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<b>Publication:</b>	September 2023
<b>Author:</b>	Quarch, Christoph
<b>Title:</b>	<b>Old Sages Society</b> In conversation with Socrates, Seneca, Plato & Co.
<b>Pages/Cover:</b>	200 pages, hardcover
<b>ISBN:</b>	978-3-95972-730-3
<b>Price:</b>	18,00 EUR

How can I keep a cool head in the flood of information? Do I really need to optimize myself? Is wealth worth striving for? The questions that concern us today were also asked in a similar way by the thinkers of the past. Their answers, however, were often different from what psychologists, coaches or book authors suggest to us today. This is precisely why they can be useful to us. They invite us to think for ourselves, to reflect and think further – something that not only provides orientation in an increasingly complex world, but can also give us pleasure.

Philosopher Christoph Quarch has used fictional interviews to present the sages of the past with a variety of fundamental questions about the present. The often surprising and sometimes provocative answers he puts into their mouths open new intellectual horizons. Many a cherished way of thinking is shaken in the process, and many a new insight is made possible. In the end, it becomes clear that there is only one thing that matters: remaining open to what the world and people have to say to us; remaining in dialogue and not settling into the comfort zone of our conventions. A book that gives courage and makes us want to see ourselves and the world with new, alert eyes.

Christoph Quarch (\*1964) is a philosopher, author, speaker and lecturer. With his podcasts, articles and books, he reaches a broad audience throughout the German-speaking world. In doing so, he updates the rich treasure of European philosophy for the world of today. He teaches ethics and economic philosophy at various universities in Germany and abroad. As a philosophy tour guide and organizer, he brings the ancient spirit close to his participants, increasingly in the world of business. His book on enthusiasm turns on the spiritual matrix of business. He is the founder of Akademie3 Stiftung Neue Platonische Akademie gGmbH | akademie-3.org for the development of a spiritual paradigm for the digital age.

#### **Selling points and marketing:**

- The author is one of the most renowned philosophers of the present day
- Entertaining reading that encourages reflection
- Gain new insights into essential contemporary issues



<b>Publication:</b>	August 2023
<b>Author:</b>	Lahmer, Niclas
<b>Title:</b>	<b>Letters from Seneca</b> 33 modern letters that will change your life
<b>Pages/Cover:</b>	256 pages, hardcover
<b>ISBN:</b>	978-3-95972-712-9
<b>Price:</b>	18,00 EUR

Seneca – Roman statesman – is probably the best known philosopher among the Stoics. His letters are among the most widely read works of Stoic philosophy. One of the most powerful and wealthy men of antiquity, he nevertheless became famous not for his frivolous escapades, but for his captivating speeches, practical philosophy and writings. He was not just any billionaire over 2000 years ago, but one of the most famous orators and thinkers of his time. Seneca was praised for his character, not just his success. He may have become so successful in the first place because he integrated his principles, the philosophy of the Stoa, into his life, lived by them, and even died by their guiding principles.

In this book, Niclas Lahmer transfers Seneca's teachings to modern times and translates his philosophy into 33 modern letters to the reader. Included are the collected wisdom and knowledge of the Stoic philosopher. Wisdom that can help to become successful, prosperous, healthy and happy.

Niclas Lahmer is a German entrepreneur, author and speaker.

**Selling points and marketing:**

- The teachings of the Stoics – vividly presented in modern letters by Seneca
- The greatest Stoic philosopher Seneca as a mentor for one's own personal development



<b>Publication:</b>	November 2023
<b>Author:</b>	Gehrman, Anne
<b>Title:</b>	<b>The Female Stoic</b> Your path to inner strength, serenity and happiness
<b>Pages/Cover:</b>	256 pages, hardcover
<b>ISBN:</b>	978-3-95972-714-3
<b>Price:</b>	18,00 EUR

Stoicism, a school of philosophy of life that originated in ancient Greece, has offered valuable advice for more resilience and balance in everyday life for more than 2000 years. Although only writings by male Stoics have survived from antiquity, the philosophy is no less applicable to women. Women are often subject to multiple pressures from work, family and other responsibilities and have to live up to high expectations. It is especially important for them to find and cultivate their inner strength.

With the help of the teachings of the ancient Stoa, this book guides you to lead a happier and more content life. Numerous pieces of advice show you how to integrate Stoicism into your everyday life. You will be supported by helpful, practical exercises as well as a monthly programme with suggestions and impulses. You learn to go through life like a stoic.

