his friends decide to take radical action. They kidnap the son of the CEO of Shell with the aim of forcing the fossil fuel industry to face up to its responsibilities and alter its course.

The kidnapers make a point of generating as much publicity as possible, which leads to many surprising twists in the usual interplay between the kidnapers, the family, the board of Shell, the police and the media. The world looks on as the drama unfolds, wondering whether the end will justify these drastic means.

Clearly, the powers that be are not convinced of the necessity of change. Is kidnapping then a justified action to convince the fossil industry of this necessity?

“The big question how far you can go to fight injustice and climate crisis isn’t answered—that you will have to do for yourself—but Dennis did write a thrilling and all too realistic book about it.”—**Dolf Jansen**, comedian and journalist

“Read it in one go. In this hauntingly realistic ‘climate-thriller’ Dennis Heijn cleverly combines his personal dramatic history with an ominous future.”—**Jeroen Smit**, bestselling author

“Dennis Heijn challenges the reader and once in his trap there is no escape. I read the book with pleasure and a pain in my chest.”—**Harry Starren**, author and professor

Published in 2024
256 pages | ca. 64,000 words

Full English translation available

Film rights sold for international production

Dutch edition published by Santasado



POLARISATION

The World's First Guide On How To Deal With Us Versus Them Dynamics

Bart Brandsma

Published in 2017
124 pages | ca. 40,000 words

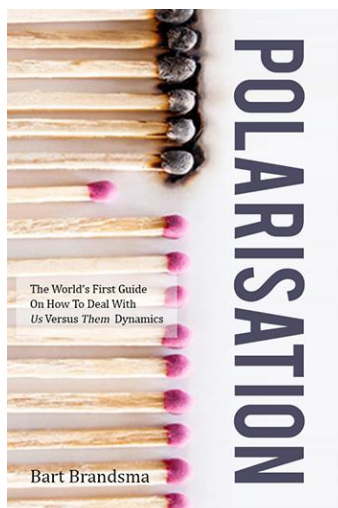
Over 7,500 copies sold

Full English, Spanish, and French translations available

French rights sold to Payot & Rivages

Korean rights sold to Hansmedia

Translation grant from the Dutch Foundation for Literature available



The first guide to polarisation for the professional.

Us versus Them, Women versus men, Muslim versus non-Muslim, Black Lives Matter versus white supremacy, climate-deniers versus climate-fanatics, the West versus the Taliban, countryside versus city, indigenous versus immigrants, my in-laws versus my own family, Catalans versus Spaniards, management versus workers, 'the' people versus 'the' elite...

What are the dynamics of polarisation? How should we understand the workings of black-and-white thinking, and the fixed patterns associated with it? What role do we play in the process and what can we do to intervene? This book helps you to see the three basic laws, to choose one of the roles we can play in polarisation, and provides the four game changers we need to establish depolarisation strategies. This is what professionals are waiting for, how to deal with the phenomenon of polarization and detect how it relates to conflict, polarisation's 'little brother'.

“A practical solution for professionals that have to work with or counter polarisation: journalists, politicians, teachers, police, mayors, the list is endless.”—**Jitske Kramer**, international speaker,

bestselling author, and corporate anthropologist

“Particularly important for journalists. It helps us to understand the mechanisms of polarisation and supports us in our search for the multi-layered reasons for this process.”—**Ellen Ehni**, Chief Editor WDR Westdeutscher Rundfunk, Germany

DONALD TRUMP AND AMERICAN POPULISM

New Perspectives on the American Presidency

Richard S. Conley

Dissects the populist leadership style of President Donald Trump.

- Places Trump's presidential leadership style within a comparative historical and political development theoretical framework.
- Considers Trump's use of social media as a form of public politics that represents an adaptation of presidential communication style to new technology while rebuffing the traditional bully pulpit.
- Assesses the impact of Trump's negative rhetoric and efforts to challenge – if not delegitimise – those who criticise him: national institutions such as the Courts and Congress, the media and his political opponents.
- Employs case studies to weigh Trump's political strategy, from mobilising grassroots support to foreign diplomacy.

Richard S. Conley connects Donald Trump's populist style to his predecessors. Trump's method of communication through social media obviously differs from previous candidates and presidents with populist platforms, but his themes – a disdain for elites, grassroots support, majoritarianism, anti-intellectual discourse and nativism – borrow variably from such figures as Andrew Jackson, Huey Long, Barry Goldwater and Ross Perot. As such, Trump's approach to governance falls within a long tradition of populism dating to the 19th Century.

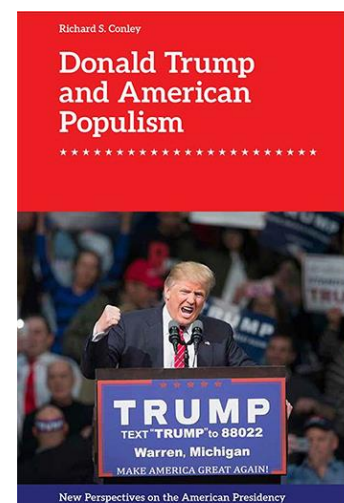
“Scholars will try to make sense of President Trump for decades to come. Marrying populist theory with well-established theories of the American Presidency, Richard Conley's keen analysis and insights help us make sense of Trump, America's most successful populist. The work is essential reading for students of the presidency.”—**Jeffrey Peake**, Clemson University

Published in 2022

372 pages | ca. 120,000 words

Full English manuscript available

English edition published by Edinburgh University Press



THE POPULIST STYLE

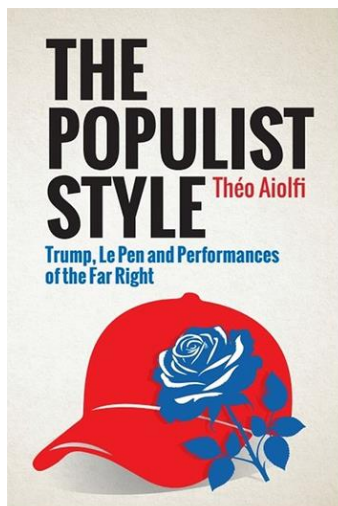
Trump, Le Pen and Performances of the Far Right

Théo Aiolfi

Published in 2025
266 pages | ca. 80,000 words

**Full English manuscript
available**

English edition published by
Edinburgh University Press



The first interdisciplinary comparative examination of populism in the cases of Donald Trump and Marine Le Pen.

- Offers an original interdisciplinary perspective on politics that introduces concepts, methods and tools drawn from theatre and performance studies to the literature in political science.
- Provides theoretical innovations in the study of populism as a performative and stylistic phenomenon.
- Introduces an original methodological tool: the political performance analysis questionnaire (PPAQ) which synthesises inputs from theatre studies and sociology, while providing a transferable tool for scholars interested in examining political performances.
- Develops a detailed comparative case study through an analysis of a corpus of diversified political performances.
- Offers the first book-length comparative analysis of Marine Le Pen and her use of populism in the English language, along with a comparison with Donald Trump.

Through a comparative case study analysing the 2016 and 2017 presidential campaigns of Donald Trump and Marine Le Pen, *The Populist Style* examines the links between far-right ideology and populism. Adopting an interdisciplinary framework combining political science and performance studies, this book develops a critical definition of populism as a style, that is, as a repertoire of political performances that shapes and is given shape by ideological content.

Théo Aiolfi is a Marie Curie Cofund EUTOPIA Science and Innovation Fellow at CY Cergy Paris University, France. His interdisciplinary research is located at the intersection of politics and performance studies, focusing on the concept of populism as a political style.

“Imaginative, conceptually innovative, empirically rigorous and beautifully written. Highly recommended.”—**Benjamin Moffitt**, Australian Catholic University

PERFORMANCE, THEATRICALITY, AND THE US PRESIDENCY

The Currency of Distrust

Julia Peetz

Explores the role of performance in US presidential politics.

- Combines theoretical argument and original interviews with leaders in U.S. presidential speechwriting.
- Proposes a new perspective on the contemporary rise of mainstreamed populism by exploring features of populist-style politics through the lens of distrust.
- Focuses on U.S. presidential politics since Watergate, whilst contextualizing recent developments through historical case studies from the French Revolution to early and turn-of-the-century American presidents.

The erosion of trust in politicians and political institutions is a major challenge in early twenty-first-century democratic politics, not least in the United States. This book argues that, rather than being a flaw or corruption, the potential for political distrust must be understood as an essential feature of representative democracy because representation works through performance. The book explores performance as a constellation of factors: scripts, embodiment, ideas of selfhood, and historical norms and ideals.

