

PRESS RELEASE

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The Incas Reconquer Latin America: *The Illusion of Invincibility* now available in Portuguese



Andreas Krebs and Paul Williams, Authors of „The Illusion of Invincibility“

(Offenbach/Langenfeld) Building on the success of their top title "The Illusion of Invincibility: The Rise and Fall of Organizations - Inspired by the Incas of Peru" launched in the US market in 2019, GABAL authors Andreas Krebs and Paul Williams are now proud to announce the publication of the Portuguese edition. Available in book, e-book and audio book form, the new edition will be released on September 17th by GABAL partner Ubook Publishing, Rio de Janeiro, entitled „A Ilusão da Invencibilidade“.

The relevance of the book has been strengthened further by the enormous challenges created by the COVID-19 crisis, with ‚unthinkable‘ scenarios now becoming reality. The authors‘ key messages regarding values-driven organizational leadership, honest self-management, credible corporate governance, robust risk management and dealing with the dangers of uncontrolled egos are more important than ever before, making the book a must-read for leaders at every level. Both Foreword writers, Nik Gowing (ex-BBC World) and Prof. Peter May (leading expert for family businesses) have also added their first observations concerning the COVID-19 crisis.

To mark the official release date, the virtual book launch, which is expected to attract several thousand participants, will be broadcast via a YouTube livestream from the Fundação Dom Cabral Business School on September 17th. The university in Belo Horizonte, Brazil, is ranked as one of the top 10 business schools worldwide and Vice-Dean Viviane Barreto will moderate the event and interview with the authors in English about their book. Here is the link to the event: <https://www.youtube.com/watch?v=TAfQQumw61E&feature=youtu.be>

GABAL Verlag is delighted with the international success the two "Incas" have had so far: "No company can ever afford to rest on its laurels. Anyone believing they are invincible today is very likely to fail and be forgotten tomorrow. The two authors will certainly continue to gain plenty of attention internationally with their powerful and timely impulses for organizational leadership, self-management and sustainable corporate success. A Spanish edition is already planned for 2021", says publisher André Jünger.

ANDREAS KREBS is an entrepreneur, internationally experienced manager and speaker on leadership, globalization and entrepreneurship and holds non-executive board positions in a variety of sectors. In addition, he dedicates time as chairman of the private NGO Girassol e.V., supporting children and young people living in poverty in Sao Paolo, Brazil. www.inca-inc.com



PAUL WILLIAMS is an executive coach, internationally experienced manager and entrepreneur. Since 2003, the natural scientist and native englishman has been managing partner at the consulting firm paul williams & associates, specializing in leadership coaching, self-management and organisational development. www.paul-williams.de and www.inca-inc.com

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