

**Go with Your Talent**



-Tools for self management

-Drastically choosing to do the things you are good at is the best way to self realisation and authenticity. It also forms the gateway to contributing to society. By developing your skills and talent you will become more precious for your environment. Doing what you are good at is almost like a life insurance and a guarantee to enjoying work and life, also when you are getting older.

-In *Go With your Talent* Luk Dewulf finds out how someone's background might be the key to his "manual". How to focus on talent and how to deal with your weak points or those things that do not interest you? He describes how a certain job and using your skills can lead to either success or burn-out.

-This book contains practical tools and is based on insights from positive psychology.

Luk Dewulf is an advisor and partner at Kessels & Smit, The Learning Company. For years he has been looking for ways to develop the skills and talents of individuals and organisations.

170 x 240 mm | 192 pages | paperback

English edition

ISBN: 9789401402965 | Price: € 29.99

May 2012

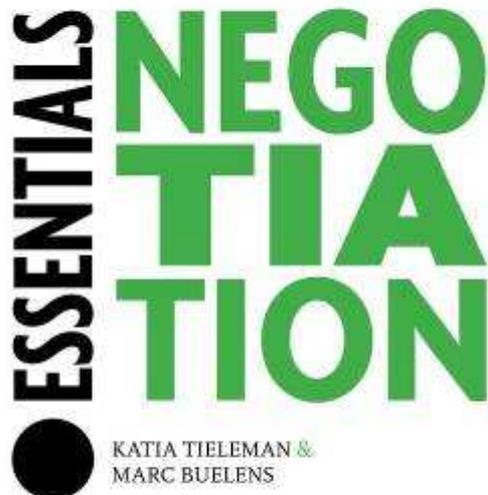


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Negotiations. Essentials



LANNOO  
CAMPUS

- Have you ever wondered if it is better to withhold as much information as possible or if you should be open when negotiating?
- An exciting search for the negotiation culture of the future.
- Negotiating is becoming more and more difficult: negotiations to form a new government, social negotiations, negotiating with your colleagues, teenage kids at home,... But how good is your Negotiation Quotient (NQ)?
- This book contains 4 keys to transform the process of negotiating from a stressful power battle to a process of interaction that creates interesting opportunities.
- Based on the most recent best practices: the insights this book provides are directly linked to the negotiations you might need to have in the near future

Katia Tieleman is a professor at the Vlerick Leuven Gent Management School and is connected to Harvard Law School. She is an international trainer and expert in the field of negotiating, conflict management, leadership and coaching.

Professor Marc Buelens teaches management at Ghent University and at the Vlerick Leuven Gent Management School

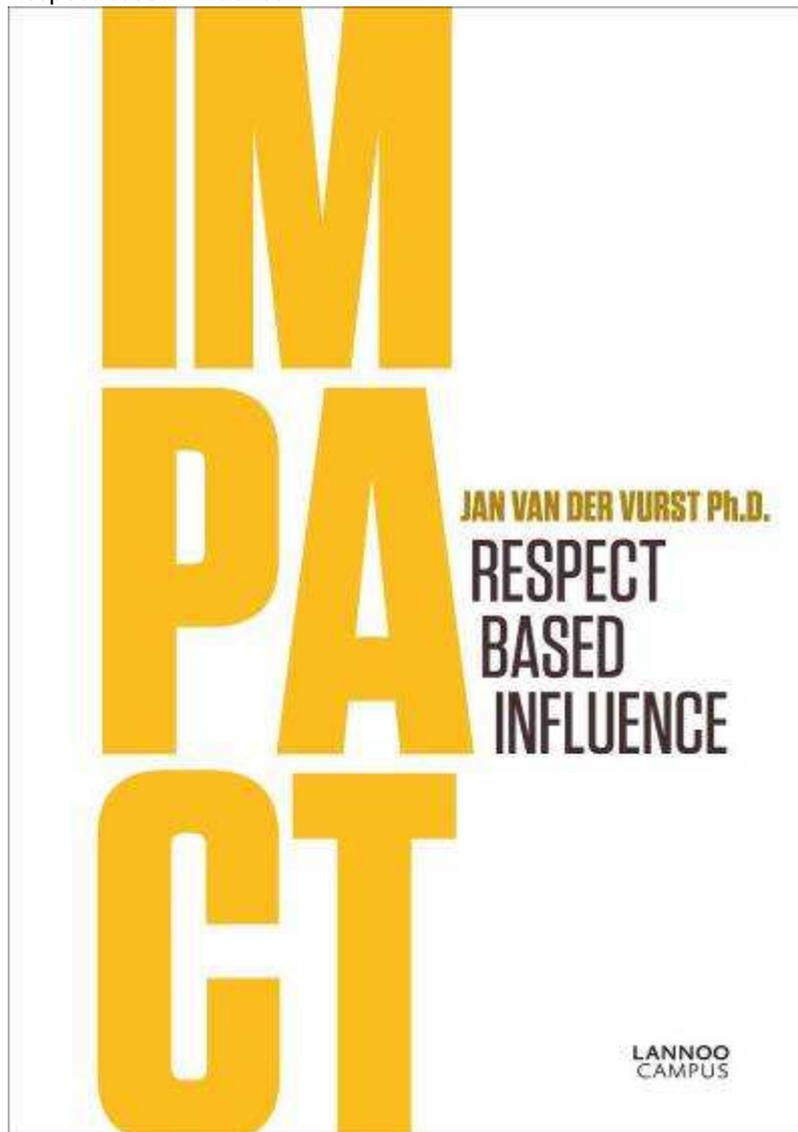
145 x 210 mm | 144 pages | paperback  
English edition  
ISBN: 9789401402958 | Price: \$30/£18  
October 2012