Anne Gehrman, author and lawyer, has been working with Stoicism as a philosophy of life for years. Her mission is to make modern Stoicism known to women and to give them concrete help for life with the ancient philosophy. She worked as a business lawyer for several years and lived in Silicon Valley in California for six years, where she discovered stoicism for herself. Active in the community of the modern stoicism movement, she has already moderated several conferences specifically for women. The mother of three children lives with her family in Hamburg.

#### **Selling points and marketing:**

- Why stoicism today helps women in particular to get a handle on their everyday stresses



<b>Publication:</b>	September 2023
<b>Author:</b>	Döbele, David
<b>Title:</b>	<b>To the top</b>  From university to the executive floor – the secrets of success for the business elite
<b>Pages/Cover:</b>	288 pages, softcover
<b>ISBN:</b>	978-3-95972-738-9
<b>Price:</b>	20,00 EUR

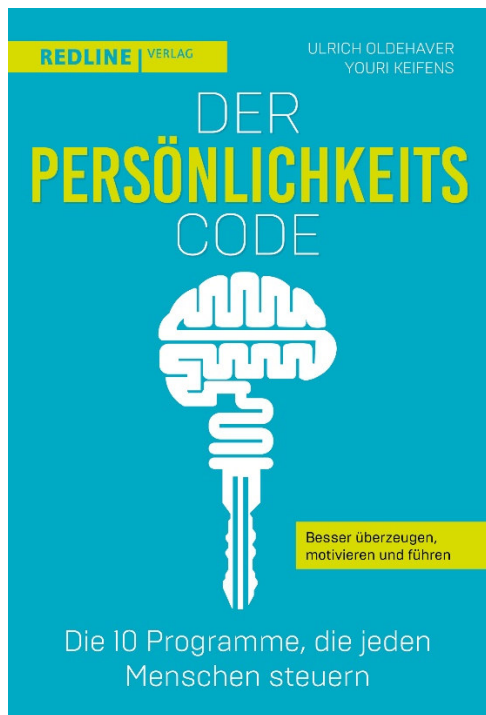
The path to the top jobs in business is rocky and opaque: How did CEOs, investment bankers and private equity managers make it to the top? Do you need top grades, target universities, internships, scholarships and rich parents?

In his first book, business influencer and career consultant David Döbele provides an insight into the world of the top 1 percent and shows what makes business leaders and investors tick, what drives them and what they have in common. From his many years of experience and countless conversations, he distilled the recipe for success of tomorrow's elite and now reveals the most effective strategies for ambitious students and young professionals – regardless of their field of study. With David's knowledge and tools on mindset and efficiency, as well as testimonials on networking and the application process, nothing stands in the way of success!

David Döbele is a business influencer and co-founder of the career consultancy pumpkincareers, which supports ambitious students in starting their careers in investment banking, strategy consulting and private equity. With his team of about 20 people as well as external coaches who themselves have worked for years at top companies such as McKinsey, he serves more than 1,000 clients and maintains close partnerships with numerous consultancies, banks and universities. Since 2017, he has been sharing his experiences on YouTube, motivating over 100,000 young people to pursue careers.

#### **Selling points and marketing:**

- Insights into the world of top managers and business leaders and the ways they made it there
- Strategies and tips for studying and starting a career



<b>Publication:</b>	August 2023
<b>Author:</b>	Oldehaver, Ulrich; Keifens, Youri
<b>Title:</b>	<b>The Personality Code</b> The 10 programs that control every person
<b>Pages/Cover:</b>	272 pages, softcover
<b>ISBN:</b>	978-3-86881-944-1
<b>Price:</b>	20,00 EUR

Every person communicates and acts according to different personality patterns – only those who recognize this unconscious "programming" understand what makes others tick and how best to get through to them.

Our thoughts, feelings and actions are shaped by upbringing, experience and environment. The latter shape our language and behavior patterns and form our "programming", our very individual personality code.

Ulrich Oldehaver and Youri Keifens show which behavior indicates which programming and how this insight can be used in everyday life and on the job. For this purpose, the authors provide the ten most important "programs" by which people are controlled, using practical examples from everyday life, and explain which type of communication fits which personality code. Because if you understand what makes another person tick and see through their behavior, you can communicate, understand and lead on a completely different level.

Ulrich Oldehaver is the founder and managing director of the training company MindVisory. As a former sales executive of an MDAX group and mental coach of German Olympic athletes, he knows that hardly any skill is as important as understanding, motivating and leading people.