Julia Peetz, PhD, is an author and academic in London, UK. Her work addresses questions of political representation, democracy, and performance – particularly in the context of the U.S. presidency and in Anglo-American relations. Currently, Julia is a Leverhulme Early Career Fellow at the University of Warwick.

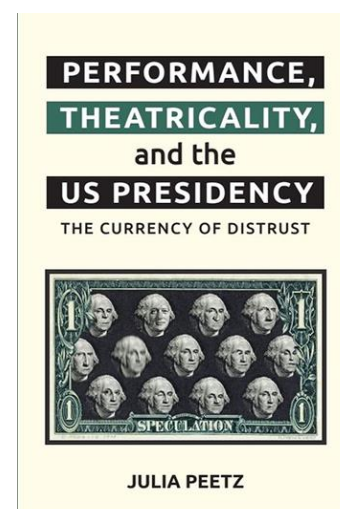
“In an impressive feat of cross-disciplinary scholarship, this book combines insights from theater and performance studies with political studies and interviews with presidential speechwriters to understand modern US politics and the rise of Populism.”—**J. R. Vile**, Middle Tennessee State University

Published in 2025

256 pages | ca. 80,000 words

Full English manuscript available

English edition published by
Edinburgh University Press



FREE, EQUAL, AND TOGETHER

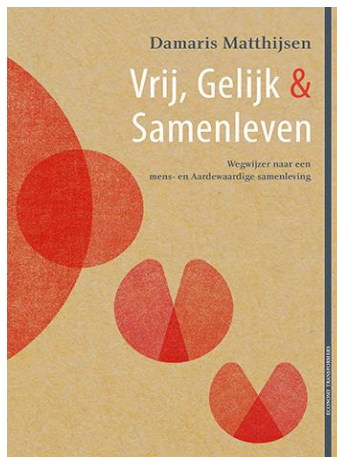
Guide Towards a Society and Economy, Beneficial to Human and Planet

Damaris Matthijsen

Published in 2022
420 pages | ca. 119,000 words

**Full English translation
available**

Dutch edition published by
Santasado



A radical new way of thinking about land, labor, and capital.

More and more people long for a society and economy that benefit all humans and the Earth. Damaris Matthijsen offers in this book new ideas, concepts, and methods to create such a world: the Free-Equal-Together society.

She describes a clear way out of the systematic crises and offers practical exercises to take steps ourselves, really letting us experience a feeling of freedom, equality, and togetherness.

Crucial in this is the transformation of ownership and control of our commons: land, labor, and capital. Managed by people, not by the market or the state. PartnerShip is the form of cooperation with which we can retrieve our way towards love and trust, creativity and unity. And relearn how to take care of the whole from within.

Free, Equal, and Together is for everyone who searches for ways to work towards a society that honors all life.

“Damaris is the Kate Raworth of the Netherlands.”—**Leonie van der Steen**, Squarewise

“Damaris is not afraid to ask the truly fundamental questions to rethink our economy radically. But she makes it practical at the same time. She challenges the reader to start from human values and translates them into new relations for ownership and legal structures. A must-read for anyone who wants to see how people are working on a better world—far below the radar of the large corporates.”—**Rutger Claassen**, professor Political Philosophy and Economic Ethics at the Utrecht University

BEYOND BORDERS

About the usual and unusual challenges of my life in Israel

Joanne Nihom

A ground-breaking book about people who are making a difference.

Beyond Borders is a unique book about Israel. About a situation in which we often forget to take the people in the situation into consideration.

Joanne Nihom firmly puts the perspective and focus back on the people, Israelis and Palestinians, who need and provide the hope and initiatives that keep them alive. From joint Israeli and Palestinian initiatives, to a hospital clown from Gaza, and a Druze woman who went into politics.

In *Beyond Borders*, Joanne Nihom shows what is happening in Israel, the country where she lives. She writes about the positive initiatives and inspiring people who often don't get mentioned in the media. As a Jewish woman, she shows her vulnerability in a society that is sometimes complicated for her to live in.

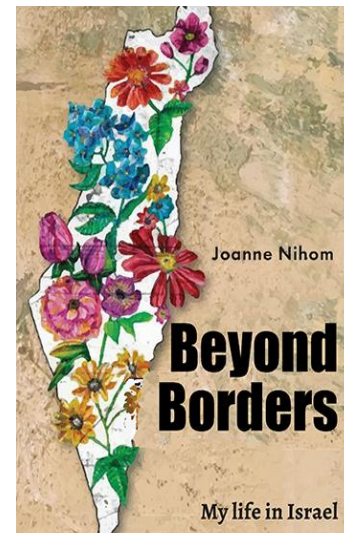
The stories are about connection, about the ordinary and the unusual, and the challenges of the region.

“I hope *Beyond Borders* crosses a line, triggers something. That it will show how challenging it is to divide things in 'right' and 'wrong'. In the palette of beautiful people, it is the shades of color that are part of a fantastic, but very complex society.”—Joanne Nihom

Published in 2021
272 pages | ca. 70,000 words

Full English translation available

Dutch edition published by
Kok/Boekencentrum



“Joanne’s ability to be loyal to Israel and at the same time to have respect for the feelings of its non-Jewish population gives it precisely the voice of moderation that is heard too little.”—**Bart Wallet**, Professor of Jewish Studies, Early Modern and Modern Jewish History

THE OPPORTUNITY OF ADDICTION

From Fleeing to Feeling

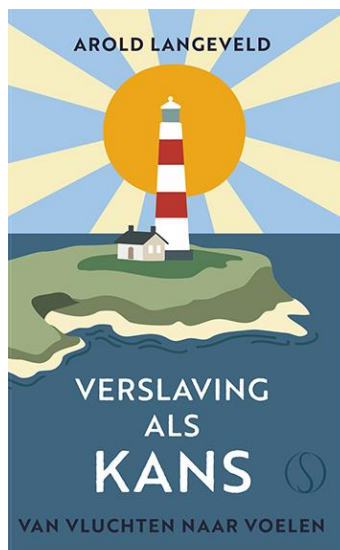
Arold Langeveld

Published in 2022
312 pages | ca. 80,000 words

**English sample translation
available**

Over 5,000 copies sold

Dutch edition published by
Samsara Books



We are all addicted. To drugs, stimulants, success, control, smartphones...

Addiction isn't an abnormality or illness, it is an integral part of being human. Yet people who struggle with addiction tend to reject themselves. And it is exactly this self-rejection that will keep the addiction going on. Fighting the addiction does not lead to liberation but increases the tension you want to free yourself from.

In *The Opportunity of Addiction* Arold Langeveld shows a different path. He challenges you to view your addiction as an opportunity instead of an enemy. He invites you to stop fighting and start feeling what you have been suppressing for so long. To relax in who you really are and learn how to live with the here-and-now, just like it is. Becoming free from addiction is like coming home when you never really left.

The Opportunity of Addiction is a new, fresh, and loving perspective on addiction, supported by real-life examples, practical exercises and reflections. A valuable guide to deal both with your own addiction and the addiction of a loved one.

“Arold Langeveld is an expert by experience as a therapist, something that is missing from regular addiction care. He thinks differently and outside of the box. Which is very valuable for many people with an addiction and their loved ones.”—**Bram Bakker**, former psychiatrist with over twenty years' experience in addiction care, and author

MEDICINE: PRESCRIPTION VS. HEALING?

A new way to approach chronic conditions

Lieneke van de Griendt

We study medicine, but do we really cure people?

Lieneke van de Griendt has been a general practitioner since 1995 and has observed that many patients with chronic diseases don't fully recover despite all the medical efforts. There are drugs prescribed to suppress the symptoms, but the illness maintains, leaving the patients to take their medicine for the rest of their lives. But what exactly goes wrong inside the patients' bodies and why is it happening?

If we know this, we could cure our patients' health with chronic diseases like diabetes, cardiovascular disease, multiple sclerosis, rheumatism, thyroid problems or even psychological complaints, without drugs. So, do we study Medicine, or do we study Health?

This book is a must-read for every doctor who is wondering whether prescribing medicine really contributes to curing their patients. By diving into the basic subjects of medical education (like biochemistry, physiology and immunology) and studying a new field – the microbiome (healthy gut bacteria) – Lieneke van de Griendt is searching for answers. In clear and transparent language and easy explanations, this book is also very interesting for the patient who wants to make the right decisions for his or her own natural recovery.