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**Impact**

Respect based influence



- When I'm right, how do I make sure people know I'm right?
- Why do I always think I'm right? How can I make sure my proposals get accepted? Which influences can I use and which not? What can we know for sure about the characteristics of a boss who has real impact?
- This book makes you think and do. It links solid scientific research with recognisable everyday situations
- If influencing in your job is important (leaders, teachers, parents, carers,...) then this book is a must!

Jan Van der Vurst is the owner of training agency Kenaz. He does assignments in the field of leadership and teamwork for companies worldwide

170 x 240 mm | 160 pages | paperback

English edition

ISBN: 9789020986006 | Price: € 19,99

January 2012



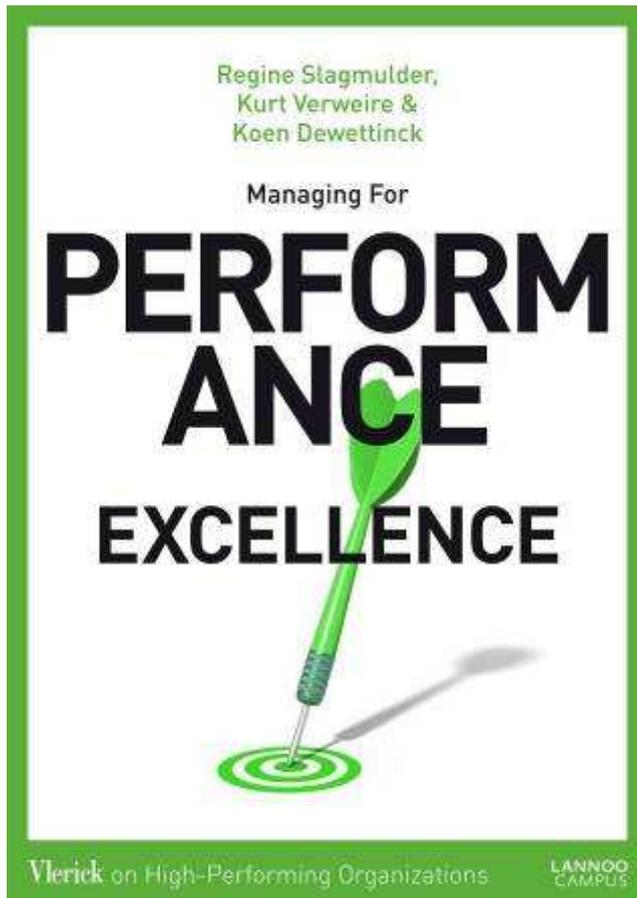
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**Managing for performance excellence**



- Do's and don'ts for companies on their way to success.
- It is not enough to have functioning organisational processes to achieve the best results with your company. You need to take it a step further.
- 4 challenges lead to a high performance organisation: strategic focus, engagement, structural cooperation and a good information structure
- This book combines academic knowledge with relevance for doing business. It contains practical tips to check how well your organisation is doing

Regine Slagmulder is a partner of the Vlerick Management School and head of the competence centre Accounting and Finance

