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Publication:	18.10.2022
Author:	Navidi, Sandra
Title:	The DANN of the USA What makes America tick?
Pages/Cover/Format:	304 pages, hardcover, 145x215mm
ISBN:	978-3-95972-631-3
Price:	D: 22,00 EUR, A: 22,70 EUR

Bestselling author Sandra Navidi: this is what makes the world power USA tick

America is still the leading economic power and the largest "cultural exporter" in the world. The USA has shaped the global zeitgeist, created trends and exerted a strong pull. But in the meantime, disillusionment has set in as more radical political forces are visibly forming, corroding the nation's foundation and leading to ever-increasing polarisation, populism and protectionism. Who is behind the drive for a hostile takeover of democracy and how has it progressed so far?

Sandra Navidi, who has lived in the USA for more than two decades and is well-connected at the highest levels, can explain the superpower in this country better and more comprehensibly than anyone else. She explains from her transatlantic insider perspective how American ideals, values and cultural norms shape the way Americans think and why the country's greatest strengths are also its greatest weaknesses. Anyone who wants to learn why Americans tick completely differently, what the real state of America is and what this means for the future of the transatlantic partnership must read this book.

Sandra Navidi is CEO of BeyondGlobal. The New York-based German and American lawyer is considered one of the best-connected people in global high finance. She is also the author of the award-winning bestseller "\$uper-hubs". The economic expert is known from international media, a member of the Center on Capitalism and Society, one of 500 official LinkedIn Global Influencers and a speaker.

Selling points and marketing:

- On the occasion of the upcoming midterm elections in the USA, the bestselling author provides an exciting look behind the scenes of a country where more radical political forces are threatening democracy
- Sandra Navidi has lived in the USA for more than two decades and is connected there at the highest level



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Publication:	15.11.2022
Author:	von Gaertringen, Christian Hiller
Title:	The reordering of the world The Rise of the Emerging Markets and the Arrogance of the West
Pages/Cover/Format:	256 pages, hardcover, 13,5x21,5mm
ISBN:	978-3-95972-648-1
Price:	D: 22,00 EUR, A: 22,70 EUR

The decline of the West – a look at a future without us

Since the end of the Second World War, the world order has been based on a strong position of the USA and its allies. The West was brimming with self-confidence and tried to dictate its values to other countries. Today it is out in the open: the rest of the world no longer wants to submit to the order as designed by the West in its patriarchal magnanimity. And so the supremacy of the USA is increasingly being called into question, both in military and economic terms.

In his latest book, economic journalist Christian Hiller von Gaertringen analyses the developments that amount to a profound change in the international balance of power. His thesis: The new world order will not emerge around China alone. Nor will China and the USA share the top positions. A multipolar world order will emerge that will be strongly influenced by today's emerging economies.

But what will the new world order look like in concrete terms? Which countries will rise, which will fall? What position do we want to aspire to in this new world? And above all: what position can we realistically aspire to? Christian Hiller von Gaertringen answers these questions knowledgeably and astutely. An indispensable contribution to the debate on the new world order that will shake many convictions.

Christian Hiller von Gaertringen (* 1964) was an editor at "WirtschaftsWoche", "WELT" and "Frankfurter Rundschau" and has worked as a correspondent for various French newspapers (including "Le Monde", "Le Progrès") in Germany. From 2001 to 2017, he was editor of the "FAZ", specialising in economics and geopolitics, before founding the consultancy Africa Partners GmbH. He is a member of the think tank La Verticale Afrique-Méditerranée-Europe in Paris on the integration of the Africa-Mediterranean-Europe space and a member of the advisory board of the Centre for Inter-Disciplinary Africa Research (ZIAF) at Goethe University Frankfurt.

