

SANTASADŌ

2024

Frankfurt

Business Books

Rights Guide

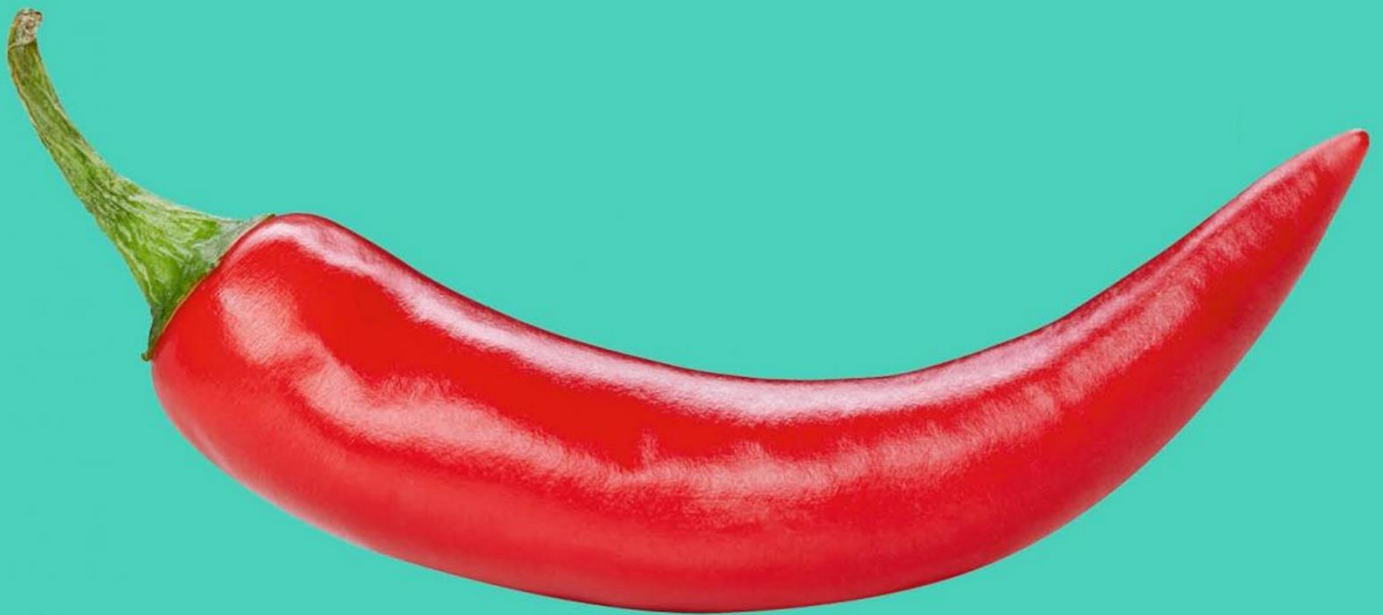


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SANTASADŌ

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 2024 Frankfurt Book Fair, we present new and backlist titles on management, business, leadership, personal development, marketing, philosophy, and communication. And if you are curious to learn more about the red pepper, please turn to page 8 of this rights list and find more information on *Making an Impact With Humour* by Malinca Verwiel.

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 rights list!

With best wishes,
Laurens





NEW TITLES

BUSINESS AIKIDO

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

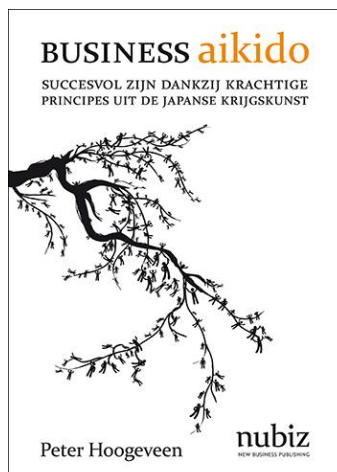
Peter Hoogeveen

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

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).

MAKING AN IMPACT WITH HUMOUR

How Do You Make the Audience Go Crazy?

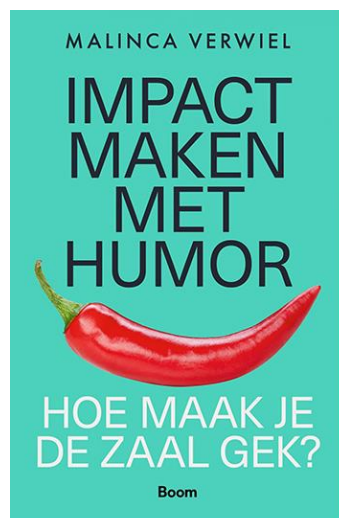
Malinca Verwiel

Published in 2024

176 pages | ca. 35,000 words

**English sample translation
available**

Dutch edition published by
Boom uitgevers Amsterdam



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.