Kurt Verweire is a professor Strategy at the Vlerick Management School

Koen Dewettinck is professor HRM at the Vlerick Management School

In the same series as The Balancing Act of Innovation

170 x 240 mm | 240 pages | paperback

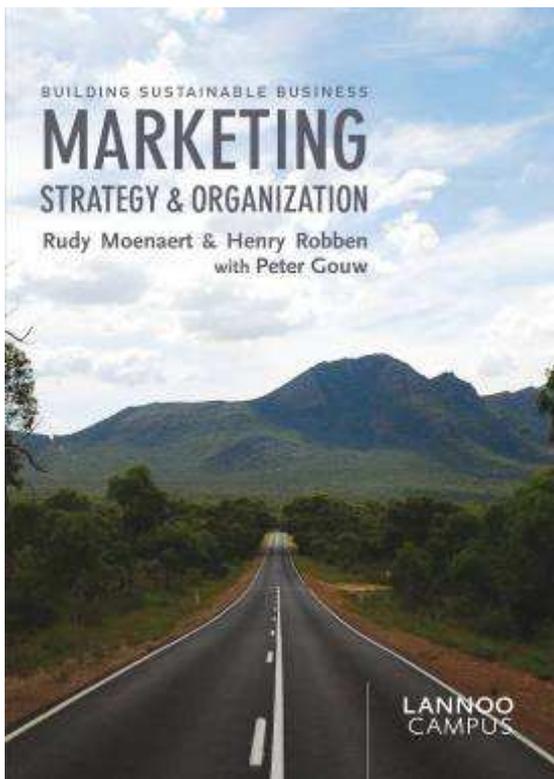
English edition

ISBN: 9789020979268 | Price: € 29,99

January 2012

**Marketing strategy & organisation**

New, completely updated version



Traditional textbooks on (strategic) marketing limit themselves to a theoretical exposé on how to operate an organization in an imaginary competition. The present text provides a way of thinking and a method with which organizations truly can enhance their competitive strength, and make it sustainable.

The book discusses five questions in the strategic domains that cause managers and leaders to lie awake at night:

1. Do we have an adequate understanding of our external and internal environments? How do we compete today?
2. What is our strategic ambition?
3. Where and how should we compete in the future? How do we optimally evaluate our strategic options?
4. How do we get to where we want to be in the future? How can we successfully implement our marketing plans?
5. What will be the return on our strategy in the future? For our customers, our shareholders, our employees, and other stakeholders?

We will happily wake them up for the answers to these questions. In particular, there are two groups of readers who can learn to excel in their markets. In the first place, the manager or student receives handles to recognize strategic marketing issues and how to find adequate solutions for these. Second, readers who teach at or advise in common or corporate universities receive an innovative and clear framework with many exercises.

