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SPRING 2022



FinanzBuch Verlag

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| Publication: | 01.02.2022 |
| Author: | Hager, Mike |
| Title: | Rich with NFTs Investing in Non-Fungible Tokens: Everything You Need to Know |
| Pages/Cover/Format: | 192 pages, softcover, 135x210mm |
| ISBN: | 978-3-95972-578-1 |
| Price: | D: 15,00 EUR, A: 15,50 EUR |

Building wealth with NFTs: NFT Pope Mike Hager helps with getting started in the world of non-fungible tokens

Mike Hager dove into the world of NFTs at the beginning of 2021. Six months later, his collection of digital artworks (Wallet) was worth over 4 million euros, with a total investment of around 300,000 euros. In between, there are about 2000 hours of his own intensive research that went into this book.

This book offers an introduction to the topic. And not by a theoretician, but by a man of practice.

NFTs (Non-Fungible Tokens), unique digital objects stored on the blockchain in the net, are currently turning the art world upside down: for the first time, digital art available on the net can be clearly assigned to an owner. Since then, prices have gone through the roof. Digital art is auctioned at Christie's or Sotheby's for millions, and pixel heads like the CryptoPunks or Bored Apes generate a fortune. And best of all, anyone can join in from the comfort of their sofa at home and invest in NFTs, not only in art but also in other objects such as digital trading cards. NFTs are a risky investment. But where the risks are great, so are the opportunities. To be successful, you need sound know-how about the crypto world and about the market of digital assets, its players and its rules of the game. This book offers all of this in such an understandable and exemplary way that everyone can get started right away.



Mike Hager is an author, entrepreneur and comedian. Since he had quite a financial fall 20 years ago, he knows how to handle money wisely. Within seven years, he went from a mountain of debt to a millionaire. As an early investor in crypto, NFTs caught his eye as an investment opportunity in early 2021. He now has an NFT collection worth several million euros. He is considered the "NFT Pope" in the German-speaking world and also enjoys a high international reputation in the NFT scene. As an initial investor in ten NFTs of the globally coveted Bored Ape Yacht Club, he even has the reputation of an "NFT legend" among insiders. Mike Hager passes on his know-how in sought-after mentoring programmes.

Selling points and marketing:

- A practical guide for getting started in the world of NFTs.
- All basic terms, platforms, exchanges and most important artists compactly summarised for a quick start



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| Publication: | 22.02.2022 |
| Author: | Eckardt, Katja; Reder, Matthias |
| Title: | Cash from Coins - The Crypto 1x1 Crypto-smart in 90 minutes |
| Pages/Cover/Format: | 176 pages, softcover, 125x187mm |
| ISBN: | 978-3-95972-545-3 |
| Price: | D: 12,00 EUR, A: 12,40 EUR |

How do I invest in Bitcoin & Co? Short, understandable and entertaining

Cryptocurrencies like Bitcoin have long since become a permanent fixture among investment options and are even considered the future of money. And the best part is: the optimal time to start investing in cryptocurrencies is NOW. If you need a little motivation or would like to read up on the subject in an uncomplicated way, even with little time, you can find out here how it works and which cryptocurrencies are worthwhile.

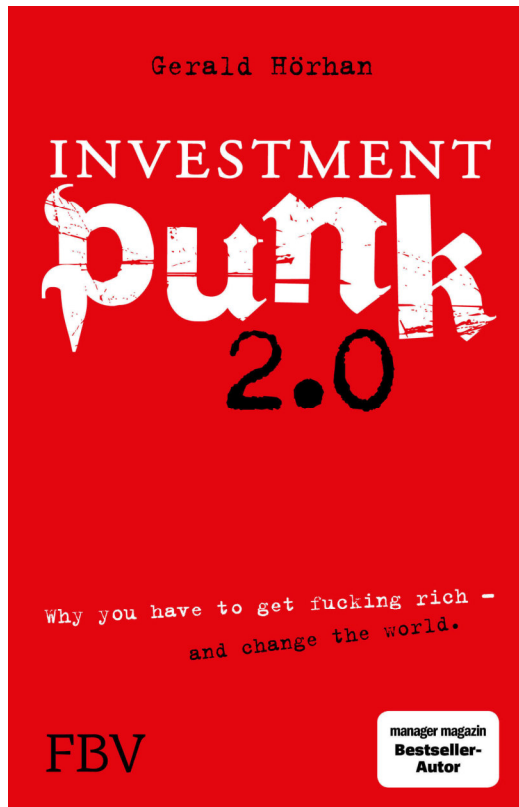
Bestselling author Katja (Kat€) Eckardt and crypto expert Matthias Reder guide the reader through the fascinating world of Bitcoin & Co and answer all the important questions about getting started: What are the top coins? Which financial products should you definitely take a look at? How does one actually go about investing in cryptocurrencies? What mistakes should you avoid? Valuable investment tips and interviews with crypto experts round off the book. Short, concise and easy to understand, anyone can become a crypto expert in no time.