Selling points and marketing:

- Christian Hiller von Gaertringen is an expert on the economic development of Africa and other emerging countries.
- A ruthless reckoning with the arrogance of the West



FinanzBuch Verlag

MARKUS PETRUCH | DOMINIK WALCHER

DER STOFF AUS DEM DIE ZUKUNFT IST

101 Produkte aus
erneuerbarem
Kohlenstoff



FBV

Publication:	18.10.2022
Author:	Petruch, Markus; Walcher, Dominik
Title:	The stuff the future is made of 101 products made from renewable carbon
Pages/ Cover/ Format:	304 pages, softcover, 148x210mm
ISBN:	978-3-95972-625-2
Price:	D: 25,00 EUR, A: 25,80 EUR

How we can already live without fossil oil today – the book on the material turnaround

The future belongs to the bioeconomy: the shift away from fossil fuels and towards a society that uses renewable resources will be one of the great transformation processes of the 21st century.

Since time immemorial, mankind has used biological resources to make houses, clothes or everyday objects. Until about 150 years ago, when we began to extract fossil carbon from the depths of the earth – coal, oil and gas were simply too tempting and became the basic materials of our civilisation. Now we have reached a point where the hot affair with black gold has turned into a "toxic relationship" and our planet is heating up more and more. It is high time, therefore, that we turn back to renewable carbon from renewable sources on the earth's surface in order to make our world more sustainable and climate-friendly.

Markus Petruch and Dominik Walcher prove in this book that this change is possible and that a biobased future can already begin today. They describe the great diversity of renewable raw materials from plants, fungi, algae, bacteria and residual materials and explain what the material turnaround could look like. Whether reinterpretations of old knowledge or high-tech innovations – the 101 products, materials and ideas presented ingeniously show that bio-based, recyclable and climate-friendly solutions are either already available today or within reach.

- * Packaging made from fish waste
- * Underwear made from wood
- * Furniture made from popcorn



- * Sneakers made from bacterial silk
- * Socks made from recycled CO₂
- * and much more

Markus Petruch is a trained carpenter as well as a graduate engineer for wood technology and works at the Sustainability Campus Kuchl of the FH Salzburg. He works on innovative materials, cycle-based bioeconomy and the communication of these topics in various formats.

Dominik Walcher holds the professorship for Marketing and Innovation Management in the Design and Product Management degree programme at the Salzburg University of Applied Sciences and is a Research Associate at the Massachusetts Institute of Technology (MIT), Boston. His research, teaching and consulting focus on marketing, innovation management, trend and futures research and circular value creation. He co-founded a start-up for eco-intelligent products.

Selling points and marketing:

- Approaches to solving one of the most pressing issues of our time: moving away from fossil raw materials
- 101 products that are not only sustainable but also aesthetically pleasing
- Customers can already buy many of the products today
- In the future, we will have to focus on renewable raw materials – or soon there will be no future at all



Publication:	18.10.2022
Author:	Beer, Jonas
Title:	European climate plan Back to balance with tangible solutions
Pages/Cover/Format:	192 pages, softcover, 135x210mm
ISBN:	978-3-95972-627-6
Price:	D: 18,00 EUR, A: 18,60 EUR

It is high time to do something about species extinction and climate change – expert Jonas Beer has the solutions for a healthy and sustainable future

Species extinction and climate change are the biggest and most pressing problems of our time. Both phenomena will fundamentally change the lives of humanity and massively affect the prosperity, health and opportunities of future generations – unless we manage to break out of the spiral of ever-increasing CO2 emissions and the decline of biodiversity.

This book aims to show ways of counteracting climate change and species extinction. The author presents a stable pricing system he has developed for emissions trading that takes into account the consequences of climate change and species extinction. Other huge opportunities are offered by the use of stem cells, vertical farming and insect farming. They show: The solutions for humanity have been ready for a long time, it just needs a rethink in certain areas and consistent implementation.

Jonas Beer presents the key building blocks for solving climate change and species extinction, shows how a path to a sustainable future can succeed, and presents specific ideas on what each and every one of us can change to make the world more sustainable.

At university, Jonas C. Beer was especially interested in market design of emissions trading. Motivated by the accelerating extinction of species and climate change, the author started to work on new technical solutions. To this end, he got involved with a vertical farm in Munich and, together with the Association of Vertical Farming (AVF), built up a growing space for saffron cultivation.