170 x 240 mm | 280 pages | paperback

English edition

ISBN: 9789020998573 | Price: € 29,99

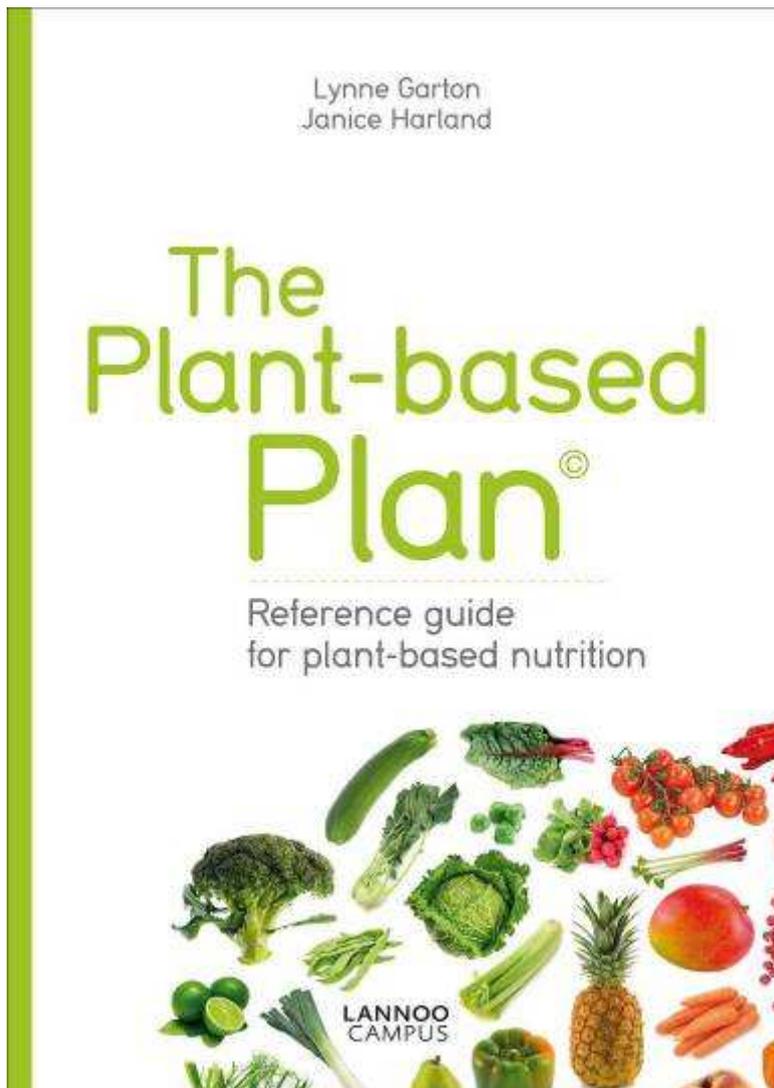
October 2011



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**The Plant-based Plan**

Reference guide for plant-based nutrition



- A reference work on plant-based nutrition, this book gives a complete overview of the proven benefits of vegetables on your health and energy level. It contains practical tips and motivations to make a personal plan towards healthier eating.

-Nutritionist and founder of Alimenta, Lynne Garton, wants to give nutritional advice to a broad audience. She worked for the National Health Service in the UK and had high positions in different hospitals in London.

-Janice Harland is a nutritionist. She specializes in functional food and macro nutrients. Her ambition is to make people aware of the importance of healthy food.

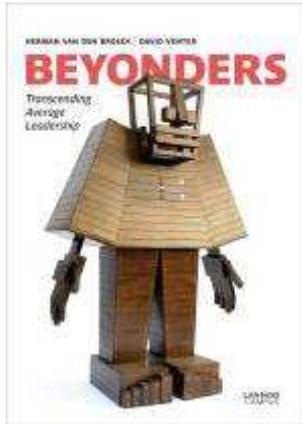
170 x 240 mm | 112 pages | paperback

English edition

ISBN: 9789020998986 | Price: € 19,99

September 2011

### **Beyonders**

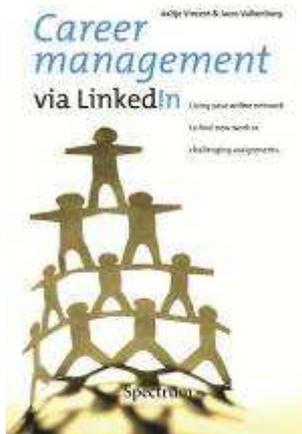


Transcending average leadership

- A Beyonder is not just a leader, his qualities surpass those of a normal leader
- How can one become a Beyonder? What are his hidden characteristics? When do leaders “derail”? Why is everybody extremely positive about Nelson Mandela?...
- This book gives the answer to all of these questions

170 x 240 mm | 208 pages | bound | English edition  
ISBN: 9789020998658 | Price: € 29,99 | October 2011

### **Career Management via LinkedIn**



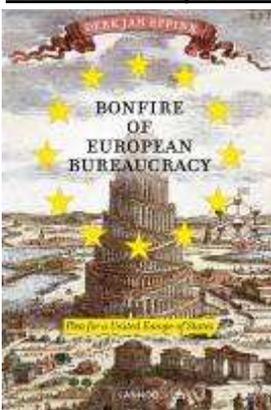
Networking is the way for finding new work. And this is done more and more online. LinkedIn has become an enormously popular network for maintaining business contacts, making it the perfect tool if you want to be found.

How does LinkedIn work exactly? How can you use your online network to find a new job and new assignments? How do recruiters work and how can you use that knowledge to your advantage?

All these questions are answered in this book. But it also offers a practical step-by-step approach for using LinkedIn in a professional way. Read this book and get immediate benefits from the wealth of knowledge inside!

135 x 200 mm | 128 pages | Paperback | English edition  
ISBN 9789049104399 | Price: € 19.99

### **Bonfire of European Democracy**



Plea for a united Europe of States

- This book analyses the European union from within and with a critical voice. It is about bureaucracy, the ever growing isolation of Europe in the world, the over-regulation and over-proliferation.
- Derk-Jan Eppink is an member of the European Parliament and one of the protagonists of the think tank ‘New Direction’. He does not want to be an adept of a blind European federalism and he wants to enforce the “euro-realism” in the European parliament
- The main plea is against European taxes and for a strict determination of the main tasks of the Union, where the different states can maintain their autonomy

140 x 210 mm | 224 pages | paperback | English edition  
ISBN: 9789020990768 | Price: € 19,95 | June 2010