Women are not successful in the financial business? Katja Eckardt dispels this prejudice. The graduate in business administration and economics makes her passion for investing her hobby and profession. She is a welcome guest on TV as well as an interview partner for WirtschaftsWoche, Cosmopolitan and Brigitte. She regularly speaks about investment for women at the major German financial fairs.

After almost 20 years in the banking sector, Matthias Reder joined Austria's oldest cryptocurrency trader Coinfinity in 2018 as Head of Compliance & AML, where he is currently Bitcoin Key Account Manager. In addition, he has been working as a self-employed EDP/IT crypto application consultant and FH lecturer for cryptoeconomics since 2018. He is a member of the advisory board of the DAAA (Digital Asset Association Austria).

Selling points and marketing:

- With valuable investment tips and interviews with crypto experts - short, concise and easy to understand, anyone can become a crypto expert in no time at all



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| Publication: | 20.09.2022 |
| Author: | Hörhan, Gerald |
| Title: | Investmentpunk 2.0 Why you have to get fucking rich - and change the world |
| Pages/Cover/Format: | 320 pages, softcover, 135x210mm |
| ISBN: | 978-3-95972-531-6 |
| Price: | D: 18,00 EUR, A: 18,60 EUR |

Investment punk and bestselling author Gerald Hörhan is back

IT'S OVER! Until 2019, it was somehow possible to live a reasonably comfortable middle-class life on the hamster wheel. Nice job, fall on the couch after work, watch TV, eat chips and get up early again the next day. Not exactly desirable. But somehow possible.

THAT'S OVER! We have now come to the end of the affluent economy that has dominated our entire lives up to now. Normal things that we have become accustomed to over the last 30-40 years, such as travel, mobility, a stable health system, good old-age provision, comfortable housing, a huge choice of food, political stability and freedom of travel will no longer be constantly available to the majority of citizens That is the new reality.

10 years after the incredible success of "The Investment Punk", Gerald Hörhan steps back into the ring. For him it is clear: whoever wants to prepare for the new and coming uncertainties of the world MUST become successful and earn a lot of money. Because the coming years will not be easier, but more difficult. It is your very last chance to escape the hamster wheel. In this book he shows how a preparation for the new reality can realistically look like. Because if there is only one realisation that Hörhan has come to over the last few months in the smoke of Melbourne, in the talks with the financial elite in Davos and the tough lockdowns in Vienna, it is this: The calm has come to an end.

Selling points and marketing:

- 10 years after the incredible success of "The Investment Punk", the sequel to the bestseller is now published
- Anyone who wants to prepare for the new and coming uncertainties of the world MUST become successful and make a lot of money - Hörhan shows how



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| Publication: | 22.03.2022 |
| Author: | Vorndran, Philipp; Lehr, Thomas |
| Title: | Investing money - making it simple Everything you need to know - uncomplicated, entertaining and comprehensive |
| Pages/Cover/Format: | 208 pages, hardcover, 125x187mm |
| ISBN: | 978-3-95972-589-7 |
| Price: | D: 15,00 EUR, A: 15,50 EUR |

It has never been more important than today to think about one's own financial investment in a world "without" interest

Investing money is a difficult subject. Precisely because it is often artificially complicated. It seems impossible to filter out what suits us best from the mass of possible financial products. Financial advisors juggle with technical terms whose meaning is hardly comprehensible. All this has a deterrent and demotivating effect. This little book tries to do the opposite: reduce complexity.

Thomas Lehr and Philipp Vorndran work as capital market strategists at Flossbach von Storch in Cologne. Both have been active in the financial industry for decades and have worked for various internationally active financial companies. Their lectures are popular with investors throughout Europe, as is their podcast Strategie und Strategie.

Lehr and Vorndran neither want to convert nor instruct, but to encourage people to think about the topic of investing. This has never been more important than today, in a world without interest rates.

Philipp Vorndran has been a capital markets strategist at Flossbach von Storch since 2009. Previously, he was Global Chief Strategist at Credit Suisse Asset Management and Chief Executive Officer (CEO) at Credit Suisse Asset Management Germany. He began his career at Julius Baer, where he was head of derivatives, among other things.

Thomas Lehr has been a capital market strategist at Flossbach von Storch AG since the beginning of 2017. He previously worked for the Credit Suisse Group for 15 years, initially as an investment strategist in Germany. During the financial crisis in 2008, Lehr moved to Zurich; as a member of the global Asset Allocation Committee, he was jointly responsible for the international investment strategy of asset management.