Selling points and marketing:

- Bringing nature back into balance is the key to a sustainable future for us and our children
- Jonas Beer uses a combination of economic, technical and biological knowledge to show how we can find sustainable solutions to the climate crisis before climate change fundamentally alters our lives



Publication:	15.11.2022
Author:	Thieme, Heiko H.
Title:	Successful timeless investing The investment strategies of the stock market legend
Pages/Cover/Format:	250 pages, hardcover, 145x215mm
ISBN:	978-3-95972-616-0
Price:	D: 25,00 EUR, A: 25,80 EUR

For the first time, the best-known and most successful German-speaking portfolio manager explains his investment strategy

Heiko Thieme is not only one of the best known and most successful German-speaking portfolio managers. Through his long-standing column in the Frankfurter Allgemeine Zeitung, the operation of the first stock market hotline in Germany, as well as numerous articles and interviews in almost all major daily newspapers, he has played a major role in shaping the German view on the subject of stocks and the stock market. In this book, the Wall Street veteran now explains his own investment strategy for the first time.

In doing so, he addresses all currently important developments on the world market: be it the tension between the USA and China, the transformation of the monetary system or current megatrends. He presents his own strategies for success, such as the one-third strategy and the leverage strategy, and explains how anyone can find the right stock and the perfect entry point.

An indispensable guide for anyone who wants to invest their money in stocks for the long term, and at the same time a personal insight into the mind of an extraordinary investor.

Heiko H. Thieme is a German-speaking portfolio manager and investment advisor. After his first steps as an analyst in London, he worked on Wall Street in New York for many years. Thieme also operated the first stock market hotline in Germany. Interviews and articles by him appeared in almost all major German daily and weekly newspapers. Since 2016, he has been providing investment tips as well as his assessments of the economy, politics and the stock market in his stock market club "Heiko Thieme Club".

Selling points and marketing:

- The author is probably the best-known German-speaking investor - known from television and print
- Invest successfully despite tensions and crises - so your money is safe in the long term



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Mike Barteczko

Klick mich

🔍 ... wenn du mich findest!



Digital in die Zukunft –
Online-Marketing und digitaler
Vertrieb 2.0 für den Mittelstand

Wie Sie neue Zielgruppen gewinnen
und Marktpotenziale erschließen

FBV

Publication:	19.07.2022
Author:	Barteczko, Mike
Title:	Click me if you can find me How to win new target groups and develop market potentials
Pages/Cover/ Format:	176 pages, softcover, 135x210mm
ISBN:	978-3-95972-574-3
Price:	D: 20,00 EUR, A: 20,60 EUR

More success in online marketing for small and medium-sized businesses

Mike Barteczko, experienced SEO expert, online entrepreneur and managing director of the search engine agency SEOCONSYS, addresses small and medium-sized businesses, self-employed people and start-ups with his practical guide. In an easily understandable way, he defines the individual steps on the way to successful web visibility, explains the available channels and their peculiarities, explains relevant technical terms of online marketing and clears up numerous misunderstandings and legends.

In seven chapters, he gives tips on sharpening the entrepreneurial profile, unveils the intention behind the Google algorithm and helps with creating a content strategy as well as writing convincing texts. The reader also learns which "on-board resources" are available for search engine optimisation – and when it is worth hiring external specialists.

Mike Barteczko is an online entrepreneur, managing director of the search engine agency SEOCONSYS and experienced SEO expert. After studying economics and business administration, he specialised in search engine optimisation and visibility development and is now a sought-after expert throughout Germany. During his professional activity in Guangzhou, China, he was also able to expand his professional expertise in the international field.