“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

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

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

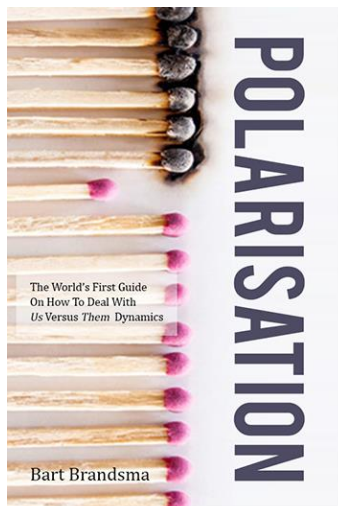
Over 7,500 copies sold

Full English and Spanish translations and French sample translation 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

YOUR TURN

A Comprehensive Guide to Lead Business Turnarounds

Bas Bergmans

***Your Turn* is a book meticulously crafted for CEOs, board members, entrepreneurs, management consultants, restructuring experts, and MBA students.**

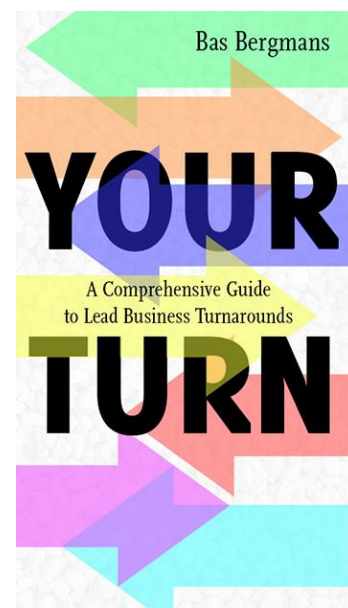
The primary objective is to offer an in-depth understanding of how to lead a successful business turnaround, guiding the reader through the entire process—from identifying ‘signals of distress’ and ‘acceptance’ to the successful production and implementation of a turnaround plan within 90 days.

Your Turn bridges the gap between theoretical knowledge and practical application. It provides invaluable insights into the art and science of reviving a distressed business, coupled with a solid academic foundation to support its methodology.

The author draws on his extensive experience in corporate business and entrepreneurship, as well as insights gained from interviewing over 100 CEOs and restructuring experts he worked with in the past, to provide a trustworthy and practical guide for successfully managing business turnarounds.

To be published in 2025
Ca. 80,000 words

**Full English Manuscript
available**



Bas Bergmans started out working for PricewaterhouseCoopers in London as part of their ‘strategic change group’ focusing on value-based management, and investigating how to define and implement value improvement strategies. He currently operates his own consultancy practice, Battersea-park Consulting Group, specializing in providing interim CEO, CFO, and Restructuring Officer services for distressed businesses. He assists businesses in defining, implementing, and executing effective turnaround plans following the approach outlined in this book.

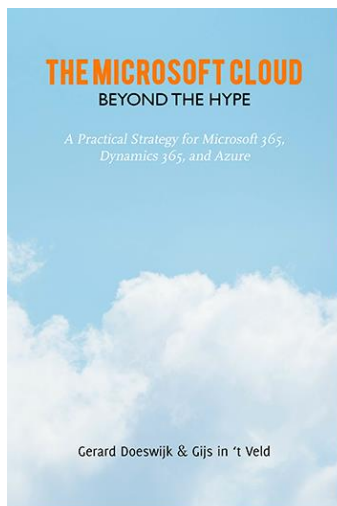
THE MICROSOFT CLOUD: BEYOND THE HYPE

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.

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 under option

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

CHEATING, DISRUPTION, AND IMAGINATION

José R. Hernandez, Ph.D., CPA, CA

To be published in 2025
Ca. 30,000 words

**Full English manuscript
available**



An urgent warning for Western countries and companies.

Cheating, Disruption, and Imagination will reflect on first-hand experiences on major corporate (cheating and fraud) scandals in the past. It will suggest that past cheating scandals involved elements of disruption (competition, regulatory changes, societal priorities) and reflect how leaders failed to imagine an alternative outcome sooner, leading to a crisis. One of the central examples will focus on VW's Dieselgate scandal and the disruption and innovation in the automotive industry, reflecting on Apple's failure over a decade and the rise of Chinese innovators. Other examples of innovation and failure will include Boeing's safety issues, the rise and fall of crypto royalty (FTX, SBF, Binance), Theranos failure to

innovate, Germany's Wirecard, and the US's opioid crisis (with Purdue Pharma).

Beyond organizations, the book will review the state of certain rich nations that are losing their global competitiveness, have worsening business climates, and experiencing relative decline. The book will suggest that these nations are suffering from a "Crisis of Imagination" and a lost sense of agency. Key nations analyzed will include The Netherlands, Germany, and Canada. Important industrial policy, governance, and leadership lessons will be presented and this book will inspire, guide and educate leaders.

José R. Hernandez, born in El Salvador, raised in Canada, is an advisor for global organizations on crisis response, transformational change, and responsible business. He was a PwC partner and has been the CEO of Ortus Strategies AG since 2009. José has a PhD from the VU Amsterdam on the subjects of fraud, he lectures at IMD's High Performance Board program, and is a guest lecturer at VU Amsterdam School of Business and Economics on governance, accounting, and ethics. He is a member of Canada's Advisory Council on Money Laundering and Terrorist Financing (ACMTLF), member of President's International Advisory Board at UW (Canada), and a director at Kelvin Thermal Energy. José previously wrote *Broken Business: Seven Steps to Reform Good Companies Gone Bad* (2018, Wiley), also published in German (Wiley), Korean, (Munhak Sasang), and Dutch (Management Impact).

THE PAIN AND THE PROMISE

From Industrial to Consciousness Civilisation

Peter Merry

Ground-breaking thoughts on our life on Earth.

Gaia is writhing under our feet, the systems and structures that we constructed to hold our civilization together are crumbling before our eyes, and we are being called to come back to life. The pain of letting go in death and letting come in birth, together with the promise of release and new life, all at the same time. What a time to be alive!

The book is composed of four main sections. The first looks at the context that we are currently living in as human beings. What is actually going on right now? How did we get where we are now? And what can we expect in the near future?

