



## Crash Course Series

The modern workplace requires specialized knowledge – but less and less time is available for further training. The trend is towards shorter, more direct, and more intensive knowledge acquisition. The new Cornelsen Crash Courses take this development into account.

These books are suited to independent learning and as preparation and revision material for seminars. The different volumes offer essential basic theoretical knowledge in compact form and present it in a way that allows for rapid practical application. The easy-to-follow workbooks are large-format (17 x 24 cm) and include practical exercises and solutions. Many of the books are supplemented by a CD-ROM that includes worksheets, checklists, tools and further information.

The books cover all the basic themes concerning the application of methods and personal skills typically acquired in public training programmes and in-house courses devoted to skills enhancement. The series offers a range of training modules that enable users to build up their level of personal competence on an individual basis and according to their specific requirements.

The authors are all experienced trainers in their fields and their contributions are based on years of experience.

## NEW Pricing and Fee Negotiations

Service providers and freelancers who do not offer a tangible product face the problem of having their efforts undervalued. This Crash Course deals with the theory and methods of optimum pricing as well as the problem of having to negotiate which is practised in the second section.

128 pages, softback, CD-R  
240 135 (Sept. 2011) 17.95 €



## NEW Personal Presentation

A confident appearance is necessary in many situations. This Crash Course discusses the basics of the personal impressions we convey to others, dealing with factors such as body language, appearance, voice, content, behaviour, attitude. In addition, the course presents strategies and techniques along with the training materials.

128 pages, softback  
240 159 (Sept. 2011) 12.95 €

## NEW Quality Management

The basis for a comprehensive quality management system is the standard DIN norm EN ISO 9001 from 2008. Based on practical situations, this easy-to-follow book uses the example of a pizza delivery service to explain how standard rules and regulations apply to one's own business and how a quality management system can be implemented.

120 pages, softback  
238 583 12.95 €

## NEW "Presentorics"

To be persuasive and inspiring, leading managers must be able to give presentations and use rhetorical skills. This book provides an introduction to the psychology of presenting and introduces effective rhetorics tools: how an effective and harmonious first impression is created and confirmed; how to create, maintain and direct rapport; how to arouse specific attention; how content can be structured and prepared in a way that the message comes across effectively, and how voice, language and body language can be used to their greatest effect.

128 pages, softback, CD-R  
240 166 (Oct. 2011) 17.95 €



## NEW Quick-Wittedness

128 pages, softback  
240 142 (Sept. 2011) 12.95 €

## Project Management

144 pages, softback  
237 432 12.95 €

## Project Management Basics

104 pages, softback, CD-R  
237 753 17.95 €

## Leadership

128 pages, softback, CD-R  
237 715 17.95 €

## Leading Teams

120 pages, softback  
238 323 12.95 €

## Self Management

128 pages, softback, CD-R  
237 890 17.95 €

## Business Administration

128 pages, softback, CD-R  
238 316 17.95 €

## Business Plan

144 pages, softback, CD-R  
237 722 17.95 €

## Statistics

120 pages, softback  
237 661 12.95 €

## Basics Marketing

128 pages, softback, CD-R  
237 913 17.95 €

## Sales

120 pages, softback, CD-R  
237 746 17.95 €

## Successful Media Appearance

96 pages, softback  
237 654 12.95 €

## Interviewing

144 pages, softback  
237 739 12.95 €

## Employee Appraisal Interviews

120 pages, softback  
237 920 12.95 €

(Cornelsen Scriptor)



## **NEW** Training Compact

Seminars can be significantly more successful if participants are able to prepare for and follow-up on them. For this purpose, Training Compact provides efficient material to cover the following:

- basic preparatory reading so that the seminar itself can get to the point quickly
- a follow-up phase with prompt revision of the important points
- implementation of learned skills in everyday work situations through practical content, examples and tasks

The titles are not restricted to specific methods and are therefore easy to combine with the trainer's own materials. They come in a handy softback format (12.6 x 19.0 cm) with a clear layout and a wide margin for notes.

### **Project Management – Methods and Tools**

This training book clearly and concisely conveys the basics of project management:

- Standards and Models of Practice in Project Management
- Work from the project's start, through planning, monitoring, controlling and conclusion stages, rounded off with project documentation
- Communication: Standardised terms and instruments are carefully defined and explained.