Selling points and marketing:

- A practical guide for small and medium-sized businesses as well as self-employed individuals and start-ups.
- More visibility and success in online marketing – comprehensibly and comprehensively explained
- SEO expert Mike Barteczko knows what is important for a successful Internet presence



Publication:	16.08.2022
Author:	Hurte, Jeanine
Title:	Be yourself and get rich What no one has told you about money yet
Pages/Cover/Format:	176 pages, softcover, 135x210mm
ISBN:	978-3-95972-614-6
Price:	D: 18,00 EUR, A: 18,60 EUR

How women can achieve personal growth and financial success in a short time

When it comes to making money, many women are still under the influence of negative beliefs such as "money is a man's business" and "rich people are arrogant" or "it's lonely at the top". They believe they have to choose between a lot of money and family.

Jeanine Hurte sets out to fundamentally change this money mindset. She wants to encourage women to replace the either-or with an and. And she knows how real success can be achieved in the end: She started her own business with 300 euros in start-up capital and a laptop, and earned her first million after only twelve months of self-employment.

The author has discovered seven universal laws of money for herself, which she would like to pass on to her readers. They are guiding principles such as The Law of Pure Potential, The Law of Least Effort or The Law of Letting Go. In her book, she shows how women can use their typical female abilities such as emotional intelligence, diligence and communication skills to realise their personal and financial dreams.

Jeanine Hurte studied business administration in the Netherlands and initially began her professional career at the management consultancy KPMG. But she soon realised that she wanted to start her own business. She earned her first million after only twelve months of self-employment as a business coach for women. She first founded the company Frau Geld by Jeanine Hurte and started the Rich Bitch Coaching Programme, with which she encouraged women to think big and overcome their aversion to money. After moving to the USA, she founded the company Rich and Happiness Coaching LLC there.

Selling points and marketing:

- Changing the way you think about money, selling and business.
- Jeanine Hurte is the founder of the brand Frau Geld and Rich and Happiness Coaching



Publication:	18.10.2022
Author:	Dr. Wild, Hans-Peter
Title:	Mr. Capri-Sun - The autobiography On the joy of being an entrepreneur
Pages/ Cover/ Format:	256 pages, softcover, 145x215mm
ISBN:	978-3-95972-637-5
Price:	D: 25,00 EUR, A: 25,80 EUR

"I am the greatest. The whole world knows that. But when I stop boxing, Capri Sun will be the greatest." Muhammad Ali

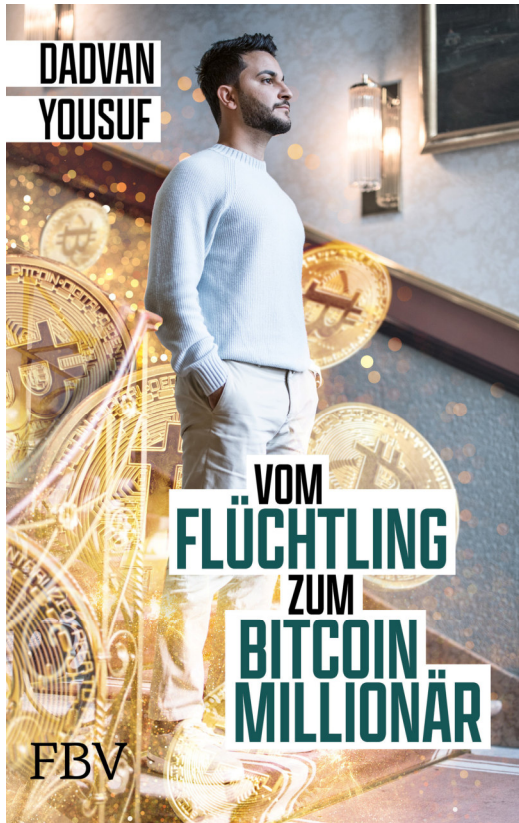
Hans-Peter Wild's life is inextricably linked to the history of Capri-Sun. As a child, he witnessed his father expand the family business after the Second World War. A fruit juice drink entirely without chemicals, made only from natural raw materials, packaged not in a glass bottle but in a flexible pouch – that was Rudolf Wild's vision. And he succeeded in making it a reality. When Hans-Peter Wild took over the beverage company in 1974, he had his own ambitious plans: to make the leap into the American market with Capri-Sun. And this too succeeded: the small Heidelberg-based company became a globally active corporation. Today, Capri-Sun is one of the most consumed soft drinks in the world.