Published in 2020

256 pages | ca. 55,000 words

Over 5,000 copies sold

Full English AI translation available

Dutch edition published by S2 Publishers



“A great overview, a wonderful introduction to functional medicine, and an interesting in-depth look for critical doctors.”—**Dr. Yvo Sijpkens**, internist

“A very valuable book for each healthcare professional and everyone who wants to gain insights in this field.”—**Rogier Larik**, trainer and consultant Cure For Care and former pharmacist

HEALING COLD

The Secret of Healthy Cold Training

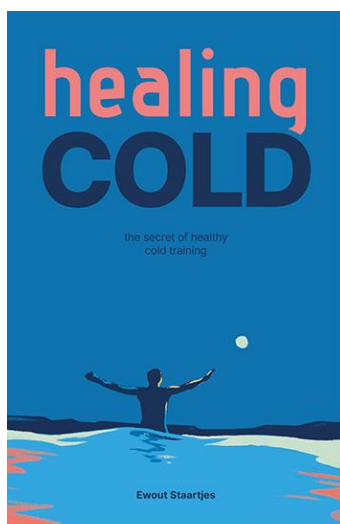
Ewout Staartjes

Published in 2023

272 pages | ca. 62,000 words

English sample translation available

Dutch edition published by
Zilt Publishers



New insights from an age-old tradition.

Cold exposure training is still in its infancy in the Netherlands. In Ukraine and Russia, cold exposure training is part of the age-old tradition of ‘zakalivaniye’, or hardening: the process of gaining strength and resilience through well-dosed stress triggers from the natural elements.

Healing Cold is not only a personal search for a cure, but it is also an engaging instruction in traditional cold exposure training methods. The book contains many stories and anecdotes from the winters that the author has spent in Russia and Ukraine. Moreover, the book also introduces the reader to many lifestyle insights.

The method revolves around the power of simplicity. We only need to be exposed to cold for very short periods. The contrast between warmth and cold forms an essential part of this process. Therefore, physical warming-up exercises and *banya* (sauna) visits are needed to brave the cold, rather than breathing exercises. And just like with any other medicine, the dose determines whether cold can act as a medicine or poison.

The secret to healthy cold exposure training lies in thorough preparation and the right dose. The author uses his own experience, the wisdom of ancient traditions and the ideas of legendary Soviet lifestyle doctors to unravel the secrets of this unique form of therapy.

“This book is such a treasure, this is something you would want everybody to read. I give a copy of this book to many of our patients.”—**Stefan Ottenheijm**, holistic general practitioner and coach in integral health

YOU ARE THE LOVE

Living With Self-Confidence, Self-Respect, and Self-Esteem

Juriaan Galavazi

***You Are The Love* guides you towards a life with self-confidence, self-respect and self-esteem.**

A new ground-breaking book from Dr. Juriaan, author from the bestseller *From Wound to Wisdom*. In his new book, *You Are The Love*, he invites you to live with self-confidence, self-respect, and self-esteem.

You adapt. To your environment, to your parents, to your partner, to your children, friends and colleagues. You fulfill your responsibilities and obligations as best as possible, hoping you will be a good person and perhaps even happy in the future. Your desire to align with the other to be seen and appreciated is so big, that you live for the approval of others and become invisible yourself. Before you know it, you are embarking on someone else's journey and at the same time you're taking a seat in the waiting room of your own life.

Even with the best intentions, the end result is that you often hold on to the wrong job for you, a suffocating relationship, a harmful diet and destructive beliefs and choices. And you become unaware that you are paying a very high price for this, in the form of stress, tension and mental and physical complaints.

In this situation, eating healthy food and doing more exercise are valuable steps, but difficult to maintain in practice if the underlying program doesn't change.

You Are The Love shows that we ignore and overrule all kinds of reflexes, out of the fear for losing something and the need to avoid uncomfortable situations. You will be able to look life straight in the eye and take the necessary steps to learn, grow and develop with curiosity.

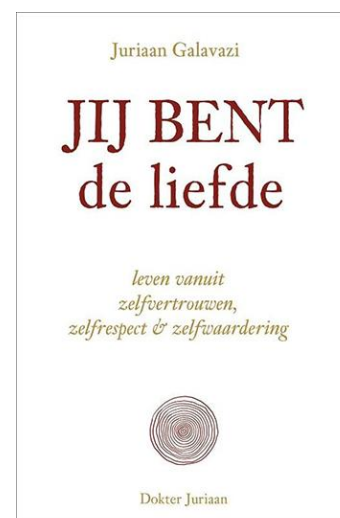
Published in 2022

352 pages | ca. 80,000 words

Over 25,000 copies sold

English sample translation available

Dutch edition published by S2 Publishers



WRITING TOWARDS CONSCIOUSNESS

Finding Your True Story

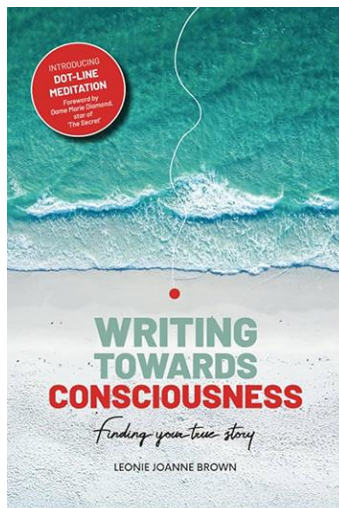
Leonie Joanne Brown

Published in 2023
272 pages | ca. 80,000 words

Over 5,000 copies sold

**Full English translation
available**

Dutch edition published by
Altamira/Gottmer



Foreword by Marie Diamond, star of *The Secret*

Who are you really? Why are you here? What's your life's purpose? *Writing Towards Consciousness* takes you on a deeply transforming writing journey to your true self. It's an open invitation to reshape the story of your life.

Embrace the author's voice and guidance to break free from limiting beliefs and patterns, allowing you to create the life you truly desire. If you are longing for depth and connection then this is for you! Whether or not you are an experienced writer, this book will guide you through a widely tested step-by-step inner process towards a happier, fulfilling, more creative life.

Leonie Joanne Brown is a Transformational Writing Coach and pioneer in her field. As an expert and trainer in Systemic Coaching and Book, Business and Family Constellations, she has helped thousands of individuals to break through their limitations, guiding them towards a more creative and successful life.

“Beautifully written, very powerful, and healing!”—**Ken Honda**, Happy Money Mentor and Japan's bestselling Zen millionaire

“A testament to the transformative power of writing and the human creative spirit.”—**Dame Marie Diamond**, Feng Shui Master, global best-selling author, and star of *The Secret*

“A valuable resource for anyone seeking to live a more conscious and fulfilling life.”—**Yiannis Michael**, healer, speaker, bestselling author of *Repaint Your Life*

MY BIRTHDAY IS NOT MY BIRTHDATE

A Survivor of Adoption Fraud and Sexual Abuse Fights for Her True Identity

Sam van den Haak

A necessary new perspective on adoption.

Children being rescued from pitiful circumstances and living happily ever after in a loving new family. It is the romanticized narrative about adoption that people would like to believe. But what is it really like?

“My name is Sam, born in Sri Lanka, adopted and raised in the Netherlands. In this story I will tell you what it was like for me to be taken from my own mother and being a brown girl growing up in a white adoptive family that provided me with a far-from-safe environment. Sexually abused by my adoptive father, I was turned out of the house by him at the age of seventeen and left to fend for myself.

But I'm a fighter. Finding out that my records were falsified, that my birthday wasn't even my birthdate, only sparked my resolve to find justice. Together with fifteen other Dutch adoptees, I am suing the Dutch government for adoption fraud and child trafficking.

Sure, I may have been dealt a bad hand, but this is a story of resilience. I've turned the loneliness I've experienced into my strength. My yearning for connection is at the root of the successful business I set up, focusing on connecting people. But in the end, on the most important journey so far, searching for my real family and searching for myself, I am proud to say that I have found both!”

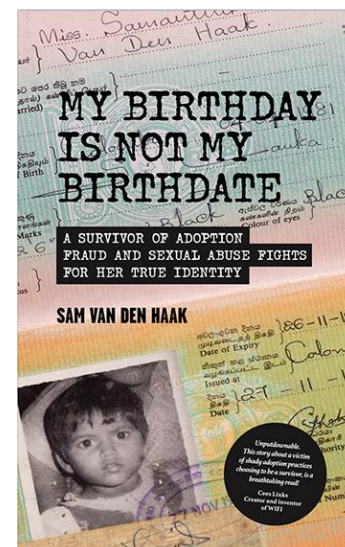
Become anything you want, but most of all, become yourself.