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| Publication: | 17.05.2022 |
| Author: | Sander, Uwe |
| Title: | My money, my plan, my life How to become rich and content with shares |
| Pages/Cover/Format: | 224 pages, hardcover, 170x240mm |
| ISBN: | 978-3-95972-569-9 |
| Price: | D: 35,00 EUR, A: 36,00 EUR |

Build up a fortune with the help of shares in a planned, reliable way and without unnecessary risks with Beate Sander's high-low courage strategy

Beate Sander shaped the stock market world with her high-low courage strategy and her discipline. The "stock market granny" passed on her investment philosophy to her son Uwe Sander, who continues her portfolio after her death. He learned early on how to apply this philosophy profitably.

But shares still have an image problem and are labelled as unsafe and risky. In this book, Uwe Sander dispels these prejudices and shows how one can build up a fortune with the help of shares in a planned, reliable way and without unnecessary risks. From the first share purchase to the 10 principles of the high-low courage strategy to the appropriate shares, ETFs and savings plans. In addition, he gets to the bottom of how to learn to deal with your emotions during different market situations and keep a cool head even in turbulent market phases. The book is complemented by clear recommendations for different investment focuses in different phases of life.

Uwe Sander has been successfully implementing the advice of his mother, stock market granny Beate Sander, for 20 years. He financed a holiday in Tenerife from his first share profits. For decades, the economics teacher was able to make access to the world of finance palatable to his pupils with stock market games. Thus, even during Beate Sander's lifetime, it became clear to him how great her legacy was.

Selling points and marketing:

- By the son and co-author of multiple bestselling author and stock market granny Beate Sander



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| Publication: | 22.03.2022 |
| Author: | Philipp, Stephan |
| Title: | Investing like a forester What you can learn from the forest for the stock market – Investing according to forestry principles |
| Pages/Cover/Format: | 160 pages, hardcover, 125 x 187mm |
| ISBN: | 978-3-95972-530-9 |
| Price: | D: 15,00 EUR, A: 15,50 EUR |

Applying the principles of forestry to financial investment – being sustainable and successful

The stock market and the forest are two completely different worlds? Yes, most definitely. The two worlds have nothing in common? Far from it! In fact, there are many principles that apply not only to managing a forest, but also to building and maintaining a private portfolio.

In this book, which is as clever as it is original, forester Stephan Philipp tells of the many parallels between the forest and the stock market. In addition to the many ideas on what we can basically learn from forestry for investing money, he also gives plenty of concrete tips on how to invest in the forest, for example, without owning any forest yourself. Thus, this book is a plea for real sustainability - towards nature and one's own money.

Stephan Philipp studied forestry at the Technical University of Munich and Seoul National University. In addition to his legal clerkship in Bavaria, he also passed the state examination for the higher forest service in Austria, where he now works in a managerial position.

His extensive experience in forest management, which he has already been able to report on in television interviews and radio reports, has also helped him in his second great passion, investing in the stock markets around the world. Here, too, he has already appeared in a well-known YouTube format.

Selling points and marketing:

- This book is about real sustainability - towards nature and your own money
- An original and clever book idea



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| Publication: | 19.04.2022 |
| Author: | Homm, Florian; Hessel, Moritz |
| Title: | The principles of wealth Think and invest like a billionaire |
| Pages/Cover/Format: | 352 pages, hardcover, 135x215mm |
| ISBN: | 978-3-95972-567-5 |
| Price: | D: 22,00 EUR, A: 22,70 EUR |

The new book by multiple bestselling author and successful hedge fund manager Florian Homm

Developing smart investment strategies does not only depend on the way we invest, but also significantly on our mindset. Only those who internalise the right way of thinking can act successfully on the stock market. With the help of the method of the three circles – consisting of success (knowledge, meaning, passion), emotion (friends, family, experience) and soul (giving, trust, love, fulfilment) – the authors show how such a mindset can be established.

A unique book that not only shows how to invest in principle, but also teaches how to think correctly.

Florian Homm is Germany's best-known former hedge fund manager. He has decades of experience as a hedge fund manager, entrepreneur and investment banker. Homm worked at Merrill Lynch, Fidelity, Tweedy, Browne, Bank Julius Bär, among others, as an analyst, nostro trader and fund manager before becoming a billionaire as a financial entrepreneur and hedge fund manager.

Before Moritz Hessel started his own business as a research analyst, he completed a dual study programme and worked for an insurance company in bank sales. In recent years, he has been able to achieve excess returns compared to the market over several years with his private portfolios and has grown into new areas of work.

Selling points and marketing:

- Understandable and easy-to-implement strategies to develop a successful and profitable mindset



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| Publication: | 16.08.2022 |
| Author: | Speck, Dimitri |
| Title: | The biggest financial bubble of all times Why the global financial system is about to collapse and how to protect your savings |
| Pages/Cover/Format: | 256 pages, hardcover, 145x215mm |
| ISBN: | 978-3-95972-547-7 |
| Price: | D: 22,00 EUR, A: 22,70 EUR |

The author takes a stand against the current stock market hype - the biggest financial bubble of all times is about to burst

14 years after the stock market crash - the dramatic events of 2008 seem to have been forgotten. General euphoria, not only in the markets but in broad sections of the population, seems to point to years of unbridled growth.