In his autobiography, Hans-Peter Wild tells of his childhood and youth, his first professional experiences and how he eventually joined the family business and expanded it into a globally active corporation. But "Mr. Capri-Sun" is far more than the life story of Hans-Peter Wild. It is a legacy to future generations in which one of the most successful German entrepreneurs reveals the principles with which he led his company to success.

Hans-Peter Wild was born in Heidelberg in 1941 as the son of the entrepreneurial couple Rudolf and Leonie Wild. In 1974 he joined the family business Rudolf Wild GmbH & Co.KG as managing director and conquered the world markets with Capri-Sun.

Selling points and marketing:

- Capri-Sun is produced in 23 countries and marketed under the Capri-Sun name in more than 120 countries. Approximately seven billion Capri-Sun beverage pouches are sold worldwide each year



Publication:	16.08.2022
Author:	Yousuf, Dadvan
Title:	From refugee to bitcoin millionaire
Pages/ Cover/ Format:	240 pages, hardcover, 135x215mm
ISBN:	978-3-95972-624-5
Price:	D: 20,00 EUR, A: 20,60 EUR

The extraordinary story of a refugee child who made it to the top

Dadvan Yousuf came to Switzerland as a war refugee at the age of three. At the age of eleven, he sold his toys by the roadside to be able to afford his first Bitcoins from the proceeds. Today, in his early 20s, he is one of the country's youngest self-made millionaires.

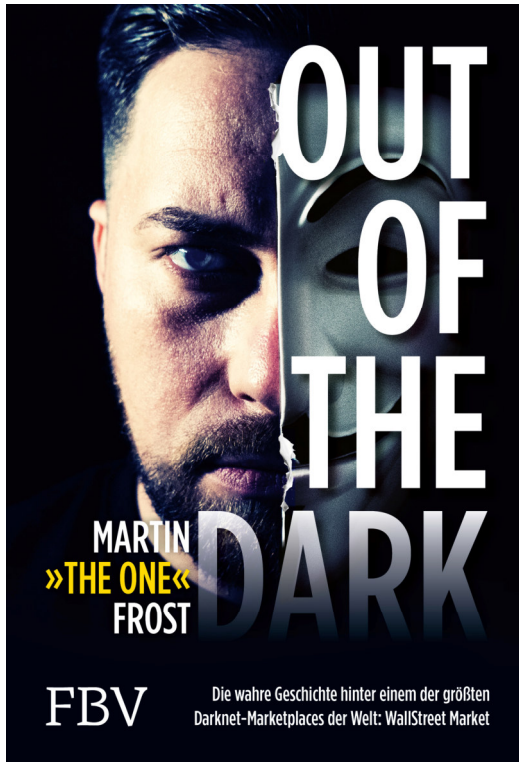
The life of Dadvan Yousuf is the extraordinary story of a refugee child from Iraq who made it from poverty to the absolute top. Today, Yousuf is one of the best-known and most polarising people in Switzerland. But he has long been thinking internationally. And wants to change the world with his wealth.

In this book, Yousuf tells his story – a story of poverty, hostility and existential fears. At the same time, it is also a story of hope, turmoil and revolution. The story of a new era – the crypto era that has long since dawned and will change the world as we know it forever.

Dadvan Yousuf, born in 2000, came to Switzerland at the age of three as an Iraqi war refugee. He bought his first Bitcoins at the age of eleven. Today, he is considered one of the youngest self-made millionaires in the country.