The second section explores the pain of the separation that occurred as mind started to enter body in our collective evolution, and the trauma that industrialised civilisation underwent in that transition, with the resulting pathology as we split ourselves off from the instinctive, body- and Earth-based layers of our being.

The third section dances with the promise of re-embodying those suppressed energies and the access we are given, as we embrace and then transcend our cognitive capacities, to the more subtle energetic realms. The fourth section presents some of the implications of accepting this perspective, for us individually and collectively. What is the nature of the invitation, should we choose to engage the pain and lean into the promise?

“Peter Merry has written a seminal book. We are on the edge of a Copernican Revolution in thinking about the nature of our universe and humanity’s role in the larger ecology of life. His insights confirm both the latest findings in cosmological physics and the most ancient insights of the shamans and mystics about the oneness of all life. His book is a pathway into our future.”—**Dr Jim Garrison**, author, founder of State of the World Forum with Mikhail Gorbachev and Ubiquity University

To be published in 2025
Ca. 80,000 words

**Full English manuscript
available**



TRICKY TIMES

Navigating the Messy Middle of Liminal Change

Jitske Kramer

Published in 2024
288 pages | ca. 80,000 words

**Full English translation
available**

Over 10,000 copies sold

Dutch edition published by
Boom Publishers



Essential anthropological insights to deal with transformation.

We are in a period of transition. As with any major change, we have to let go of what is familiar without knowing exactly what the future holds. This is a confusing betwixt-and-between time, when things are neither what they were, nor what they will become. Anthropologists call such between-times liminality.

Tricky Times is an unsettling book that will have you seeing society, and yourself, with fresh eyes. A book of insightful interpretations and personal views. Sharing lessons Jitske Kramer learned on her travels in diverse cultures. Offering a vision on the kind of leadership needed in liminal times. And an urgent book. We can and must do better. We have work to do.

“In these times of relentless uncertainty, one thing is certain: we need this book.”—**Robert Cialdini**, author of *Influence* and *Pre-Suasion*

“*Tricky Times* has the power to transform you and your organization. Approach with excitement!”—**Stuart Crainer and Des Dearlove**, founders Thinkers50, “The Oscars of Management Thinking” (*Financial Times*)

“Kramer's insights provide a valuable compass for anyone seeking to lead through the complexities of transformation.”—**Erin Meyer**, *New York Times* bestselling author of *No Rules Rules* and *The Culture Map*

Jitske Kramer is an anthropologist, international speaker, and best-selling author. Her previous titles, which include *The Corporate Tribe*, *Building Tribes*, *Deep Democracy*, *Jam Cultures* and *Work Has Left the Building*, have sold more than 150,000 copies and have been translated into English, German, Vietnamese and Russian.

THE SECRET LEADERSHIP OF ELDEST DAUGHTERS

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

Aike Borghuis

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.

They 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.

Published in 2023

192 pages | ca. 35,000 words

Over 10,000 copies sold

Dutch edition published by
Van Duuren Media



WHAT DO YOU *REALLY* WANT?

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

Sandra Klijn

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



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.

"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*

SLOW THE F*CK DOWN

*Yoga, breathing, meditation, rituals, and micro habits
to transform your work, health, body, and mind*

Chris Zadeh

Essential insight in how to handle both success and crisis.

Chris Zadeh started working at a young age and was fundamental for the success of the digital Dutch Binck Bank. Chris was responsible for the technology of the bank and founded and sold the fintech company Ohpen. He is currently the CEO of investment company Whāngai that supports startups with scaling up.

But underneath his successful career is a rocky foundation. Chris is born in Paris, grows up in a family without a father and his mother needs to work hard to make ends meet. As a teenager he is given great responsibilities and has to deal with the culture shock all by himself when his mother, brother, and he move to the Netherlands. Chris blossoms in sports and has the talent to make the national hockey team, until a car accident puts an end to his Olympic dreams. Disillusioned, he starts smoking weed and is quickly addicted enough for his marijuana use to lead to anxiety attacks.

That is the moment he understands that things need to change and he doesn't want to take his mother's efforts and hard work for granted. He quits his law studies, starts to work extremely hard, and is inspired by books, meditation, and yoga to lead a better life.

In *Slow the F*ck Down*, Chris doesn't just share how he became a better CEO, friend, man, and human thanks to the insights from yoga, meditation, bio hacking, and life hacks. He also shows how the reader can find his own peace for a better private and working life. The book is a combination of personal insights, practical tips, meditation and yoga lessons for everyone who can use more rest in their lives. Single parents, everyone who works in stressful functions and psychological unsafe situations, and overstimulated young people.

To be published in 2025
Ca. 68,000 words

**Full English manuscript
available**



AN OFFICER IN AFGHANISTAN

Behind the Scenes of A Military Mission

Esmeralda Kleinreesink

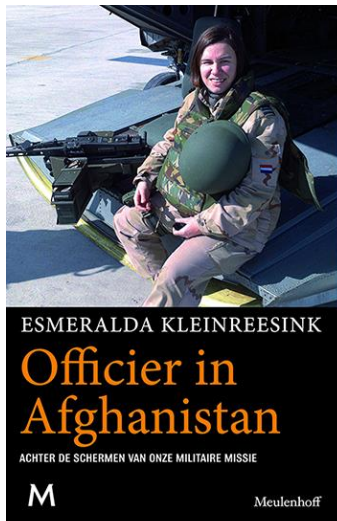
Published in 2012

224 pages | ca. 60,000 words

**English sample translation
available**

Over 2,000 copies sold

Dutch edition published by
J.M. Meulenhoff



A 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.