But financial expert Dimitri Speck shows that the central banks are by no means in control of the market as they would have us believe. We have reached immense debt levels, interest rates are lower than ever before and central banks have to take desperate measures to keep control. In truth, the general stock and crypto hype is not evidence of recovery, but suggests that we are in the biggest bubble ever. If it bursts, the consequences will be incalculable. 2008 was only a warning shot.

Speck sheds light on the concrete development towards the mega-bubble and how exploding debts, the steadily increasing money supply and a galloping inflation rate will eventually cause it to burst. With dramatic consequences: It must be clear to each of us that all of us - business, investors and citizens - will pay the price for the excessive indebtedness of the past. It is not a question of if, but only when. If you want to protect yourself from this scenario, Dimitri Speck shows you how you can still avoid the worst with sustainable investments.

Dimitri Speck specialises in the analysis of the financial system and the financial markets. He is the author of the stock market letter "Sicheres Geld" and author of the book "Geheime Goldpolitik". Speck is editor of the financial website www.seasonax.com on seasonal studies and winner of several international awards.



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| Publication: | 21.06.2022 |
| Author: | Steinhöfel, Joachim |
| Title: | The digital paternalism How Facebook, Twitter and Google want to dictate what we are allowed to think, write and say |
| Pages/Cover/Format: | 120 pages, softcover, 135x210mm |
| ISBN: | 978-3-95972-570-5 |
| Price: | D: 10,00 EUR, A: 10,30 EUR |

Germany's most combative lawyer in the fight for digital freedom of expression

Facebook, Google, Twitter & Co, the Silicon Valley IT giants known as "Big Tech", believe they can dictate the communication standards of billions of people through their policies and standards. This presumption takes place without any democratic legitimisation. Through their virtually monopolistic position, they determine the framework conditions of public communication. With dramatic consequences: Thousands of violations of the law, digital mass destruction of free speech and drastic encroachments on freedom of expression are the result.

In this book, lawyer Joachim Steinhöfel, as one of the most contentious defenders of freedom of expression, clarifies the methods of Big Tech and describes how one can stand in the way of this apparent superiority. As a central protagonist in countless lawsuits against Facebook & Co., he looks back on an unprecedented success rate in his victories in court against deletions, blockings and unlawful fact-checks.

When it comes to illegal encroachments on freedom of expression by Facebook, YouTube and Co, his name comes up first. His expertise is in demand from the Legal Committee of the German Bundestag to the US Senate. He obtained the first interim injunction prohibiting Facebook deletions. This historic success attracted attention beyond Germany, with the BBC, "Newsweek" and Al Jazeera also reporting.

Selling points and marketing:

- Facebook, Google, Twitter & Co. dominate the communication standards of billions of people with their market-dominating position
- Joachim Steinhöfel explains the methods of Big Tech and describes how one can stand in the way of this apparent superiority



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| Publication: | 05.11.2021 |
| Author: | Chaperon, Laurence; Macron, Emmanuel; Ch. Goetz Verlag |
| Title: | Moments with Angela Merkel Close-ups from 20 years by exceptional photographer Laurence Chaperon |
| Pages/Cover/Format: | 200 pages, hardcover, 300x300mm |
| ISBN: | 978-3-95972-538-5 |
| Price: | D: 32,00 EUR, A: 32,90 EUR |

Angela Merkel, an unprecedented portrait in pictures - with many never-before-published photographs

After 16 years in the Chancellor's Office, she bid farewell to the big stage in autumn 2021: Angela Merkel, the first female German Chancellor. She has been one of the defining figures in world politics since the turn of the millennium - with the Bundestag elections in 2021, an era has come to an end. In her 16 years as chancellor from 2005 to 2021, she has led Germany and Europe through numerous crises and initiated fundamental upheavals.

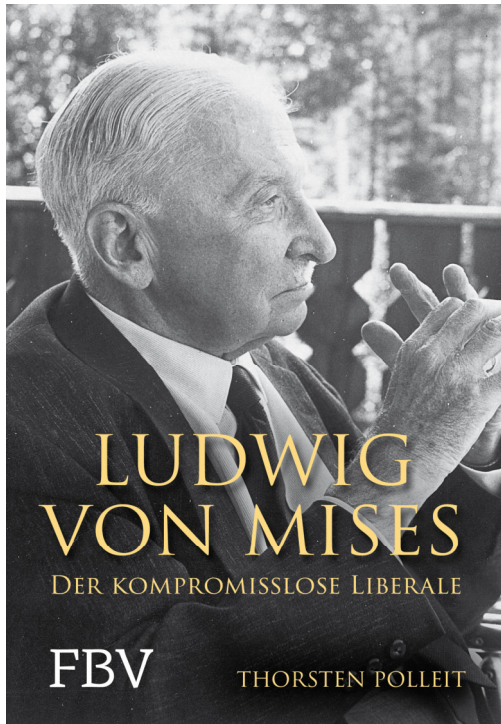
The renowned photographer Laurence Chaperon, "the eye of the Berlin Republic", accompanied Angela Merkel for more than 20 years and, with her pictures, provides a close-up view of the Chancellor that has so far been denied to the public.