Selling points and marketing:

- Dadvan Yousuf bought his first Bitcoins at the age of eleven – today he is a self-made millionaire



Publication:	11.10.2022
Author:	Frost, Martin; Ginowski, D. P.
Title:	Out of the Dark The true story behind one of the largest darknet marketplaces in the world: WallStreet Market
Pages/Cover/Format:	288 pages, hardcover, 145x215mm
ISBN:	978-3-95972-650-4
Price:	D: 23,00 EUR, A: 23,70 EUR

Unique first-hand insights behind the scenes of one of the world's largest darknet platforms

Martin Frost is one of the founders of the darknet platform "WallStreet Market", which rose to become the worldwide number 2 of all darknet markets.

Over a period of four years, he and two accomplices operated the marketplace, on which almost exclusively illegal products could be found: Malware, fake IDs, Paypal and credit card data to drugs. Balance: 63,000 sales offers, 41 million euros turnover in Bitcoin only in drugs (today worth around 100 million euros), 4500 international traders and over 1 million customer accounts – these are reference data of a large corporation.

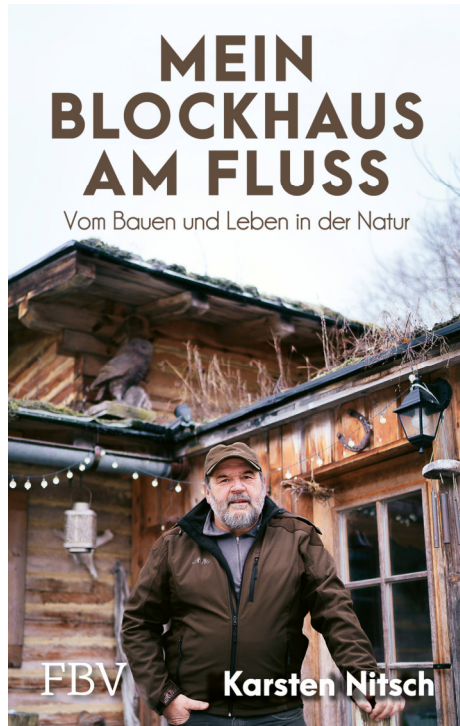
This biography shows the true story of Martin Frost. How a teenager could become a multiple Darknet millionaire. How he managed to keep his parents, siblings and friends in the dark. And how he self-taught himself the skills to be able to dive into the depths of the Darknet. But how did Martin manage to elude the international investigating authorities FBI, Europol, BKA and the Dutch police again and again over the years?

Out of the Dark shows the rise and fall of Martin Frost and how he tries to fight his way back to life. It is the first biography to give first-hand insights into the world of the Darknet – with all its hidden mechanisms and rules.

Martin Frost was born in Stuttgart in 1989. He came into contact with the darknet and the so-called fraud scene at a young age and acquired extensive knowledge in the areas of cybercrime and IT security. In 2016, together with two accomplices, he founded the second largest darknet marketplace worldwide: the "WallStreet Market". Since his arrest in 2019, he has been conducting education and prevention work in various formats. Martin Frost was sentenced to a total of seven years and nine months in prison for his actions in July 2021. The sentence is not yet final.



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Publication:	16.08.2022
Author:	Nitsch, Karsten
Title:	My log house on the river On building and living in nature
Pages/ Cover/ Format:	250 pages, hardcover, 135x215mm
ISBN:	978-3-95972-583-5
Price:	D: 22,00 EUR, A: 22,70 EUR

About a man who set out to make his dream come true and build a log house – to live there

In this book, Karsten Nitsch tells how this project, with all the associated enrichments and limitations, has changed his life. The path that the author has chosen is not a backward-looking renunciation of all comforts, but rather the desire to live a sustainable life without giving up conveniences.

In addition to the atmospheric report on his experiences, the book contains a practical section in which the individual steps for building a log house are discussed. Here, all the important phases are discussed - starting with the foundation, through the complete finishing touches, and ending with a green roof. Also on the material procurement and the topic recycling one deals.

A book for anyone who has the dream of a sustainable living concept and may be toying with the idea of building a log cabin, whether as a garden shed, sauna, or even a tiny house or home for permanent residence.