“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**



BACKLIST TITLES



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

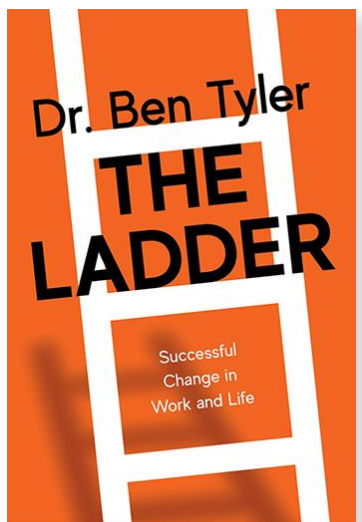
Anyone with a bit of life experience will know that real change—at work and at home—isn't easy.

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

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

DREAM DARE DO

Managing the most difficult person on earth: yourself

Dr. Ben Tyler

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

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

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

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

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

Published in 2020

196 pages | ca. 41,000 words

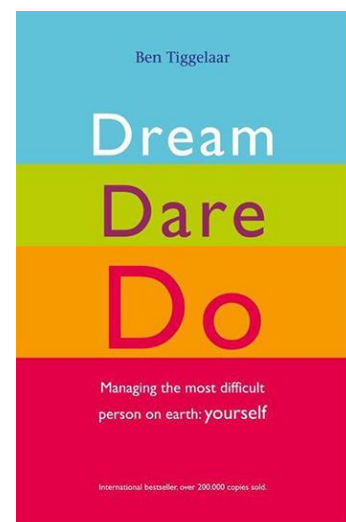
Full English translation available

Over 450,000 copies sold

German rights sold to Gabal Verlag

Arabic rights sold to Jarir Bookstore

Dutch edition published by TylerRoland Press



“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

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
Hodder/Nicholas Brealey
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

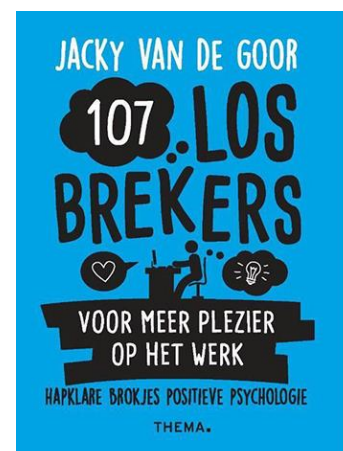
112 pages | ca. 4,000 words

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)."

HIDDEN CONNECTIONS

A Systemic Perspective on Organizations

Margreet Oostenbrink

Published in 2022

228 pages | ca. 51,000 words

**Full English translation
available**

Dutch edition published by
S2 Publishers



A systemic way of looking at and revealing hidden connections.

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

Sounds familiar?

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

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

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

FROM CAPO TO CEO

Refreshing Business Lessons From the Italian Mafia

Jan-Joost Kroon

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**

REAL MEN WORK 4 DAYS

A Refreshing Perspective on People, Work, and Income

Louis Goulmy

Published in 2023

192 pages | ca. 40,000 words

**English sample translation
available**

Dutch edition published by
VMN Media



Things need to change!

This book is for everyone that believe we can organize our work differently, who are convinced we need to make these changes. For employers that struggle with commitment, keeping their workers healthy, and a lack of productivity.

For organizations that have the courage to try smaller and larger experiments. Organizations that don't yet know how, are in doubt, but most of all organizations that believe sustainability also applies to their worker's lives (and families) with a focus on the bottom line. Sustainability and profitability can enhance each other, if you approach them in the right way.

The book advocates alternative employment relationships and experimenting with the work week and a universal basic income. It shakes things up in regards to work and income, and the transition we have entered since the COVID pandemic.

In *Real Men Work 4 Days*, Louis Goulmy offers a refreshing look on how we organize work and income. With answers to the most pressing issues of these times.

“This is a well-written plea to stop focusing on time as a level of productivity. Louis kills the 40-hour and 5-day work week, not just on his opinion but based upon recent research to the positive effects of working less days and less hours. No employer can deny that this is the future of work after reading it.”—**Lennard Toma**, Organization Psychologist and author of *99 Problems But the Boss Ain't One* and *Sugarcoated Organization Problems*

HAVE I GOT DIRT FOR YOU

Using Office Gossip to Your Advantage

Dominique J. Darmon

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

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

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

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

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

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

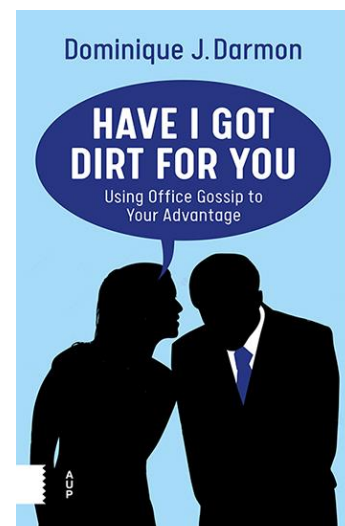
Full English Manuscript available

Awarded Silver Medal from the Axiom Business Book Awards

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

World English and Dutch rights sold to Amsterdam University Press

Russian rights sold to Portal Publishing



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

LEADERSHIP AND PSYCHOLOGICAL SAFETY IN TEAMS

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

Goof van Amelsvoort

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



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

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

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

Goof van Amelsvoort is organizational advisor and team coach and works for various organizations. He takes an ecological system perspective on organizations and teams. The mutual relationships between the team members makes the team strong. The health between the relational wiring offers tremendous resilience.