Probably no one has photographed and met the Chancellor more often than she has. From consultations with the world's most powerful politicians behind closed doors, to state visits to crisis regions, to intimate conversations with family and citizens - the unique selection of pictures of Angela Merkel, some of which have never been shown before, makes this book an unparalleled portrait of a great politician.

Laurence Chaperon, born in Paris on 8 September 1961, is an internationally renowned photographer as the "Eye of the Berlin Republic". She initially had something quite different in mind than Berlin's top dance: after training as a ballet dancer in Paris, she danced at the Bonn Opera from 1981-1991. From 1992-1994 she studied photography at Educatel and at the same time completed her training at a Bonn photo agency. Since 1994, Chaperon has worked as a freelance photographer, first in Bonn and since 1999 in Berlin. As THE Berlin portrait photographer, she was commissioned to take the first official photos of Angela Merkel as chancellor in 2006.

Selling points and marketing:

- With a personal foreword by French President Emmanuel Macron
- 20 years of political history of the first female German Chancellor in breathtaking pictures



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| Publication: | 25.01.2022 |
| Author: | Polleit, Thorsten |
| Title: | Ludwig von Mises The uncompromising liberal |
| Pages/Cover/Format: | 304 pages, hardcover, 125x187mm |
| ISBN: | 978-3-95972-529-3 |
| Price: | D: 18,00 EUR, A: 18,60 EUR |

Everything you need to know about one of the most important economic and social science thinkers of the 20th century, Ludwig von Mises

Ludwig von Mises is considered one of the most important economic and social science thinkers of the 20th century. He recognised the logic of human action as the linchpin of economics and thus revolutionised the way of thinking of entire generations of economists. Mises' scientific insights are not only timeless, but today more than ever they are in demand to lead the economic and socio-political debates on the pressing problems of our time - among others income and wealth inequality, migration, use of resources - in a meaningful way and to arrive at sensible solutions.

This book is an easy-to-understand introduction to Mises' extensive work and the insights it spreads: the impossibility of socialism, the welfare-promoting and peacemaking effects of liberalism, the dangers of interventionism, the nature of money, the cause of economic and financial crises, and more.

Since April 2012, Dr Thorsten Polleit (born 1967) has been Chief Economist at Degussa, Europe's largest precious metals trading house. Before that, he worked in international investment banking for 15 years. He has been an honorary professor of economics at the University of Bayreuth since 2014. Thorsten Polleit is President of the Ludwig von Mises Institute Germany and Fellow at the Ludwig von Mises Institute, Auburn, US Alabama. In 2012 he received The O.P. Alford III Prize in Political Economy. Thorsten Polleit is an investor and a sought-after advisor for institutional investors.

Selling points and marketing:

- Ludwig von Mises is one of the most important representatives of the Austrian School of National Economics in the 20th century



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| Publication: | 22.03.2022 |
| Author: | Maxeiner, Theresa |
| Title: | Thanks for nothing! Dealing confidently with criticism, praise and insolence |
| Pages/Cover/Format: | 240 pages, softcover, 135x210mm |
| ISBN: | 978-3-86881-883-3 |
| Price: | D: 16,00 EUR, A: 16,50 EUR |

Why feedback is often poison – and we're better off ignoring it

Today's world is full of feedback – from the likes or dislikes on social media to the annual conversation with superiors. But is feedback really as valuable as is always claimed? The author doesn't think so and shows why you shouldn't accept it all and even free yourself from it.

Feedback is part of good manners, comes often and not infrequently unasked for: a colleague's remark, a customer's 1-star rating, the annual feedback from the boss, the nasty aside from the mother-in-law or product reviews on Google. Critical feedback makes us cringe. Praise makes us grow.

But hardly anyone feels really good with all the feedback, Theresa Maxeiner knows. It makes us emotionally dependent or offends us. In order not to be considered incapable of criticism, however, hardly anyone dares to say so clearly. Maxeiner's book therefore provides good arguments for why it is worth expressing discomfort and at the same time shows ways to nevertheless gain from any kind of feedback – without taking things to heart that don't belong there.

Theresa Maxeiner has been an executive consultant, speaker & moderator for over ten years. The industrial engineer is the managing director of the consulting firm Maxeiner & Nagel and has already worked with over 5,000 executives, high potentials and numerous well-known companies such as DATEV, Microsoft and Mercedes Benz Consulting.