Karsten Nitsch worked as an inland fisherman, forestry worker and in environmental education before deciding to become a nature guide. In 2006, he built a log cabin on the Spree River, where he still lives with his family. In the following years he organized log house building courses, which were attended by participants from Germany and other European countries. In time, this led to the creation of the Spreecamp, a place where nature-loving visitors are regular guests. He is also a nature photographer and regular guest on TV and media such as Walden, GEO, ARTE, MDR-Riverboat, rbb-zibb and has been profiled for ZEIT ONLINE and taz.

Selling points and marketing:

- Authentic experience report: The author has lived with his family in a log house for over 15 years
- With practical instructions for building your own log home and picture section
- Suitable tips for all, whether garden cottage, sauna or even as a Tiny house or home for permanent residence



Publication:	15.11.2022
Author:	Aytekin, Deniz; Engelen, Andreas
Title:	Decide and lead confidently What managers can learn from referees
Pages/Cover/Format:	256 pages, softcover, 145x215mm
ISBN:	978-3-86881-889-5
Price:	D: 25,00 EUR, A: 25,80 EUR

FIFA Referee of the Year reveals what executives can learn from football referees

Referees and managers have a lot in common. Both on the football field and in everyday business life, decisions have to be made under great pressure and often in a fraction of a second. And they have to be made in such a way that they are accepted and embraced by those affected.

One of Germany's best professional referees, Deniz Aytekin, himself an entrepreneur, explains together with business administration professor Andreas Engelen, using examples from the football pitch, what is important here. For example, why supposedly irrelevant decisions can have a great influence on the performance of employees, why empathy, tact and honesty are more important than stubborn consistency. But also how to use facial expressions, gestures and language to convey negative messages in a targeted manner, at the same time softening the impact of negative emotions and earning respect in return.

Deniz Aytekin was born in Nuremberg in 1978. He studied business administration part-time and works full-time as an entrepreneur. He has been a DFB referee since 2004, a Bundesliga referee since 2008 and a FIFA referee since 2011. In the 2018/19 season, he was awarded Referee of the Year by the DFB.

Prof. Dr. Andreas Engelen holds the Chair of Management at Heinrich Heine University in Düsseldorf. The university professor with a doctorate in business administration has already worked as a consultant for McKinsey and Company.

Selling points and marketing:

- On the pitch: sovereignty, clear body language, tact – the way to better decisions
- Line-up: Bundesliga referee Deniz Aytekin meets management expert Prof. Dr. Andreas Engelen



Publication:	15.11.2022
Author:	Lahmer, Niclas
Title:	Social engineering – the new attack strategies of hackers How to become immune to manipulation, phishing and Internet attacks
Pages/Cover/Format:	224 pages, softcover, 145x215mm
ISBN:	978-3-86881-898-7
Price:	D: 20,00 EUR, A: 20,60 EUR

Bestselling author with over 12,000 copies sold

What good is the best firewall if employees click on every suspicious e-mail or share internal information on social media? Niclas Lahmer shows how companies can make their employees fit in terms of IT security and social engineering.

Their victims transfer money to complete strangers, switch off IT security precautions or give out sensitive company data - criminals manage to tempt people into the most unbelievable actions through targeted manipulation with social engineering. Much to the chagrin of many companies, employees in particular are increasingly falling into the crosshairs of hackers and fraudsters. This makes it all the more important to create an awareness of IT security – keyword "human vulnerability" – among everyone in order to protect themselves from cyber attacks.

Niclas Lahmer explains how to sensitize employees to the dangers posed by fake e-mails, shoulder surfing, dumpster diving or other tricks and how to regularly put their risk awareness to the test – after all, attentive employees are the best firewall.

Niclas Lahmer is a German entrepreneur, author and speaker.