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

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, wat 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



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

DOING MORE IN LESS TIME

Efficient Time-Management

Jan-Dirk Reijneveld

Combines recent scientific brain studies, behavioral psychology, information processing, and ICT insights.

‘As a manager, I want to focus on the strategy, but instead I am only doing firefighting.’ ‘I am not able to complete my promotion thesis besides doing my job.’ ‘I actually want to take up my master’s degree after all these years.’

We all have thing we want to achieve in life, but all too often, these goals are obstructed by endless emails and day-to-day business. Jan-Dirk Reijneveld is the first to combine recent scientific brain studies, behavioral psychology, information processing, and ICT insights. His methods show us how to actually achieve the inspiring goals in your life. After reading the book you,

- Know the five brain laws that will keep your brain in top shape;
- Can achieve your goals and control your delay tactics;
- Are able to process information in a smart way, do speed reading, and use time boxing;
- Know everything about batching, working from home, and the importance of taking a break.

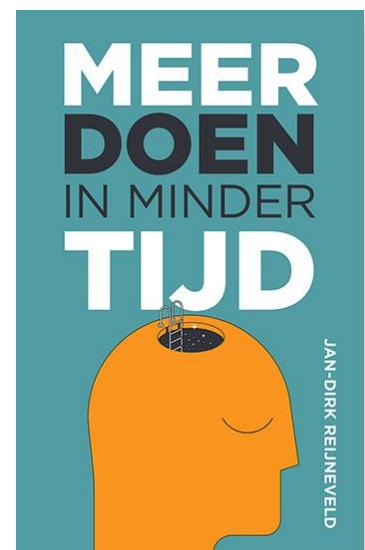
Communication scientist **Jan-Dirk Reijneveld** has decades of experience as a teacher, career coach, efficiency trainer, and project manager. His company Efficiency Expert focuses on working in a brain-friendly manner, getting a grip on your work, and realizing your goals. Thousands of professionals in government, ICT, financial servicing, education, and health care, have benefitted from his knowledge and coaching.

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

Published in 2021

208 pages | ca. 48,000 words

Dutch edition published by S2 Publishers



COLLABORATE OR DIE

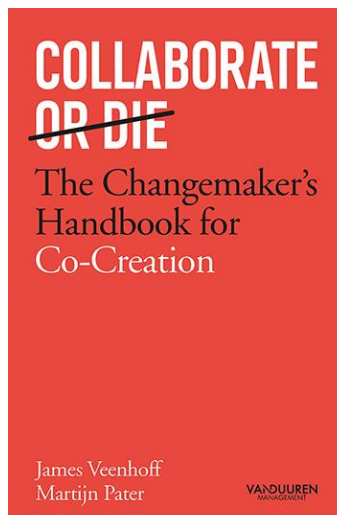
The co-creation book for changemakers

James Veenhoff & Martijn Pater

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

**Full English translation
available**

Dutch edition published by
Van Duuren Media



A must-read for anyone interested in unleashing the power of co-creation to make progress.

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

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

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

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

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

NOW WE'RE TALKING!

Deep Democracy in Action

Frank Weijers

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.

Published in 2019

96 pages | ca. 10,000 words

Over 16,000 copies sold



“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

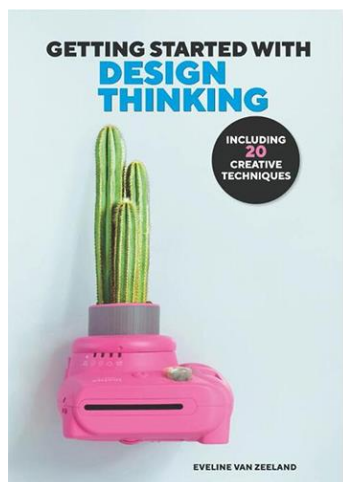
GETTING STARTED WITH DESIGN THINKING

Eveline van Zeeland

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

**Full English translation
available**

Dutch edition published by
FLOOT



Getting Started With Design Thinking is 100% practical.

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

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

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

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

ATTENTION MARKETING

The Powerful and Proven Method for Brand Development

Klaas Weima

Attention is the new currency.

Exploding inboxes, hectic WhatsApp groups and an avalanche of advertising make attention more valuable than ever.

How do you make your message stand out as a marketer? People will only devote their scarce attention to the brands that truly enrich their lives. With recent scientific research and real-life examples, Klaas Weima shows how you can get attention for your brand. This results in less waste in marketing efforts, happier customers and a better business results.

- *Attention Marketing* offers powerful, simple and proven methods to create attention for your brand and provides tools to implement the methods today.
- Six proven attention triggers. Discover which six scientifically proven attention triggers will create attention for your brand.
- The Earned Attention Canvas. Develop a distinct and sustainable marketing strategy with the Earned Attention Canvas.
- Fifty top-level interviews. Get inspired by the stories from the best CMOs.