Selling points and marketing:

- A refreshing and unusual take on the ubiquitous feedback
- How to benefit from feedback without taking it to heart



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| Publication: | 25.01.2022 |
| Author: | Gundlach, Nico; Fricke, Lukas; Gundlach, Nico |
| Title: | The art of inspiring people How to land projects with the perfect corporate pitch |
| Pages/Cover/Format: | 240 pages, softcover, 148x210mm |
| ISBN: | 978-3-86881-875-8 |
| Price: | D: 17,00 EUR, A: 17,50 EUR |

Convincing customers, clients and investors with the perfect pitch

Whether it's winning orders or finding investors, a successful pitch is usually the prerequisite for success. While many founders and entrepreneurs are enthusiastic about their product, service or idea, that alone is often not enough to convince others - you also have to be able to present your concept or product accordingly.

The brand practitioners Nico Gundlach and Lukas Fricke show the way to a terrific pitch: it has to be short, crisp and customer-oriented. They explain what types of pitches there are, how to successfully plan, conduct and follow up on short presentations, which tools and templates increase one's own pitch performance and how effective storytelling works in practice. This practical guide is supplemented with the top 16 success factors for the live pitch!

Nico Gundlach is co-founder of the brand agency "Bestes Pferd im Stall" ("Best Horse in the Stable"), which has already won several awards for its projects with companies across Europe. In 2018, he founded NEO HUB, the first co-creation campus in Europe. He also lectures at the University of Applied Sciences for Economics & Management and is a Top 100 Speaker at Speakers Excellence.

Lukas Fricke is a brand starter and has been developing strong and fascinating brand positioning with "Best Horse in the Stable" since 2015. He also works as a systemic coach in personal development and runs a socially oriented real estate company with his brother.

Selling points and marketing:

- Practical and directly applicable tips for increasing pitch performance
- With many templates for use in day-to-day business



Die
NEUE MACHT
der
CORPORATE INFLUENCER

Wie Mitarbeiter:innen die Kommunikation von Unternehmen verändern

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| Publication: | 22.02.2022 |
| Author: | Eck, Klaus; Ebner, Winfried |
| Title: | The new power of corporate influencers How employees are changing corporate communication |
| Pages/Cover/Format: | 224 pages, hardcover, 148x210mm |
| ISBN: | 978-3-86881-870-3 |
| Price: | D: 25,00 EUR, A: 25,80 EUR |

The revolution in employee communication

No one represents a company better than its employees. This book shows why corporate influencers are so valuable.

Corporate influencers share curiosity, passion and enthusiasm for their work and their employer on social media, in the work environment and in their private lives. These social media-active employees are becoming increasingly important in the communication mix because, among other things, they charge a brand with emotions and make it approachable - an important success factor for companies.

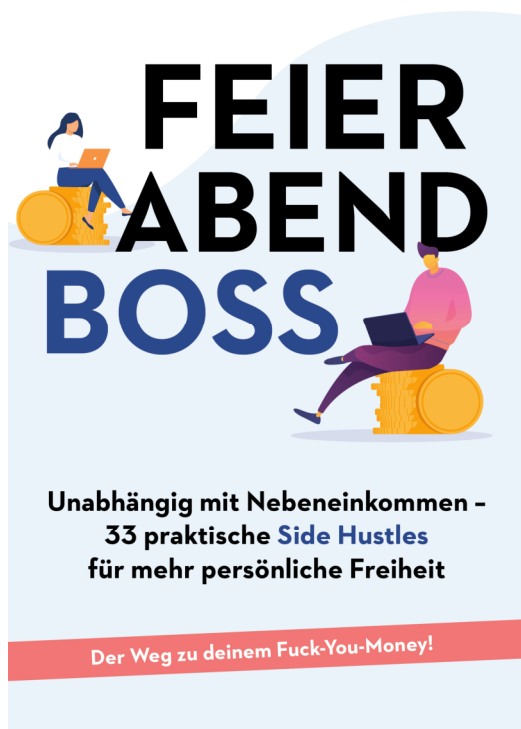
But how can companies inspire employees to become active as corporate influencers? And: How do companies gain trust in the communication of their employees? Klaus Eck and Dr. Winfried Ebner show which tools can be used to build a successful corporate influencer community at the organisational, team and individual levels.

Klaus Eck is a freelance communications consultant and one of the leading corporate influencer experts in Germany. The founder of several agencies is a social media pioneer, keynote speaker and content marketing professional. His main tasks include the strategic support of corporate influencer programmes.

Dr. Winfried Ebner builds communities and runs data analytics in the communications powerhouse of Deutsche Telekom AG. The communication science graduate earned his doctorate with "Community Building for Innovations", the study of an idea competition as a method for the development and introduction of an innovation community.

