

## Life is too costly to spend it talking about trivialities



Professor Dr. Gisela Schmalz

### The Little Book of Big Questions

[Das kleine Buch der großen Fragen]

The perfect inspiration for really good conversations

Goldmann Taschenbuch

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**Gisela Schmalz**, born in 1970, has been professor of strategic management and economic ethics at the University of Applied Sciences in Cologne since 2006. Apart from her teaching activities, she is involved in the conception and setup of the data bank of international media companies within the framework of the Institute for Media and Communications Policies in Berlin, of which she is a fellow. In addition, she is head of the scientific working group of the "Ethical and Ecological Rating" research project in Frankfurt.

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We live in a world that is growing faster and more complex. We are ceaselessly being bombarded with answers to questions we often never asked. The art of asking and listening seems to be losing its meaning – and yet it is precisely the questions that build bridges between people. Questions permit a sincerity and intimacy that an answer would never allow. What is your darkest secret? What is your brightest secret? When are you honest with yourself, and when aren't you? Who would you like to spend the night with and then say goodbye?

Gisela Schmalz has collected 2,000 inspiring questions: about ourselves, about our relationships with others and about us in the world. How are you – honestly? A plea for less small talk and more sincere conversations in our lives!