Published in 2022

280 pages | ca. 70,000 words

English sample translation available

Dutch edition published by Growing Stories



THE BOOK OF IDEALS

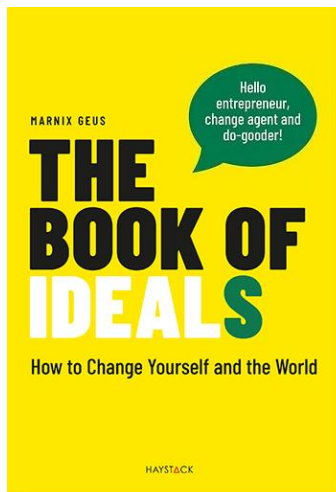
How to Change Yourself and the World

Marnix Geus

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

**Full English translation
available**

Dutch edition published by
Haystack



Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself. — Rumi

Would you like to be meaningful, but you don't know how to realize your ideals? This guide shows you the way. How to change yourself and the world.

Our planet is crying out for do-gooders of all colors and sizes. Fortunately, there are people everywhere who change tack, urge their employer to do things differently and, if necessary, quit their job. One climbs the Himalayas for a good cause, the other starts a social enterprise. Do you also have an ideal and could you use some help? Then take advantage of all the tips and inspiring stories in this book.

According to Marnix Geus, nothing is more motivating than an ideal. Candid and with a sense of humor, Geus shows in *The Book of Ideals* that no journey is ideal, but if you allow your journey to be guided by ideals, you can be sure that it will become more beautiful, for yourself and for others.

If you have ideals, and you could use some help to realize them, you can benefit from the tips and inspiring stories from *The Book of Ideals*. With a foreword by Rich and Yvonne St. John-Dutra (California) from Challenge Day (featured on Oprah), and contributions from Jacqueline Way (Vancouver) and Jeena Earthiva (Mumbai).

“This book is a precious gift to anyone ready to be inspired and ignited by people’s passions and Dreams. A valuable book in times like these.”—**Yvonne & Rich Dutra-St John**, cofounders of Challenge Day & The Be the Change Movement

AN OFFICER IN AFGHANISTAN

Behind the Scenes of A Military Mission

Esmeralda Kleinreesink

A unique insight behind the scenes of an international military headquarters.

A young (32) female lieutenant-colonel is deployed to Afghanistan in a position she has never fulfilled before: Chief Air and Ground Transport Planning. She learns how to negotiate with unwilling Americans, how to get things done from Italians (by drinking lots of espressos), and how to work with an incompetent British boss. She travels all over Afghanistan to visit every airfield, from dirt strips to international airports. And meanwhile uses her leadership skills to get the job done, even if (as the Italians keep insisting) that might harm her career.

In *An Officer in Afghanistan* Lieutenant-Colonel Esmeralda Kleinreesink offers a unique insight behind the scenes of an international military headquarters. She describes the frustrations, bureaucracy, constant tension, and how political decisions have an effect on the daily military reality. And she shows how friendships are forged between soldiers from all over the world despite their cultural differences. This is a unique and comprehensive report of the daily ins and outs of a military headquarters, written by one of the few female officers no less.

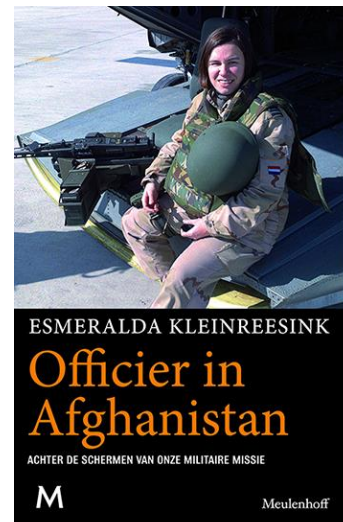
Published in 2012

224 pages | ca. 60,000 words

English sample translation available

Over 2,000 copies sold

Dutch edition published by
J.M. Meulenhoff



“A well-written, beautiful, and realistic image of a military mission, and a great collection of anecdotes you can read in one session. Very recognizable for soldiers and veterans, and an interesting glimpse behind the scenes of a military mission for everybody else.”—**Wapenbroeders**

MEET YOUR INNER FAMILY

Achieve Your True Potential

Arienne Klijn

Published in 2012
166 pages | ca. 45,000 words

Over 12,000 copies sold

Full English translation available

Dutch edition published by S2 Publishers



Understand how to deal with your family.

- Do you find it difficult to accept your own attributes or other's?
- Do you have a tough time making decisions?
- Would you like to have a loving relationship but don't know how?
- Is it hard for you to relax?
- Are you unsatisfied with your current job, but don't know how to change?
- Do you take care of others but not of yourself?

Then it is time to meet the shields of your inner family. The model works very easy: everyone has an inner family (boy, girl, man, woman) and if you understand how to deal with your family and the families of others, you will understand and change yourself and others much easier.

Arienne Klijn is psychologist and creator of the Shield of Your Inner Family method.

“Knowledge of the self is the path towards healing and inner growth. Arienne Klijn knows like no other how this works and offers an inspiring, heartfelt, and powerful method to become your own coach.”—**Susan Smit**, bestselling author

SOUVENIRS

Better After Bataclan

Ferry Zandvliet

Ferry Zandvliet not just survived a terrorist attack, but he actually become a better person.

Ferry is a 'grumpy old guy'. He is angry. He is angry with his environment, his parents' divorce, angry with everything that goes wrong, with the world at large.

That stops on November 13th 2015. He and his friends are in the audience at a concert in the Parisian Bataclan theater when three men with Kalashnikovs open fire in the packed hall. Ferry sees and feels how dozens of people around him are killed. And for a moment he is sure that his life has ended as well. But crawling through the blood and bodies he miraculously escapes.

The experience changes his life. His anger slowly turns into appreciation and forgiveness, he even befriends the father of one of the attackers. He shares his story of optimism with a growing audience and changes from a 'grumpy old guy' into an inspirator.

This book describes Ferry's experiences of that terrible Friday evening and the five years that follow. Experiences he wouldn't want anyone to have, but also with the consequences he never wanted to miss out on.

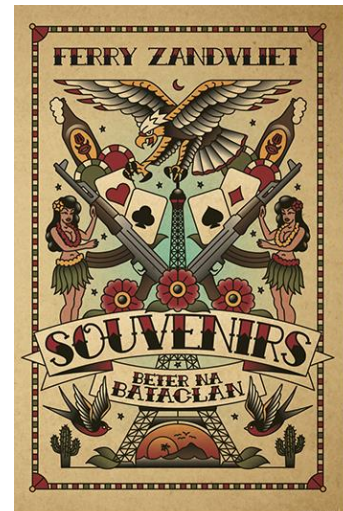
Published in 2020

368 pages | ca. 100,000 words

Over 15,000 copies sold

Full English AI translation available

Dutch edition published by Growing Stories



“Souvenirs is a lesson in accepting the inevitable and forgiving the unforgivable. Five stars, compliments!”—Eric van ‘t Zelfde, Head Master of the Dream School

“Ferry has succeeded in sharing a deeply intense story with the reader. He takes you along on a terrible journey that takes your breath away while reading. And even more impressive are his accounts of dealing with such trauma. Definitely not easy, but possible, as Ferry shows us.”—Joseph Oubelkas, author and speaker

FULL-TIME ADVENTURESS

About leaving everything behind and the search for ultimate freedom

Tamar Valkenier

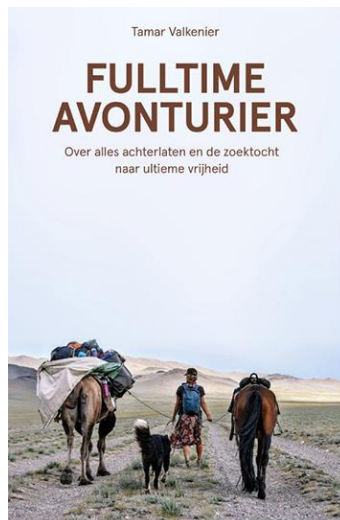
Published in 2021
280 pages | ca. 90,000 words

Over 30,000 copies sold

Full English translation available

German rights sold to Edel Verlag

Dutch edition published by Kosmos and by National Geographic



An inspiring story about leaving everything behind and the search for ultimate freedom.