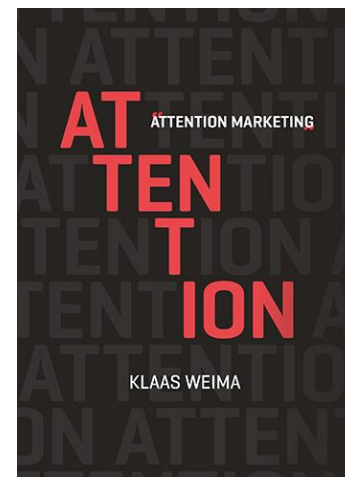
Published in 2019

240 pages | ca. 60,000 words

English sample translation available

Shortlisted for the PIM Marketing Literature Prize

Dutch edition published by S2 Publishers



“This book was successful in grabbing and keeping my attention.”—Prof. Dr. Henry Robben, Marketing Professor at Nyenrode Business University

“Always put your employees first, they pass the attention they receive to your customers. No marketing campaign can beat this idea. This book offers many opportunities to use attention in the right way.”—Martijn Delahaye, CEO Marketing & Communication AFAS

STRATEGY = EXECUTION

Faster improvement, renewal and innovation in the new economy

Jacques Pijl

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

Over 10,000 copies sold

Full English translation available

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

Spanish rights sold to Marge Books

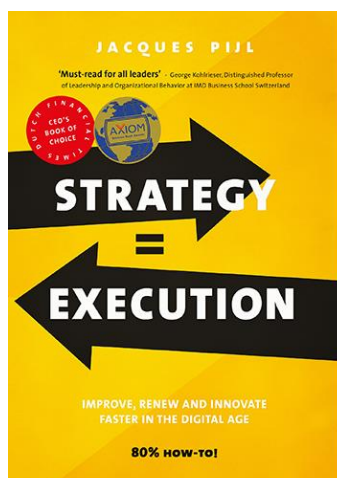
German rights sold to

Schäffer-Poeschel

Russian rights sold to Alpina Publishers

Indonesian rights sold to Pustaka Alvabet

Dutch edition published by Boom Publishers



“This is a hands-on book and a must-read for all leaders.”—George Kohlrieser

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

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

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

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

THE CORPORATE STARTUP

How established companies can develop successful innovation ecosystems

Tendayi Viki, Dan Toma & Esther Gons

“A key reading for leaders.”—Alex Osterwalder

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

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

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

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

Published in 2017

300 pages | ca. 90,000 words
with illustrations

Over 20,000 copies sold

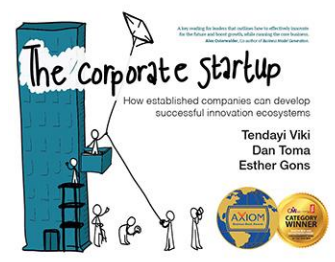
**Full English manuscript
available**

Winner of the 2018 CMI
Management Book of the
Year Award

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

German rights sold
Spanish rights (North and
South America) sold
Russian rights sold
Polish rights sold
Japanese rights
Indonesian rights sold
Vietnamese rights

English and Dutch editions
published by Management
Impact



LEADING WITH OBEYA

Maximizing human leadership potential

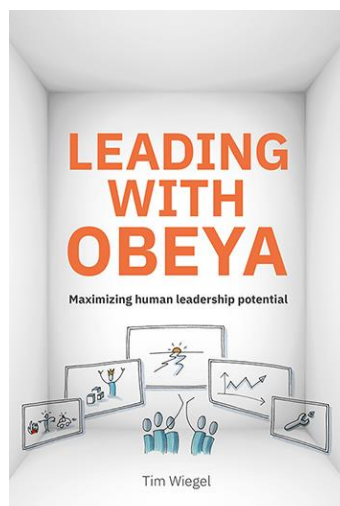
Tim Wiegel

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 BOOK OF IDEALS

How to Change Yourself and the World

Marnix Geus

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.

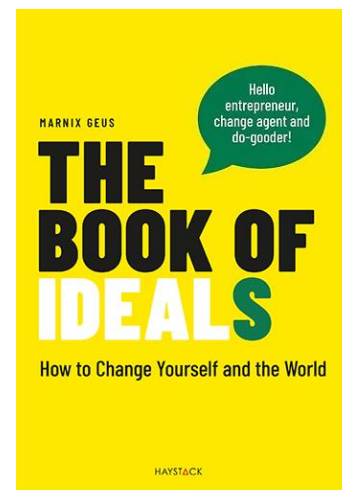
According to Marnix Geus, nothing is more motivating than an ideal. Candid and with a sense of humor, Geus shows in *The Book of Ideals* that no journey is ideal, but if you allow your journey to be guided by ideals, you can be sure that it will become more beautiful, for yourself and for others.

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).

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

Full English translation available

Dutch edition published by Haystack



“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

FREE, EQUAL, AND TOGETHER

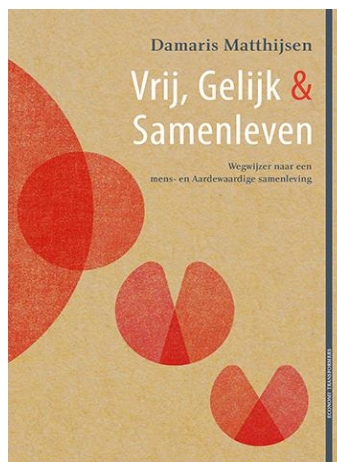
Guide Towards a Society and Economy, Beneficial to Human and Planet

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

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.