About the author:

Dr Wolfgang Cronenbroeck has many years of experience in industry both in Germany and abroad. He is the managing director of the company BonVentis GmbH and supervises international client projects on project and process management, including training and coaching. Dr Cronenbroeck is qualified as an International Project Manager (Level B) and as a Project Management Professional (PMP). 128 pages, softback  
239 320 (Sept. 2011) 9.95 €



### **Rhetoric – professional speaking skills**

This training book supports speaking skills training for a variety of professional occasions, e.g. speeches, lectures, presentations, discussions and meetings. The author deals with the important aspects of a successful performance. The book also deals with the preparation and writing of speeches. It uses a variety of contexts and can also be used as a complement to video-based training.

128 pages, softback  
239 337 (Sept. 2011) 9.95 €

### **Customer Acquisition for Sole Traders and Freelancers**

For small businesses and freelance operators, the main aim of marketing is to acquire and keep customers. For this, a breakdown of appropriate marketing tools and advice on how to put them into practice is essential. This training book provides the necessary guidance. The following aspects are covered: company profile, target groups, presentation and the process of acquisition using various media, including the Internet.

128 pages, softback  
239 887 (Sept. 2011) 9.95 €

### **Understanding and Using Marketing Strategies**

As marketing is increasingly being viewed as a holistic process in companies, (almost) everyone needs to know the basics. This book offers a well-balanced introduction with a range of content and the inclusion of theory to practice. It explains the most important terms, provides a basic overview of market analysis and marketing strategy and offers a lead-in to planning. A summary of the marketing mix rounds off the book.

128 pages, softback  
239 894 (Sept. 2011) 9.95 €



### **Strategies and Methods of Developing Customer Loyalty**

The author introduces the five basic steps to achieving customer loyalty and demonstrates how to tailor these steps to individual requirements. The following areas are dealt with: communication, understanding one's customer, activity behind the scenes and "the point of sale".

128 pages, softback  
239 900 (Sept. 2011) 9.95 €

### **Negotiation Techniques**

This training book deals with theories of recognised negotiation strategies. Its focus lies in the practical implementation of basic techniques. Such techniques cover: assessment of non-negotiable positions, aims, joint and individual requirements for successful negotiations, saving face, helpful techniques, dealing with traps and pitfalls.

128 pages, softback  
239 917 (Sept. 2011) 9.95 €

### **Using NLP at Work**

This book begins by introducing NLP's basic methods and techniques, followed by how to implement them in the following situations: learning and skills development, setting and achieving objectives, creativity and problem-solving, communication and personal management.

128 pages, softback  
239 962 (Sept. 2011) 9.95 €

### **Putting Marketing into Practice – the Marketing Mix**

The classic four Ps marketing tools are introduced. These are then extended by a further three Ps essential for service sector marketing. Modern forms of Internet marketing are also considered.

128 pages, softback  
239 856 (Sept. 2011) 9.95 €

(Cornelsen Scriptor)



## Training International – consistently bilingual!

Conversing and negotiating in English – more and more people have to do this as part of their day-to-day work, not only with customers but also with colleagues, project leaders and bosses. In addition to a sound grasp of the language, specialist knowledge and communicative skills are needed. There is, however, seldom enough time to return to school, and in any event, more practical skills are called for. Cornelsen fulfills these needs with its Training International series.

### The Innovation

The books present key skills in a compact form. They contain background information, intercultural tips and self-assessment checklists as well as recommendations for action according to the topic being covered – and all of this in two languages! The German text is printed on the left-hand page and on the right, the same contents can be read in authentic international business English.

The series therefore offers the reader the chance to kill two birds with one stone: he/she can...

- acquire skills efficiently or prepare quickly for specific duties, and
- at the same time - and almost incidentally – test and increase his/her knowledge of the language.

### A variety of opportunities for licensees

Either the German or the English text can be translated into the native language of the licensee, according to his or her requirements. It would also be possible to use the English text alone, an option which could be particularly interesting for publishers in English-speaking countries. The bilingualism of the series opens up new opportunities for licensees, as the books can be adapted to the needs of the target groups.