At the age of 28 Tamar Valkenier made the decision to leave it all behind. To give up her material possessions and to walk away from a highly regarded career toward a life of uncertainty. To explore a different reality beyond the horizon. A journey that was only supposed to last a year, is still ongoing eight years later.

From her home town in the Netherlands Tamar's journey takes her across Europe to Istanbul by bicycle as she discovers and simultaneously pushes her physical and psychological limits. From tearful and often confusing goodbyes we share her apprehension of the unknown, follow as her confidence and skillset grows and experience the unimaginable fulfillment of a new existence.

The book does not just describe Tamar's experiences in a personal and detailed manner, it is also a testimony to her evolution from a career woman to a full-time adventuress. Learning to trust her heart and following it to some of the most remote corners of the globe, connecting with ancient people and wisdom. Celebrating life and asking the uncomfortable but necessary questions to unlock the limitless potential inside us all.

“Tamar is a unique combination of a well-spoken, intelligent lady and a strong and wild survivor. She thrives in extreme situations because of her hunger for adventure and desire to explore the unknown, both psychologically and physically. We ventured together for three months, and I have only seen immense courage and optimism. She was able to hunt: to observe, stalk, and to shoot with precision. And thanks to her background as a high-end chef, we had a most delicious meal every day.”—**Miriam Lancewood**, *Woman in the Wilderness*

BUSINESS TITLES

NEURO MANAGEMENT

The New Management Paradigm

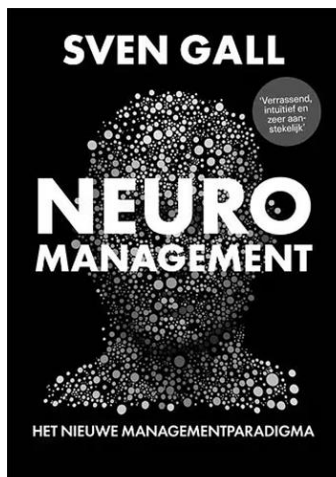
Sven Gall

Published in 2024
256 pages | ca. 70,000 words

English sample translation
available

Nominated for
Management Book of the
Year

Dutch edition published by S2



With *Neuro Management*, Sven Gall provides leaders with the tools to understand and leverage the human mind, creating more resilient, innovative, and successful organizations.

Sven Gall's *Neuro Management* offers a transformative perspective on leadership and organizational behavior, blending cutting-edge neuroscience with practical strategies for modern workplaces. Drawing on the latest research from MIT, Stanford, and thought leaders like Daniel Pink, Daniel Kahneman, Nassim Nicholas Taleb, and Robert Sapolsky, this book equips leaders with actionable insights to harness the power of the human mind in their organizations.

For too long, organizations have operated under the assumption that employees and managers are purely rational beings, expected to align seamlessly with mission statements and annual plans—perhaps incentivized by bonuses. However, groundbreaking research reveals a different reality: subconscious biases, reflexive behaviors, and flawed decision-making processes often undermine even the best intentions.

Neuro Management introduces a revolutionary management paradigm grounded in neuroscience. It aligns with natural human motivations and cognitive biases, providing leaders with the tools to leverage dopamine-driven impulses to meet organizational goals.

“This is a relevant book that helps managers and consultants tackle the fascinating unpredictability of human behavior by bridging the gap between organizational dynamics and brain science.”—**Hans Vermaak**, Bestselling Author

CIRCLE OF BUSINESS

How to Create Sustainable Growth

Bart van den Belt

This book takes your business to the next level with calm and clarity instead of chaos.

Are you an entrepreneur who wonders if you are really in control with your business? Maybe it feels like you're always micro-managing when you really want to work with calm and clarity. Sounds familiar?

In *Circle of Business*, Bart van den Belt offers step-by-step principles to turn your business into a flexible and profitable system. A system where processes run smoothly, your team is motivated, and your customers are enthusiastic. This book isn't just theory—it's a practical guide full of insights and personal experiences that you can apply right away.

With years of experience as an entrepreneur and business coach, Bart shows you how your business can grow without you being trapped in the daily grind. Whether you're just starting your entrepreneurial journey or are already managing a team, *Circle of Business* provides you the tools to reach the next level. This book not only offers a clear plan, but it also inspires you to take leadership over your business and yourself. It helps you work confidently on building an organization that's ready for sustainable growth.

To be published in 2025
ca. 55,000 words

**Full English translation
available in 2025**



Bart van den Belt is a speaker, trainer, and author who has 20 years of experience on the stage, speaking for over 25,000 people in six countries. In 2010 he decided to combine his stage experience with contents, and has followed and given trainings all over the world in the field of creativity and (personal) leadership. He is the founder of Business Coach the Netherlands and has previously written six management books: *Value-Driven Sales* (2023), *The Seven Keys to Business Success* (2021), *Dare to Jump* (2021), *Launch Your Company* (2021), and *The Online Marketing Machine* (2020).

AUTHENTIC LEADERSHIP

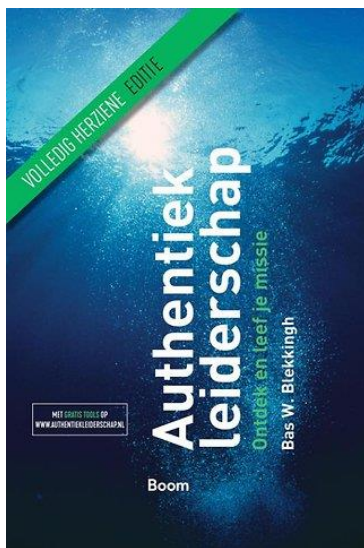
2nd Edition—Discover and Live Your Mission

Bas Blekkingh

Published in 2020
216 pages | ca. 60,000 words

Over 10,000 copies sold

Dutch edition published by
Boom Publishers



***Authentic Leadership* has become a valued reference book for management and coaching courses.**

You are a successful leader, you enjoy having many responsibilities, and are doing your job with much joy for years. But you feel that you could experience more from your work. Something is holding this back and you have no grasp of the reason for this. You search for improvement but you are stuck in a pattern.

Authentic Leadership is *the* book for these leaders. The Seven Layers Model that has been tested in practice is the foundation for this second edition where every layer brings the reader closer to the core of the problem. Step by step you discover the answers to essential questions like: what do you want to achieve in my life, what are your norms and values, what do you represent, what is your mission, and how do you realize those ambitions? You learn how to inspire others and make yourself happier as an Authentic Leader. The assignments and cases in this book help you.

This is a sometimes confrontational book that will inspire leaders, coaches, consultants, and professors to create an environment in which achievements and luck create a positive synergy.

“I enjoyed the well thought out and clear writing of *Authentic Leadership*!”—José Otte

“This book has encouraged me to adopt authentic and reliable behavior. This has changed my life for the good so I am very grateful to Bas Blekkingh for writing it.”—Paul van der Priem

LITTLE CONSULTANTS

Refreshing Thinking Power for Complex Organizational Questions

Bas Warmerdam

No challenge is too complex to approach with the mindset of a ten-year-old.

Do you want to straighten stalled projects and cooperations and make your work more fun and more attractive for your colleagues and yourself? Professionals should look at issues regarding change, strategy, cooperation, innovation, work pleasure, and even quantum mechanics through the eyes of a ten-year-old to come up with creative interventions and innovative solutions.

Author Bas Warmerdam has worked the last decade with ten thousands of 'little consultants' between the age 9 and 12 on problems in companies and government, in the Netherlands and abroad. In this book he shares inspiring examples and a method you could start using tomorrow. Even with your entire team. And no question is too complicated.

Little Consultants lifts organizational issues out of the arena of convulsions and 'terminal seriousness'. It offers managers, project leaders, and advisors tools to provide refreshing impulses for organizational challenges. It will make you take action with a smile.

