

PRESS RELEASE

The new book from bestseller author **Werner Katzengruber**

LEAD – Myths about Managers (LEAD – Mythos Führungskraft) Concepts, Virtues, Secrets of Success

A hands-on book to develop an individual leadership personality - available in October 2010 at the Frankfurt Book Fair.

In his book, Werner Katzengruber puts an end to the usual myths about being a leader. How leaders should behave and what they should do has been described over and over again. Beyond theory, however, real life shows what characterizes successful leaders.

- How do successful leaders behave?
- What methods do they use to lead?
- How do they motivate themselves and their employees in difficult times?

Searching for answers, the author studied and analyzed numerous leaders from different areas in an unprecedented research project from 2001 - 2010.

The book provides practical and useful insights about modern management tools. It investigates and questions established leadership dogmas. For example, is social competence really that important? Is a cooperative leadership style actually suitable to achieve best in class results? How can a manager turn into a charismatic leader?

Werner Katzengruber interviewed among others: the training supervisor of an anti-terror unit, one of the leading and at the same time one of the youngest head physicians in Germany, the partners of one of the most successful pr-agencies in Germany, a celebrated gallery owner, a star architect and designer as well as selected corporate managers.

His book "LEAD – Myths about Managers" (LEAD – Mythos Führungskraft) polarizes, asks unsettling questions and provides pragmatic solutions.

Werner Katzengruber is one of Germany's most distinguished consultants. His know how is based on more than 20 years experience in the areas of personnel and organizational development.

Following his studies in psychology and business administration, he was trained as therapist and coach in Germany, Switzerland and the United States. His Munich-based consulting firm **KHD – Katzengruber Human Development Group** is working for leading national and international corporations as well individuals from politics, business, media and sports. Werner Katzengruber is teaching at the renowned Steinbeis Hochschule in Berlin.

For press inquiries, please contact:

Sylke Zeidler
Head of Communications
Mobil: +49 (0)151.140 44 573
T: +49 (0)89.678 04 10 - 00
E-Mail: sylke.zeidler@khd-group.com