Selling points and marketing:

- How to make the company experienceable with corporate influencers
- A practical guide with many practical tools, best and worst cases



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| Publication: | 17.05.2022 |
| Author: | Schmid, Christian; Alvarez Barrera, Rubén |
| Title: | After-work boss Independent with side income - 33 practical side hustles for more personal freedom |
| Pages/Cover/Format: | approx. 224 pages, softcover, 135x215mm |
| ISBN: | 978-3-86881-885-7 |
| Price: | D: 17,00 EUR, A: 17,50 EUR |

Trend Side Hustle: Become independent through side income

Anyone who thinks that side jobs or side hustles are only something for students or pensioners is mistaken. Rather, they offer everyone the chance to become more independent of an employer or a job thanks to multiple incomes. The book offers many practical ideas on what one can do in concrete terms.

In their book, Christian Schmid and Rubén Alvarez Barrera show how anyone can achieve more independence, financially and from an employer. The book focuses on 33 realistic ideas for side jobs that can be started with little or no start-up capital. Those who have such side income reduce their dependence on the main job with each passing day. The goal: to have enough sources of income to enjoy a whole new freedom through this so-called Fuck-You-Money.

Christian Schmid is a freelance copywriter, podcaster and author. He studied acting and directing in New York City and now lives in the Belgian quarter of Cologne.

Rubén Alvarez Barrera also lives in Cologne and, in addition to his main job at a German company, runs the podcast Nein2Five as a co-host with Christian Schmid, where he talks about side income, business ideas and digital marketing.

Selling points and marketing:

- With many concrete ideas for side jobs
- A guide for "sidepreneurs" and everyone who wants to become an after-work boss

ICH WILL DOCH **NUR** MEINEN JOB MACHEN



Warum man am Arbeitsplatz nicht immer gleich **die Welt retten** und mit **allen befreundet** sein muss

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| Publication: | 25.01.2022 |
| Author: | Albert, Attila |
| Title: | I just want to do my job Why you don't always have to save the world and be friends with everybody at work |
| Pages/Cover/Format: | 224 pages, hardcover, 135x210mm |
| ISBN: | 978-3-86881-884-0 |
| Price: | D: 15,00 EUR, A: 15,50 EUR |

Why it's sometimes okay to just do your job

The new world of work à la New Work and Purpose demands that employees submit to the company and its moral standards - wholeheartedly, ideally in a climate-neutral way and far into their private lives. It is a pity, however, that the companies themselves often do not take this too seriously. This book shows where boundaries should be drawn - and how.

With New Work, Purpose, Sustainability, Diversity, etc., not only very high morals have entered working life, but also a lot of hypocrisy and pretence. Many workers find themselves confronted with demands that would have been completely unacceptable just a few years ago. They often even feel pressured and psychologically manipulated.

Attila Albert shows humorously and pragmatically at the same time how to better distance oneself from this and counter undesirable excesses of the new working world. With real-life examples and many tips from everyday working life, you learn to deal with it calmly but firmly.

Attila Albert, born in 1972, is a communication expert, coach and author. He started working as a reporter at 17, has since written for media at home and abroad and is still active as a columnist today. He studied business administration, web development and completed a coaching training in the USA. He was in charge of global marketing communications for a Swiss industrial group. He has lived in Zurich since 2013.

Selling points and marketing:

- What to do when company demands become an imposition
- The guidebook against encroaching employers



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| Publication: | 25.01.2022 |
| Author: | Fischer, Holger |
| Title: | Career killers ...and how to avoid them effectively |
| Pages/Cover/Format: | 272 pages, softcover, 145x215mm |
| ISBN: | 978-3-86881-843-7 |
| Price: | D: 20,00 EUR, A: 20,60 EUR |

One of Germany's TOP sports coaches reveals: This is how you can recognise and overcome your career obstacles

It's not only in sport that victory and defeat are often close together - in business and everyday life, too, many small factors can determine success or failure and become potential career killers. This guidebook shows you how to eliminate them.

If you want to be successful and satisfied in the long run, you have to know where your own career killers and weaknesses lurk, how to become aware of them and how to counteract them. With the help of his wheel of success, career and sports coach Holger Fischer shows all the parameters that can support and hinder you on the way to your goal - from personality to family background to karma or health - and explains how you can proactively tackle and solve tricky points. Many portraits of professional athletes, entrepreneurs or actors such as Tobi Angerer, Angelique Kerber, Felix von Bredow, Jörg Hessel and many more provide practical stimulation and inspiration.

Holger Fischer is a corporate coach and one of Germany's top potential developers. He worked as a trainer for many major clubs and later switched to sports coaching. Here he worked with professional athletes such as Angelique Kerber, Andrea Petrovic and others and is largely responsible for numerous medals and awards.