Published in 2025

120 pages | ca. 40,000 words

Dutch edition published by
Boom uitgevers Amsterdam



“If you look like a ten-year-old, you will see simple solutions instead of complex problems. Bas Warmerdam shows in a relaxed, contagious, and convincing manner how professionals can learn to do this. Recommended!”—**Albert Jan Kruiter**, Founder of the Institute for Public Values

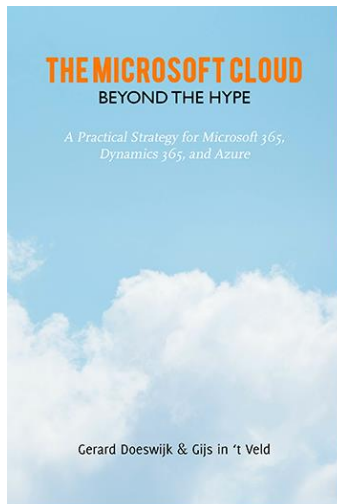
THE MICROSOFT CLOUD: BEYOND THE HYPE

A Practical Strategy for Microsoft 365, Dynamics 365, and Azure

Gerard Doeswijk & Gijs in 't Veld

To be published in 2025
Ca. 30,000 words

**Full English manuscript
available in fall 2024**



How to best use Microsoft 365 and its AI-applications and cloud options.

The Microsoft Cloud: Beyond the Hype provides the reader with a practical strategy to deconstruct complex problems and business challenges to create value with Microsoft 365, Dynamics 365, and Azure, both from a governance, risk management, and compliance as well as from a concrete cost optimization and management perspective.

The book covers a myriad of topics which are of interest to IT professionals—working on projects ranging from small proof-of-concept tests to large-scale organization-wide cloud transformation projects—as well as topics for business professionals in security, compliance, and financial roles.

Office 365 has evolved into Microsoft 365, and its online business productivity services, combined with Dynamics 365 and Azure, have compelling advantages for business users, developers, security professionals, and IT administrators. Microsoft's cloud offerings have gained significant traction, and the company is now considered “the” major player in the cloud industry serving businesses and the public sector in every domain.

In *The Microsoft Cloud: Beyond the Hype* Gerard Doeswijk and Gijs in 't Veld further explore how to successfully adopt and practically apply the Microsoft cloud services offerings in an efficient and effective manner. The authors discuss this based on more than a decade of experience in driving successful change through demystifying Microsoft cloud services with their partners and customers.

READY FOR EVERY CRISIS

The 7 Principles for Good Crisis Communication

Tom Compaijen

The essential guide for good crisis communication.

Sooner or later, every organization will face a crisis. But the true crisis for your organization is not what happens but how you react. The wrong response to a fire, hack, #metoo situation, or terrorist threat can endanger lives, cost you thousands to millions, and seriously damage the trust in your organization. Wouldn't it be great if you knew exactly how to react when caught in a crisis?

In *Ready for Every Crisis*, crisis communication expert Tom Compaijen offers a proven formula for great crisis communication in seven principles. Emerge stronger from any crisis, not by doing what is best for yourself, but what is best for those affected by the crisis. The book shows how some organizations fail to say the right words in a crisis and some do this naturally, how to regain trust even when big mistakes have been made, and how your brains functions in crisis situations, enabling you to better understand and remember the lessons learned.

Tom Compaijen has over fifteen years of experience in crisis communication, crisis management, and media training. He was a member of over twenty crisis teams. Tom helps ministries, interdisciplinary safety teams, companies, police, and hospitals preparing for crises. Ensuring that they can make the right decisions in the heat of the moment.

Published in March 2024

228 pages | ca. 60,000 words

Dutch edition published by

Boom Publishers Amsterdam



“Almost every crisis come unexpectedly, but that doesn't mean that you cannot be prepared. So read this book and be prepared for every crisis.” — **Job Cohen**, former mayor of Amsterdam

“*Ready for Every Crisis* reads like a Yuval Noah Harari book.” — **Ingrid van Assouw**, speaker, expert by experience, and communication advisor at V&R

NOW WE'RE TALKING!

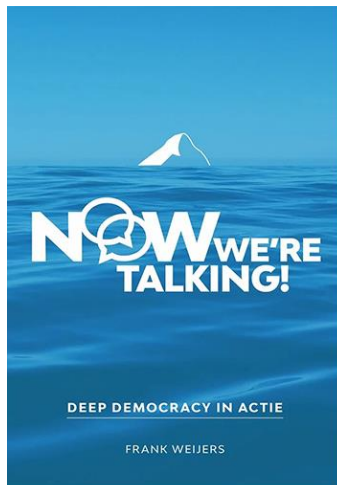
Deep Democracy in Action

Frank Weijers

Published in 2019

96 pages | ca. 10,000 words

Over 16,000 copies sold



Make Deep Democracy practical.

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**, international speaker, bestselling author, and corporate anthropologist

MAKING AN IMPACT WITH HUMOUR

How Do You Make the Audience Go Crazy?

Malinca Verwiel

Malinca Verwiel offers practical insights to give better speeches and lectures using humour.

Stop giving bone dry presentations and using distant professionalism. Learn how to make the heavy light, the boring fun, the serious entertaining, the complicated easy, the sour sweet, and the taboo accessible on stage.

Comedy director and teacher Malinca Verwiel shows you how to conduct your listeners as a speaker. How to direct your audience and make them listen to every word you say. Using universal theatre laws that you could recognise from *Have I Got News For You*, *The Daily Show* and late-night talk shows.

Making An Impact With Humour is filled with examples and practical humoristic tools to assure that your audience learns something from you in a fun and light way. Inspire your listeners and make them become an ambassador for your message. Without acting like a preacher. The book is for speakers, coaches, and other professionals who spend a lot of time presenting. This is an addictive method to impact your audience with humour.

Published in 2024
176 pages | ca. 35,000 words

English sample translation available

Nominated for Management Book of the Year

Dutch edition published by Boom uitgevers Amsterdam



“Based on her years of experience with speakers and (standup) comedians Malinca offers a clear answer on the many questions regarding humour. Furthermore, she makes a heartfelt plea for sincerity and authenticity. As a human she urges you to think for yourself and as a speaker she invites you to make a social impact. But with humour.”—**Berthold Gunster**, founder of the Dutch art of Flip Thinking

THE LEADERSHIP MATRIX

On Leadership, Behavior, and Change in a Series of 2x2 Matrices

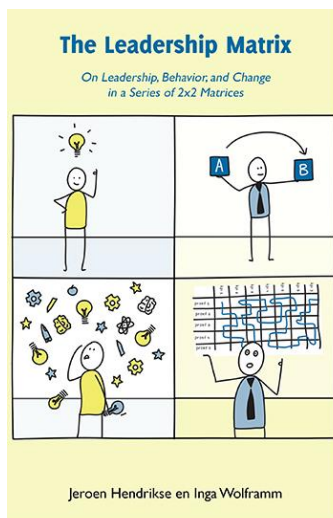
Jeroen Hendrikse & Inga Wolfram

Published in 2025

224 pages | ca. 24,000 words

A 2x2 matrix gives structure to your thinking. After reading this book you will recognize the 17 matrixes and accompanying quadrants for each type of leadership, behavior, and change.

To be able to handle the pressure and keep doing your work as a manager, you need to keep an overview, can put things in perspective and in balance. If you have a stack of unread books on leadership, behavior, and change, *The Leadership Matrix* is a must-read for you. This book shows how you can summarize the key messages of all the best management books in a matrix. Clearly explained with practical examples from situations and organizations.



Jeroen Hendrikse is the Oncology division leader, radiologist, and supervisor at the UMC Utrecht, professor, and author of *This is Our Brain* and *CombiFunctions: Making Collaboration a Habit in Healthcare Organizations*. Inga Wolfram is professor Sustainable Equestrianism, and author of *Perfect Mind*, *Perfect Ride* about mental and sports psychological concepts of performance and behavioral change, as well as five other books. Jeroen and Inga are married and have a son called Oliver.

“Bookshelves have been filled with books about (personal) leadership, motivation, behavioral change, and so on. Each book highlights a slightly different aspect or explains things in a slightly different way. But each book can be summarized and reduced to a simple key message, the core of the story. The rest of the book often provides background information, examples, and repetition. And there is nothing wrong with this. Theories always are easier to learn when it is embedded in a story, preferably combined with emotions and recognizable situations. People learn better when the teaching material is taught through stories.” —**Jeroen Hendrikse**

MASTERING DATA

*Leading the Transformation to a Data-Driven Organization
What Managers Need to Do, Know, and Ask*

Erik Jan Hengstmengel

The amount of available data doubles every three year, making data the oil of the twenty first century.

Mastering Data offers the knowledge that managers and leaders need to have in order to realize the transition to a data-driven organization successfully—from AI to cyber security, from privacy to data sources.

