

Conflict is what is necessary for team spirit, innovation and success



Dr. Reinhard K. Sprenger
The Magic of Conflict
[Magie des Konflikts]
Why we all need it and how it can help

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Reinhard K. Sprenger, born in 1953, studied history, philosophy, psychology, business management and sport. As Germany's most prominent management consultant and one of the most important thought leaders in the business world, he is a consultant to all the important Dax-100 companies. All his books have been bestsellers, thus fundamentally changing reality in the business world in the course of 30 years. They have been translated into many languages.

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Conflicts – everyone has them, no one wants them. When they do rear their ugly heads we want to solve them. Wrong! That's what this book says.

Conflicts can't be solved, and we shouldn't try to – because conflicts are the rule and not the exception; because dissent is the basic pattern of the world; because conflicts are stimulation, they encourage team spirit and make us fit for the future; because conflicts can join what was once severed and can now be decided anew. By the individual: as a path towards greater poise and confidence. By the company: as cooperative reform. Magical.

This book is a guide to help us rethink the whole process, to exchange the idea of solving conflict with that of seeing conflict as the solution.

Press

"Germany's most widely read writer on management." *Der Spiegel*