### Going Marketing

200 pages, softback

239 955 16.95 €

### Rhetoric

176 pages, softback

239 948 16.95 €

### Team Development

192 pages, softback

239 646 16.95 €

### Presentations – effective and well-structured

192 pages, softback

239 840 16.95 €

### Sales Negotiations

176 pages, softback

239 247 16.95 €

### Interview Techniques

184 pages, softback

239 140 16.95 €

### Conflict Management

200 pages, softback

239 743 16.95 €

### Meetings and Facilitation

200 pages, softback

239 042 16.95 €

### Employee Appraisal Interviews

200 pages, softback

239 549 16.95 €

### Project Management

200 pages, softback

239 441 16.95 €

### Small Talk

200 pages, softback

239 344 16.95 €

(Cornelsen Scriptor)

All rights available except: Poland, Indian Subcontinent and Africa

## **NEW** Understanding Business Management The St. Gallen Management Model

The book provides the knowledge required to scholars of business management. The authors understand companies to be complex, changing, productive social systems. Very different people work together in different functions in order to achieve a shared economic goal. As systems they are embedded in a complex made up of society, nature, technology and the economy. This means that companies have to adjust to economic, technological, ecological and social changes.

For almost forty years now business management has been taught at the University of St. Gallen on the basis of the St. Gallen Management Model. This model is being continually honed and developed at the intersection between teaching, research and business practices. This textbook draws on the St. Gallen Management Model to prepare students to be able to deal with complex professional and social tasks and functions. The textbook is designed for both class teaching and independent study.

The methodical approach used in the book is strongly orientated around practical business situations. Detailed case studies and an example that summarizes the various aspects discussed in the context of a real enterprise give lessons a strongly problem-based character. Cross-references between and within individual thematic blocks, a comprehensive keyword index, a business-management glossary, and the use of the model all contribute to the positioning of the individual aspects of business management.

576 pages, four-coloured, hardback  
282 531 52.00 €

(Sauerländer)



## **NEW Marketing Competence**

The Marketing Competence series is oriented around participants in professional further training programs and interns who want to inform themselves about the area of marketing in which they are involved. The series also expressly addresses those with expertise in other areas (e.g. engineers and technicians) who want to acquire knowledge of the marketing field, as well as people with a general knowledge of marketing who are changing careers and are looking to acquire knowledge of additional and specific areas. The series comprises textbooks, course materials and reference works. The books are designed to introduce readers to the fundamentals of marketing and enable them to apply their knowledge. Depending on the particular topic, material is presented either in a compact form designed for rapid access to topics or as a normal-format textbook. The series covers fundamental facets of marketing as well as addressing current topics to provide initial points of orientation for marketing professionals.

### **Marketing and Market Research**

This textbook is among the standard works providing a non-academic introduction to marketing. The first section deals with fundamentals, analysis and strategy and provides an overview of the marketing mix. The second section deals with market research. The work presents and explains marketing theory in a way that is comprehensible and lends itself to subsequent application. It includes several case studies that are comprehensively and systematically analyzed. This new edition is being published as part of the new series "Marketing Competence."

4th edition

392 pages, softback

240 180

19.95 €



### **Planning Promotional Campaigns Concept, Media and Creation**

This book, which is a recognized standard work in the field, deals with "advertising and promotion" as taught in many educational and institutions of further education. The volume covers all aspects of the development and realization of a promotional concept, from strategic planning to the elaboration of a media plan to the actual creation of the campaign. Relevant theoretical aspects are presented, e.g. from the field of research into market effectiveness, as well as their practical application. Each chapter includes at least one concrete, comprehensively presented case study including relevant (prototypical) market data and pointers on how a successful campaign is created. New in the fourth edition: an excursus on storytelling. 4th edition

528 pages, softback

240 272

29.95 €

### **Social Media Marketing Analysis - Strategy - Concept - Application**

Published in collaboration with the Mannheim Social Media Academy

This book is a compendium and an instruction manual that deals with the question of how social media can be integrated and concretely applied as an instrument in the marketing of firms. After reviewing the basic framework within which the application of social media takes place, the book moves on to present the series of necessary and typical steps taken in the concrete marketing context: the development of a strategy, planning the use of social media, implementation and the measurement of success. This is followed by a chapter addressing the integration of social media marketing in the workings of firms (ongoing process of change, hypertext organization) and a perspective on how such marketing can be further devel-



oped. The discussion is concretized in the case study of a medium-sized business presented in stages throughout the book. The publication and distribution of the book is accompanied by a "Book Newsroom" on the internet that offers links, text excerpts and additional material (e.g. checklists) and which is designed to promote the development of a communicative network. Readers are thus drawn into the medium that is the subject of the book and are encouraged to explore the background to this work.