The fast-growing role of data and data-based technologies provide organizations with amazing opportunities in all aspects of our economy and society. New products, smart technology, optimized processes, better individual services, the sky seems to be the limit. But at the same time, these developments offer huge challenges for organizations:

- Where do we find relevant data?
- How can we minimize the risk of cyber-attacks?
- How can we guarantee our customers' privacy?
- And what can we do to make sure that our algorithms are ethical?

In *Mastering Data*, Erik Jan Hengstmengel describes the knowledge the managers and leaders need to have in order to realize the transition to a data-driven organization successfully. It deals with all the relevant issues, like AI, cyber security, and privacy. What does a manager need to know about this. what questions does he need to ask the organization, and what are the decision that need to be made?

Published in 2024
216 pages | ca. 57,000 words

**German rights sold to
Schäffer-Poeschel**

Dutch edition published by
Mediawerf



“With his extensive experience as a manager and change maker, Erik Jan offer practical tools to become successful with data and minimize the risks at the same time.”—**Timo Salzieder**, CIO, Metro AG

FORMULA X

How to Reach Extreme Acceleration in Your Organization

Jurriaan Kamer & Rini van Solingen

Published in 2020
200 pages | ca. 40,000 words

German rights sold to dPunkt
Verlag
Italian rights sold to ROI
Edizioni

**Full English, German and
Italian translations
available**

Dutch edition published by
Business Contact



***Formula X* is a business fable about speed, leadership and organizational change.**

Many organizations struggle to adapt to our fundamentally faster world. For companies and professionals, it often feels like they have to make an ultimate choice: quality or speed. But speed does not have to result in bad work—and Formula 1 proves this.

Within the two weeks between races, they perform the enormous job of analyzing all data, designing and producing new components, shipping, assembling and testing. How do they do that? And what can we learn from F1 in applying these lessons to our workplaces?

Formula X tells the story of Ronald Park, director of a large kitchen manufacturer. He will lose his job if he fails to significantly reduce the delivery time of his kitchens to under two weeks. As he takes up this challenge, he manages to get his organization closer to this goal, step by step. He receives unexpected help from the team captain of a well-known Formula 1 team.

Ronald successfully implements several F1 lessons in his company. But just when Ronald thinks he made it, things change to the worse. How will he manage? How will he keep his company alive? In *Formula X* you will learn the secrets to reaching extreme acceleration in your organization!

“There is a strong relationship between the challenges faced in this story and what I encounter in my own job. Drawing patterns in problems allows me to abstract the issue and apply logic to necessary changes. The underlying model was the highlight of the book for me. Professionals need to understand and master this theory.”—
Jeff Willard, Director Global Network Services, Nike

TAYLOR SWIFT

The Rise of a Musical, Social, and Business Genius

Hans van der Loo

Taylor Swift has become a musical, social, and business phenomenon. How did she do this?

Taylor Swift is no audacious rock chick. Just as modest and friendly as when her career started, but the girl next door has grown up. With her ability to turn personal experiences into songs, she touches millions of people all over the world. Her concerts are record-breaking, she has amassed a huge following of fanatic Swifties, and she earns billions with her albums and performances.

But there is more. Taylor's influence reaches beyond her music. She has become a powerful voice in the political debate. Her candid opinion on women's rights, LHBTIQ+ rights, and US politics show that she's an artist who isn't afraid to use her influence for the issues that matter to her.

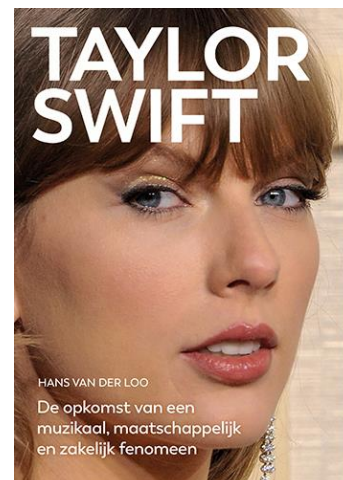
Taylor is one of the most extraordinary individuals of our times.

Published in 2024
240 pages | ca. 62,000 words
With photographs

Over 5,000 copies sold

English sample translation available

Dutch edition published by
Haystack



Hans van der Loo previously wrote *Musk Mania*, a bestselling and concise biography on Elon Musk (over 10,000 copies sold, published in English, Spanish, Italian, German, Dutch, Turkish, Indonesian, and Vietnamese). With this biography he explains the appeal and impact of pop-phenomenon Taylor Swift and her influence on music, the music industry, business, and society.

180 BUSINESS HACKS

Inspirational insights to get a slightly different perspective at work

Roel de Graaf

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

World English rights sold to
John Murray/Hachette
German rights sold to Franz
Vahlen Verlag

**Full English translation
available**

Dutch edition published by
Boom Publishers



180 quick hacks for fresh thinking on old problems.

'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.

The book features hacks on Innovation, Strategy, Structure, Management, Analysis, Portfolio, Change, Impact, and Personal Effectiveness.

Roel de Graaf MBA MBI works as executive partner and is trusted advisor to executives and managers for organizations both in the public and private sector.

107 GAME-CHANGERS FOR WORKDAY BLISS

Bite-sized Nuggets of Positive Psychology

Jacky van de Goor

Wreck This Journal for the office!

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!

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.

Published in 2019

112 pages | ca. 4,000 words

With illustrations

English sample translation available

Over 20,000 copies sold

Dutch edition published by Thema Publishers



Reader's Reviews:

“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 SECRET LEADERSHIP OF ELDEST DAUGHTERS

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

Aike Borghuis

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

**#1 Bestselling
Management title in the
Netherlands of 2023
Over 10,000 copies sold**

Dutch edition published by
Van Duuren Media



The #1 bestselling management book in the Netherlands in 2023.

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

The may look fine from the outside, but within there is a conflict. They continue to work harder and their body 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.

THE PERFECT PROJECT

Why People Are Key to Success

Bart Flos

Traditional project management leads to a huge waste of time, money, and human talent.

Two-thirds of all projects, large or small, end in failure, always and everywhere. Still, your project can be a success when you put people center stage.

Forget everything you have ever learned about project management up until now. The never-ending Fail Trail can only be turned into a continuous Cycle of Success when you start pushing the right buttons. Look beyond the length of your project nose and get your project people out of the toolbox:

- Put the right leader in the right place!
- Think maturely and act like an adult!
- Lift your finger when you don't like it!

In this book, stacked with frontally confrontational examples, anecdotes and hands-on tips & tricks, Bart Flos offers you a simple yet revolutionary body of thought to unmask botched-up projects, turning them into Perfect Projects.

Bart Flos has over 25 years of experience as project, change and crisis manager and has saved numerous projects from doom and failure. In the Netherlands, Flos is the bestselling author of *The Anti-Complain Book*. He is a well-known public speaker and workshop leader, fascinated by the human condition and our struggle with continuous change.

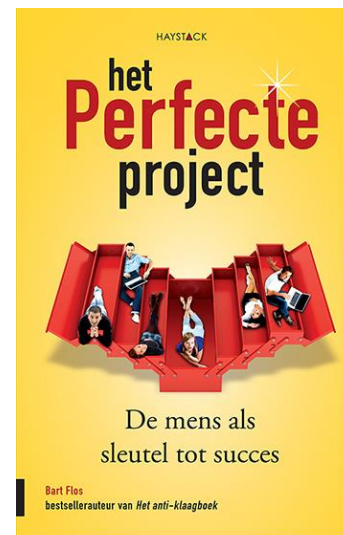
Published in 2024

192 pages | ca. 40,000 words

Over 5,000 copies sold

Full English translation available

Dutch edition published by Haystack



“Easy to read and full of valuable tips and analyzes and ‘putting things in perspective’. 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**

YOUR LIFE REALLY MATTERS!

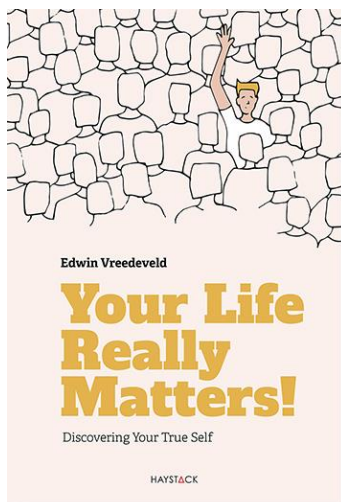
Discovering Your True Self

Erwin Vredeveld

Published in 2024
288 pages | ca. 81,000 words

**Full English translation
available**

Dutch edition published by
Haystack



Do you want a better grip on life? Then follow your heart's desire.