Selling points and marketing:

- With many examples from athletes and entrepreneurs such as Martin Strobel, Thomas Strunz, Angelique Kerber, Lilli Hollunder and Felix von Bredow
- The path to a successful career and a happier life

**Ohne starke Nerven
geht es nicht**

- der erfolgreiche Weg
vom Angestellten zum Unternehmer -



UNTERNEHMERWISSEN FÜR ANGEHENDE GRÜNDER

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| Publication: | 17.05.2022 |
| Author: | Dr. Lichtenauer, Philipp |
| Title: | You can't do it without strong nerves - the successful path from employee to entrepreneur Entrepreneurial knowledge for prospective founders |
| Pages/Cover/Format: | 208 pages, hardcover, 145x215mm |
| ISBN: | 978-3-86881-877-2 |
| Price: | D: 25,00 EUR, A: 25,80 EUR |

The formula for every successful business start-up: Reconciling the spirit of innovation and sound entrepreneurship

Starting your own business is no easy undertaking, even with a brilliant idea. And for many, the leap from being an employee to steering their own business is a journey into the unknown, despite often many years of professional experience.

The economist and entrepreneur Philipp Lichtenauer knows what it takes to succeed in practice. He shows how to assess the practicability of start-up ideas with entrepreneurial thinking and good nerves, what a realistic business plan should look like, what is really crucial, how to deal with pressure and where the typical mistakes lurk.

His book is not only a valuable guide for all founders, but at the same time an entertaining plea not to be dissuaded from your goal - after all, there is nothing more urgently needed than innovators!

Dr Philipp Lichtenauer holds a doctorate in economics and worked for a long time as a manager at international level for the technology group Philips. The owner of an agency for angel investments is also an entrepreneur in plasma technology and chairman of the board of trustees of a Fraunhofer Institute (IST).

Selling points and marketing:

- Step by step from experienced employee to successful founder
- A guide with many valuable tips from practice

Gerald Lembke
Christopher Meil



SMARTES MARKETING MIT KÜNSTLICHER INTELLIGENZ

50 Fallbeispiele und 100 Tools
für die Praxis - konzipieren,
optimieren und automatisieren

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|----------------------------|---|
| Publication: | 22.03.2022 |
| Author: | Prof. Dr. Lembke, Gerald; Meil, Christopher |
| Title: | Smart marketing with artificial intelligence 50 case studies and 100 tools for practice - design, optimise and automate |
| Pages/Cover/Format: | 272 pages, softcover, 148x210mm |
| ISBN: | 978-3-86881-871-0 |
| Price: | D: 20,00 EUR, A: 20,60 EUR |

Successful Marketing with Artificial Intelligence

50 examples of how to boost your marketing with Artificial Intelligence.

This book contains 50 case studies and 100 tools with which artificial intelligence can be used in marketing. The use of AI applications opens up completely new possibilities to realise targeted and individual campaigns that reach customers at the right moment and require less effort.

Whether comprehensive customer analyses, appealing images and effective texts or keywords – the digital professionals Gerald Lembke and Christopher Meil are convinced that marketing and communication campaigns are far more successful today with AI. They describe in concrete terms how AI can be used in marketing and communication – from search engine optimisation of images used, creation of simple ad texts, image editing to transcription or video creation.

Prof. Dr. Gerald Lembke is a consultant, digital pioneer and entrepreneur from the very beginning. With more than 1000 digital projects and 25 professional years, the media scientist is a sought-after expert on the topic of dealing with digital and social media.

Christopher Meil looks back on more than 20 years of experience in marketing and online business and specialises in web optimisation as a consultant. He also writes for various trade journals such as iBusiness on the topics of optimisation & testing and targeting & web analysis.

Selling points and marketing:

- Targeted customer approach, effective campaigns, budget preservation
- Many concrete case studies and tools for implementation



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|----------------------------|--|
| Publication: | 22.02.2022 |
| Author: | Schiffer, Claudia |
| Title: | How clicks become customers Finding, defining and successfully addressing the right target group |
| Pages/Cover/Format: | 240 pages, softcover, 145x215mm |
| ISBN: | 978-3-86881-880-2 |
| Price: | D: 18,00 EUR, A: 18,60 EUR |

Finding, defining and addressing your own target group on the internet

Customer acquisition is not easy, especially in online business. Who do I want to address? How do people find out about me? Who really clicks on my website? It helps to know your target group as precisely as possible. This book shows how this can be determined and addressed without abstract models.

Today, people try their luck with self-employment in online business every day. However, it is becoming more and more difficult to identify specific customers, because more than 60 billion posts are shared in social media every day – and it is often not clear who is actually behind the clicks.

Claudia Schiffer knows how to win real customers online – with a precisely defined target group and a suitable approach. She shows that: Target group analysis is like online dating, with clear ideas it succeeds! In her book, she describes how you can develop your target group yourself step by step, without abstract models such as persona, avatar and the like. After all, only a real target group becomes real customers!

Claudia Schiffer lives in the beautiful Eifel region with her dog Jacob and always has to say: "No, I'm not the model!" Born in Italy, she was self-employed for over 30 years and likes to describe herself as a perfectionist 2.0. At sogezzielgruppe.de she helps entrepreneurs find the right target groups.

Selling points and marketing:

- How to win customers in online business
- Developing your own target group step by step instead of abstract models

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