224 pages, softback

239 085

18.95 €

### **Market Research**

136 pages, softback

239 313

12.95 €

### **Advertising Psychology**

216 pages, softback

239 221

18.95 €

### **Storytelling**

144 pages, softback

239 092

12.95 €

### **Direct Marketing**

136 pages, softback

239 290

12.95 €

### **Guerilla Marketing**

144 pages, softback

239 238

12.95 €

### **Referral Marketing**

128 pages, softback

239 283

12.95 €

(Cornelsen Scriptor)



**NEW Training for Sales Success**

Long-established sales techniques are increasingly proving inadequate in winning over the client of today. Communicating effectively with decision-makers within client firms requires sellers to find ways of co-determining purchasing decisions if they are to gain a decisive advantage over their competitors. This book presents methods that enable sellers to influence and motivate decision-makers in their client firms.

- Everything you need to know about achieving sales success
- How to convince key clients – and secure high commissions
- Practical strategies that ensure influence over purchasing decisions

**Convincing decision-makers and effective tendering**

160 pages, softback  
238 965 18.00 €

**Fast-tracking access to top decision-makers**

192 pages, softback  
238 415 18.00 €

(Cornelsen Scriptor)



**NEW Management Competence**

The Management Competence series is comprised of training manuals and workbooks on essential aspects of business training in personnel leadership, management, project management and organization. It includes a number of works dealing specifically with these topics, and others that focus on the application of interesting and successful concepts formulated by their authors. The books in the series are written for participants in seminars and those who want to prepare for or follow up on (business) seminars and other informational presentations. They are ideally suited to integration in seminars by trainers. With this purpose in mind, they have been designed as workbooks with exercises and tasks, and are organized along clear, module-based lines.

**Business Coaching**  
Providing guidance for professional development and change

Coaching now seems to have become the all-purpose tool for both staff and individual development. But what is really behind this enigmatic concept? What can organizations and individuals expect of coaching? This book explains the preconditions required for successful coaching, how the interplay between contractor, client and coach functions, how the coaching process unfolds in concrete terms and what tools and methods are employed.

Users:  
Personnel managers and company managers attending relevant seminars and courses who are planning to contract out coaching programs or conduct such programs themselves; individuals undergoing coaching who wish to be able to assess it effectively as a tool.  
208 pages, softback  
240 227 16.95 €



**Leadership in practice**  
Fundamentals and background

Business success depends on motivated staff and, as a consequence, leadership is an enduring theme in the workings of every firm. This book introduces readers to well-established approaches to leadership, the methods and strategies they involve, and studies their implementation in practice. The form of presentation is aimed at the everyday experience of managers. The topics addressed include leadership competence and styles, talking to staff, agreeing on targets, motivation and delegation, assessment of achievements and potentials, the selection and integration of personnel, and particular problems such as bullying and the lack of motivation.

Users:  
Participants in seminars and further training programs  
192 pages, softback  
240 234 (Oct. 2011) 16.95 €

**Becoming a leader**  
Fundamentals and fields of action

Taking over a leadership position is one of the key moments in any career and needs to be carefully prepared for. This book clearly presents the challenges and tasks involved and illustrates how leadership skills can be successfully and effectively applied in practice. Topics addressed include preparation in terms of qualifications for the task of leadership, the correct way to deal with superiors, new colleagues and staff members when starting out and on a day-to-day basis: the correct use of modern management strategies and techniques, and the regular self-assessment of one's approach and actions.

Users:  
Seminar participants, college students  
176 pages, softback, CD-R  
237 937 (Oct. 2011) 19.95 €

(Cornelsen Scriptor)