Does change come difficult for you? Do you find yourself often pleasing others and neglecting your own personal needs and desires? Then *Your Life Really Matters!* is exactly for you. In this book you'll discover:

- Am I following my heart's desires?
- Why am I doing the things that I do?
- What adjustments do I need to make to stay on the right path?
- How I'm going to keep it up daily?

Your Life Really Matters! is an eye opener for everyone that wants to follow their passion in life and become the person they were meant to be.

“A pleasure to realize that once again, Erwin Vredeveld’s dynamic creativity, humor, and knowledge have created a book that is an inspiring personal adventure.”—**Roland Kahn**, founder CoolCat

“A feast of recognition. Stimulating, inspiring, which I could immediately apply to my own life.”—**Erica Bischoff**, senior manager

“With digital transformations, human beings make all the difference. Together with Edwin we started the Accelerate Program to combine IT knowledge with personal leadership. This book is mandatory reading!”—**Bert Ertman**, Chief Technology Officer

FROM CAPO TO CEO

Refreshing Business Lessons From the Italian Mafia

Jan-Joost Kroon

An interesting perspective on mafia organizations.

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 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**

BUSINESS AIKIDO

*Powerful principles for work and life from
a Japanese philosophy and martial art*

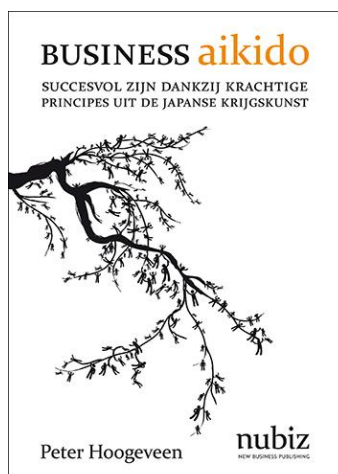
Peter Hoogeveen

Published in 2018
176 pages | ca. 36,000 words

**Shortlisted for Dutch
Management Book of the
Year**

**Full English translation
available**

Dutch edition published by
Nubiz



Powerful principles of Aikido applied to the work floor.

Aikido is a Japanese martial art developed by Great Teacher Morihei Ueshiba. Aikido, which means 'way of combining forces', is philosophical and non-violent by nature -- the goal is not to eliminate the opponent, but to turn them into an ally.

The powerful principles of Aikido can well be applied to the work floor, especially in a time where we demand more of each other. With these principles it takes less effort to achieve more. You can be powerful without having to use force.

Peter Hoogeveen is a specialist in human resources and organizational development, and a passionate student and practitioner of Aikido. In *Business Aikido* he shows how Aikido can help you individually to adopt a more powerful stance, and can help teams to achieve better results collectively. He distilled eight timeless principles from Aikido which are explained in his book with real-life examples and exercises.

"Written with humor, easy to read, well-structured, and the Aikido principles are wonderful interwoven with the text. A great perspective on stress and its build-up. My advice is to buy the book, it has met all my expectations."—**Annemiek Sierhuis**, photographer, business administrator, and coach

"*Business Aikido* shows how you can be influential without putting pressure on others. Based on equality, so it is sustainable by nature. It is highly effective, in every situation and beyond cultural and generational differences and across all styles of communication. Interesting for every professional who wants to make a difference!"—Jury Management Book of the Year

RICKSHAW'S JOURNEY

Taking Your Organization on the Road Towards Abundance

Marius Appelman

“This is the story of *Rickshaw's Journey*. About how we did it, what went wrong and what we learned. About the power of love and abundance that turned our world upside down.”

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.

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

Full English translation available

Dutch edition published by
Heart Media



LEADING WITH OBEYA

Maximizing human leadership potential

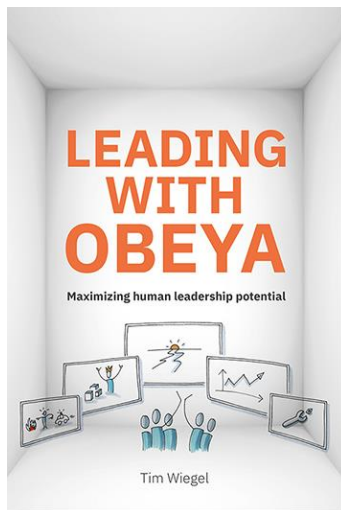
Tim Wiegel

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

**Full English manuscript
available**

German rights sold to Franz
Vahlen Verlag
Italian rights sold to
Guerini.Next
Simplified Chinese rights sold
to Cheers Publishing

English edition published by
Boom Publishers



***Leading With Obeya* helps teams move from fire-fighting to improving the performance of their organizational system sustainably.**

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 ANTI-COMPLAINING BOOK

First Aid Against Nagging and Whining

Bart Flos

Do not allow the nagging and whining of colleagues, family, or friends to ruin your day anymore. Find out how to put an end to their laments.

For many people, the glass is half empty. When the first warm day of spring arrives, they are already complaining about the heat. When it rains, they pour. After a big salary raise, they still complain about their neighbor's new car. Does this sound familiar? Then use your innate optimism and get rid of the complaining culture, both at home and at work.

After a career as international project and crisis manager, author and change specialist Bart Flos has become a professional complaint coach. More than anyone, he understands what drives notoriously heavy complainers, why they like it so much and how we can positively influence their mindset.

Published in 2024

184 pages | ca. 38,000 words

Over 15,000 copies sold

Full English translation available

Dutch edition published by Haystack



THE LADDER

Successful Change in Work and Life

Dr. Ben Tyler

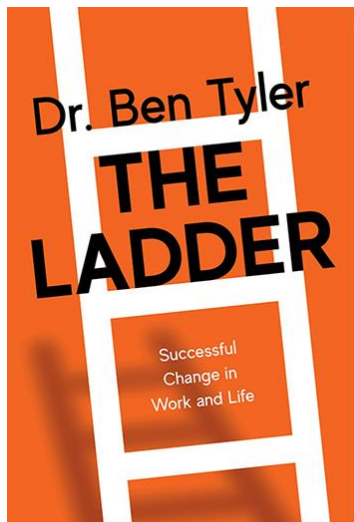
Published in 2018
144 pages | ca. 35,000 words

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

Dutch edition published by TylerRoland Press



Anyone with a bit of life experience will know that real change—at work and at home—isn't easy.

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 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**

“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**

WHAT DO YOU REALLY WANT?

Why You Stay Stuck In An Energy-draining Job and How to Break Free From It

Sandra Klijn

A model for determining and achieving one's true career aspirations.

What Do You Really Want? is a book designed for those who recognize that it's time to change direction but find themselves uncertain what to do next. "My current occupation no longer aligns with who I want to be, and I'm eager for a transformation, yet I don't know which steps to take first."

If you find yourself uncertain about whether you're in the right place, it doesn't necessarily imply that you're in the wrong job. In fact it's more probable that you're experiencing a lack of purpose, dedication, and alignment with your fundamental values. This disconnect stems from the disparity between the person you aspire to be and how your current job aligns with that vision. The solution to this mismatch lies in gaining insights into your desires and understanding how they, in conjunction with your skills, personality, and behavior, constitute the essential pieces of the puzzle for a vibrant and fulfilling work life.

Sandra Klijn is a keynote speaker, trainer, university teacher and researcher. During her PhD research, she identified the factors that lead to feeling energized at work.

Published in 2023

176 pages | ca. 37,000 words

Full English translation available

Dutch edition published by Boom uitgevers Amsterdam
English edition published by Santasado



"Klijn presents a model for determining and achieving one's true career aspirations in this self-help book. Clear and thought provoking, particularly in her emphasis on the physical element of work. Workers contemplating something new may find much of value in these pages. An often thoughtful and straightforward conception of the costs and benefits of change."—*Kirkus Review*

LIST OF SUBAGENTS

Mainland China and Taiwan

Grayhaw Agency | Mia Lee | mia@grayhawk-agency.com

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Polarisation by Bart Brandsma, Korean rights sold to Hansmedia

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The Ladder by dr. Ben Tyler, Russian rights sold to Mann Ivanov Ferber

Marketing Design by Eveline van Zeeland, Ukrainian rights sold to ArtHuss

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Leading With Obeya by Tim Wiegel, Italian rights sold to Guerini.Next

The Corporate Startup by Tendayi Viki, Dan Toma and Esther Gons, Spanish rights (North and South America) sold to Tecnológico de Monterrey

Work Has Left the Building by Jitske Kramer, German rights sold to dPunkt Verlag

SANTASADŌ



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