Selling points and marketing:

- How to protect yourself and your company from cyber attacks
- With many tips and prevention measures
- Social engineering – how to see through the psychological tricks of hackers



Publication:	18.10.2022
Author:	Weiss, Holger G.
Title:	Heroes are born in the crisis How to outgrow yourself and get your start-up through difficult times
Pages/Cover/Format:	208 pages, softcover, 135x210mm
ISBN:	978-3-86881-913-7
Price:	D: 18,00 EUR, A: 18,60 EUR

How to heroically manoeuvre your business through every crisis on the road to success

Founding a start-up is risky, especially today: finding employees, financing and crises offer many opportunities to fail. And what happens when a problem seems unsolvable, investors withdraw the money, teams threaten to break up and the start-up is in danger? Then founders must become heroes who quickly and skilfully manoeuvre their company out of every crisis.

Holger G. Weiss, who has founded several companies, shows how this can be done, because he knows the challenges that a start-up brings with it and knows the critical areas and phases. He describes the six most existential crisis situations concerning product, team, co-founders, investors, etc., which are characteristic of young companies, and provides concrete alternative courses of action and helpful advice for each problem. Because superheroes never give up!

Holger G. Weiss is the founder and CEO of German Autolabs and has been developing innovative business models in the future mobility segment for a long time. He has already successfully built up several start-ups and technology companies and works as an advisor and business angel for companies and young start-up teams.

Selling points and marketing:

- The most common crisis situations in start-ups and what to do about them
- With vital tips and tricks from a start-up professional



Publication:	21.06.2022
Author:	Eighteen, Dennis
Title:	50 ideas for new ideas For all those who want to get creative
Pages/Cover/Format:	224 pages, softcover, 135x210mm
ISBN:	978-3-86881-897-0
Price:	D: 17,00 EUR, A: 17,50 EUR

The emergency kit for everyone who simply can't think of anything

This creativity toolkit provides 50 practical methods and immediately implementable strategies for more ingenuity and quick ideas in the job, everyday life or social media.

Anyone who wants to be permanently happy, productive and successful today – whether entrepreneur, employee or top executive – must have their finger on the pulse and always shine with new ideas and inspirations. Be it for a project, a post, a product, a campaign, in the professional as well as in the private sphere: Sometimes the saving flash of inspiration is simply missing.

Dennis Eighteen shows how to crank up the idea engine and keep it running. He provides the key to happiness: a creative toolbox with 50 strategies and unconventional creative impulses to activate ingenuity and permanently develop new perspectives and fresh ideas.

Dennis Eighteen is the full-time head of communications at ASK-Agentur für Sales und Kommunikation GmbH from Berlin. In addition to his job, the family man is a passionate podcaster, seminar leader and YouTuber (in temporary retirement).

dennis-eighteen.de

Selling points and marketing:

- With many expert talks and links to tutorials and podcast episodes etc.
- 50 creativity boosters for work, everyday life or social media



Publication:	19.07.2022
Author:	Fabian, Frank
Title:	Classified Information The influence of the secret services and Germany's lesser-known history after 1945
Pages/Cover/Format:	400 pages, hardcover, 145x215mm
ISBN:	978-3-86881-901-4
Price:	D: 20,00 EUR, A: 20,60 EUR

History you won't find in a textbook

German politics since 1945 has been determined by secret services to an extent that many do not believe possible.

Frank Fabian's exciting new evaluation of historical facts about secret service operations, spies, media manipulation, Nazi hide-and-seek games in the FRG and GDR, and the history of German chancellors shows that much is simply swept under the rug and concealed to this day. From the founding of the secret services, Franz Josef Strauß's rope-a-dope relationship with the BND, Ludwig Erhard's currency to Schröder's questionable relationship with Kremlin leader Vladimir Putin – it is time to lift the cloak of silence and take a look at the actual influence of the secret services on Germany's history.

Frank Fabian studied German, history and philosophy. Among other things, the bestselling author worked as a television journalist for ZDF, where he worked in the editorial department and reported on many topics related to the country's daily politics for Hessischer Rundfunk. Fabian also held the position of editor-in-chief at a Wiesbaden publishing house and built up two magazines.

Selling points and marketing:

- How secret services left a lasting mark on Germany's politics
- The new book by the bestselling author with over 90,000 books sold

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