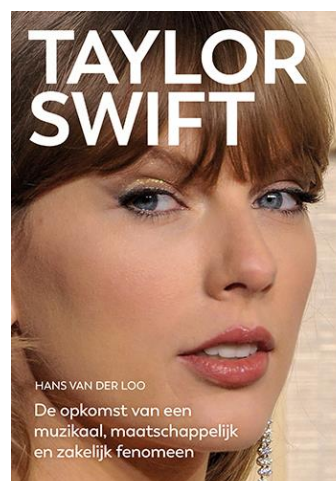
Taylor is one of the most extraordinary individuals of our times.

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.

THIS IS EUROPE

The History of A Union

Hendrik Vos

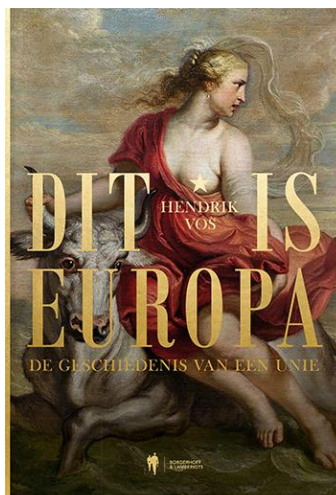
Published in 2021
632 pages | ca. 180,000 words

Over 15,000 copies sold

English sample translation available

Translation grant from the
Flemish Foundation for
Literature available

Dutch edition published by
Borgerhoff & Lambergts



An amazing story about the people who created the European Union.

“Vos is an authority on European politics. His book is a loving ode to compromises.”—*NRC Handelsblad* ****

After centuries of division, six European countries joined forces. Borders and barriers disappeared and the continent was united by establishing institutions and signing treaties. Prime ministers, presidents, chancellors, and commissioners decided on the directions and pace of the unification. They became allies or enemies, where some could not stand each other and others became soul mates. They made history in musty conference halls, as well as in beautiful palaces, monastery basements, or castles. They met each other in sleazy hotels, in the mountains, or on boats.

This is Europe is about the journey across the European continent, where we follow the main characters and casual passers-by. The book describes how the European constitution ended up being stuffed in a roasted chicken, what a blow up doll says about the free economic market, and how cows ended up in the meeting in a conference room on the fourth floor. It is the story of cello-playing ministers, drinking cola with port, or walking the halls in knitted slippers.

The road towards European unity never had a fixed route, there was never a script or widely supported plan, yet still, step by step, the European Union arose. With this book, Hendrik Vos wrote a history of Europe that feels familiar yet still surprises, and tells the big adventure based upon the small stories.

“*This is Europa* by professor Hendrik Vos is a line-up of amazing anecdotes and reads like a novel.”—**VRT**

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

YOUR LIFE REALLY MATTERS!

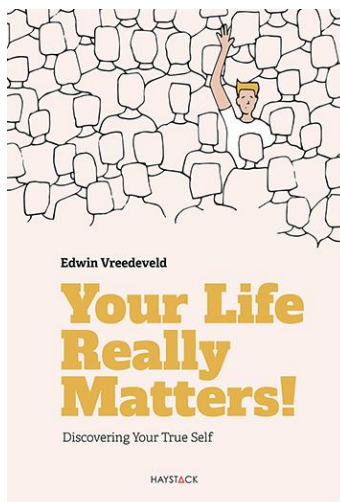
Discovering Your True Self

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:

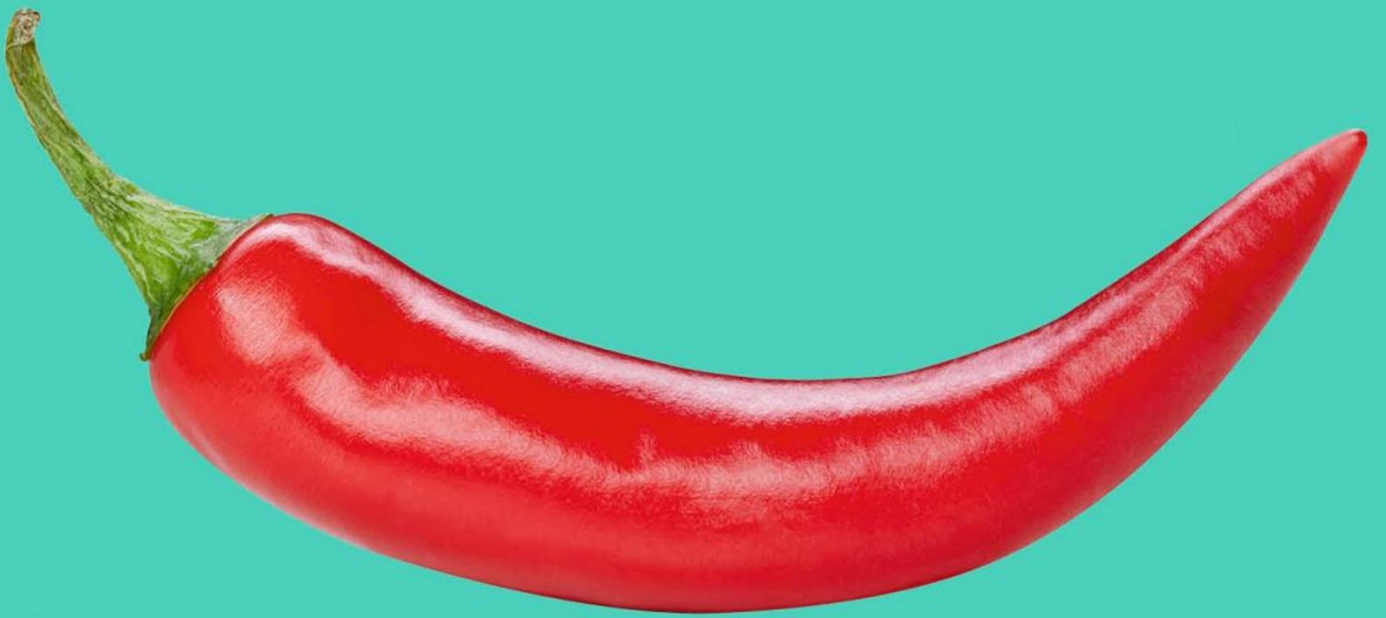
- Am I following my heart's desires?
- Why am I doing the things that I do?
- What adjustments do I need to make to stay on the right path?
- How I'm going to keep it up daily?

