

**Invitation to the book presentation of**

**"Thinking and Leading in Times of Digitalization"**

**Dr. Stefan M. Knoll**

**Thursday, 17.10. 2019, 13.30 h, Frankfurt Book Fair, Hall 4.2, Stand F37**

Dear sirs and madams,

the Frankfurt Book Fair opens its halls next week. Dr. Stefan M. Knoll, Chairman of the Executive Board and founder of DFV Deutsche Familienversicherung AG, will present his new book "Denken und Führen in Zeiten der Digitalisierung" ("Thinking and Leading in Times of Digitalization").

The book will be published by Deutscher Fachverlag (dfv) in the R&W Fachmedien Recht und Wirtschaft publishing division.

**When: Thursday, 17 October 2019, at 01.30 pm**

**Where: Frankfurt Book Fair, Hall 4.2, Stand F37**

"Thinking and Leading in Times of Digitalization". What makes a good leadership style? In times of digitization, do managers have to completely rethink their management style? The author Dr. Stefan M. Knoll, founder and CEO of DFV Deutsche Familienversicherung AG, presents his innovative approach in an interview with Olaf Kolbrück, Editor-in-Chief of etailment at Deutscher Fachverlag (dfv).

We would be delighted to welcome you as a media representative to this exciting book presentation.

The pre-order link for the book can be found here: <https://shop.ruw.de/startseite/4931-denken-und-fuehren-in-zeiten-der-digitalisierung.html>

**Promises welcome until 16 October under: [presse@deutsche-familienversicherung.de](mailto:presse@deutsche-familienversicherung.de)**