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



ACADEMIC TITLES

I KNOW I'M RIGHT

*Conflicts of gifted children and conflicts with gifted children;
theory and practice for teachers, parents, and counselors*

Ido van der Waal & Noks Nauta

An in-depth study on the interaction between gifted children and the adults in the surroundings.

What do giftedness in children and conflict have to do with each other? Differences of opinion and conflict are part of our daily lives from an early age. As children, we already argue with our parents, siblings, friends and teachers.

There are different ways to deal with disagreements and arguments. This can have many consequences and be life defining. Escalated disagreements become conflicts and lead to sometimes years of separation and behavior modification resulting in grief and damage.

Many factors determine how conflicts are handled, such as culture, age, gender, etc., but also how we think. The gifted think quickly and complexly. Our practical experience and information from research shows that the gifted (more than average) are strongly guided in their opinion formed by their value system. This regularly exceeds their own interests.

This book aims to create more awareness of the positive meaning of disagreements but also of the consequences of often unnecessarily escalated conflicts. And the book offers ways to learn from these situations and to prevent escalation and damage. The way gifted people handle conflict can be life defining at an early age.

To be published in 2024
192 pages | ca. 42,000 words

**Full English manuscript
available**



SPORTS INJURIES

Everything you need to know as an athlete to prevent or heal injuries

Johan Bellemans

Published in 2022
352 pages | ca. 118,000 words
with illustrations

**Full English translation
available**

Dutch edition published by
Borgerhoff & Lambergts



No one knows more about the classic sports injuries than prof. dr. Johan Bellemans.

He is a worldwide respected expert on sports injuries sustained by teens and adults. His book focuses both on prevention and the healing process.

The typical risk areas are discussed: shoulders, arms, wrist, elbow, back, pelvis, knees, upper and lower legs, ankles, and feet. But you will also learn much about the sports injuries that are not connected to one specific body regions, like contractures, muscle strains and tears, joint and cartilage injuries, and tendonitis.

How do you strengthen your body to prevent injuries and how do you heal and recover the best? Read all about it in this Bible.

Prof. Dr. Johan Bellemans is a world-famous expert in sports injuries, knee surgery and musculoskeletal pathology. He has treated athletes from all over the world, including more than 30 Olympic medalists, as well as numerous World Champions, European champions and continental Champions of almost every sports discipline. He and his group have received world-wide attention on their discovery and description of the anterolateral ligament, which has been one of the most important breakthroughs in sports injuries of the knee during the last decade.

HYDROPOLITICS

Collaboration and Conflict on the Seven Seas

Haroon Sheikh

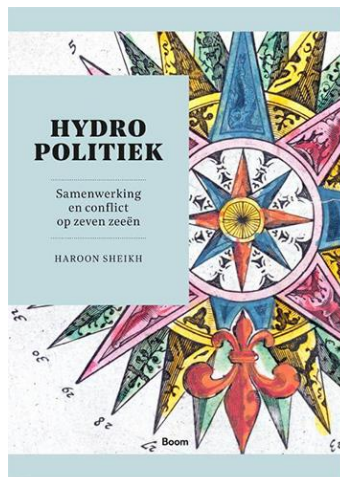
Published in 2019
320 pages | ca. 90,000 words

**English sample translation
available**

Translation grant from the
Dutch Foundation for
Literature available

Shortlisted for the 2020
Socrates Philosophy Prize

Dutch edition published by
Boom Publishers



What if we would view geopolitics from a naval perspective: hydropolitics?

Canals are dug to make new connections between seas, artificial islands are created, and countries compete for access to the harbors of island nations and for new routes along the melting North Pole. What are the effects of the shifting maritime power balance for global politics?

In *Hydropolitics*, Haroon Sheikh analyses the dynamics on the seven seas. He describes the relations between powerful countries and powerful maritime nations, between the waters and trade, and the innovative spirit of naval powers. With special attention for the role of the Netherlands and for the changing relations between the USA, a traditional naval force par excellence, and China, a long-established force on land. By exposing the historical patterns, Sheikh offers a new point of view on the new maritime connections and water borders, from political, economic, and philosophical perspectives.

“Political scientist and philosopher Haroon Sheikh gives his readers a profoundly different perspective in *Hydropolitics*, which leads to different insights. He offers a fresh perspective to the readers and inspiring thoughts.” —**Trouw**

“We desperately need a book like *Hydropolitics*, the world is adrift and Sheikh shows us where we are heading to. The decline of the Atlantic powers and the rise of Asia are undeniable, but are most often ignored. But this book offers inspiration for any country to device a long-term strategy.” —**De Groene Amsterdammer**

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