Youri Keifens is a professional copywriter and trainer for psychologically based sales copy. As a copywriter, hypnosis coach and NLP trainer, he is dedicated to the art of using words to shape people's thoughts, feelings and actions. The better we understand people, the easier it is to move them with our words.

**Selling points and marketing:**

- How to crack any personality code: understanding yourself and others better
- The ten programs that systematically control our behavior and communication
- How to become a people whisperer – professionally and privately

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JÖRG SCHIEB



# ENERGIE FRESSER INTERNET

Warum jede E-Mail ein Klimakiller ist  
und wie unser digitales Leben nachhaltiger wird

<b>Publication:</b>	October 2023
<b>Author:</b>	Schieb, Jörg
<b>Title:</b>	<b>The Internet - an energy hog</b>  Why every email is a climate killer and how our digital lives can become more sustainable
<b>Pages/Cover:</b>	288 pages, hardcover
<b>ISBN:</b>	978-3-86881-942-7
<b>Price:</b>	22,00 EUR

Digital expert Jörg Schieb reveals a mostly ignored aspect of digitalisation – its enormous burden on our climate. And he explains what we can do about it without going offline.

While food, mobility and clothing have long played a role in climate protection, one of the biggest energy consumers of our time usually receives no attention at all: digitisation. Bitcoin, for example, consumes as much energy as the whole of Sweden. The use of the internet – from the search query in Google to streaming the favourite TV series – is always also a burden on the climate. In times of climate crisis and energy shortage, it is all the more important to take a critical look at the energy consumption of our digital lives.

Jörg Schieb explains with entertaining facts how the internet eats up so much energy. He not only clarifies what needs to change politically here, but also gives us consumers concrete recommendations on how we can contribute to making our internet more climate-friendly and sustainable with even the smallest changes to our habits.

Jörg Schieb is one of the best-known authors on digital topics in Germany. He has already written over 130 books and also writes for many other media, including "FAZ", "Handelsblatt", "SPIEGEL" and "stern". For more than 20 years, Schieb has worked primarily for ARD and WDR, where he has his own weekly column, "Angeklickt", in which he critically examines digitalisation and its social consequences.

## **Selling points and marketing:**

- How we can make our digital lives more sustainable
- The connection between digitalisation, energy consumption and climate protection



<b>Publication:</b>	December 2023
<b>Author:</b>	Pioch, Sebastian; Bornschein, Christoph
<b>Title:</b>	<b>Corporate Heroes</b>  This is how employees become the intrapreneurs that companies will need in the future
<b>Pages/Cover:</b>	256 pages, softcover
<b>ISBN:</b>	978-3-86881-936-6
<b>Price:</b>	25,00 EUR

Why a culture of corporate entrepreneurship, i.e. entrepreneurial employees, is beneficial for companies and employees.

The pressure on companies to transform and innovate is greater today than ever before. Employees who can think innovatively and act entrepreneurially are all the more in demand. The solution to this: employee entrepreneurship.

The authors show how companies can actively promote corporate entrepreneurship and intrapreneurship and integrate employees into their own entrepreneurial projects. With the help of many examples and original sound bites from the corporate practice of Deutsche Bahn, Bosch, Deutz AG and others, they give an insight into their innovation projects and explain how employees can get involved. The scientist Pioch and the practitioner Bornschein work out the seven strategies that are most promising for actively promoting employees and making companies fit for the future in a challenging economy.

Prof. Dr. Sebastian Pioch teaches digital entrepreneurship at Fresenius University of Applied Sciences and heads the Innovation Lab at the Hamburg location. As a consultant, he supports medium-sized companies in taking advantage of the opportunities of digitalisation.

Christoph Bornschein is the founder and CEO of TLGG GmbH. He advises international companies, brands and government institutions on the strategic use of digital technologies. He is also a sought-after speaker at conferences and congresses and the author of numerous specialist articles, including in the "Handelsblatt".

#### **Selling points and marketing:**

- How companies get the innovative employees they need
- The advantages and success strategies of corporate entrepreneurship and intrapreneurship
- Academics meet practitioners – they share case studies and success stories





<b>Publication:</b>	August 2023
<b>Author:</b>	Rebock, Gabriele; Müller, Kai-Markus
<b>Title:</b>	<b>The invisible game</b> The hidden psychology of negotiations and buying decisions
<b>Pages/Cover:</b>	304 pages, hardcover
<b>ISBN:</b>	978-3-86881-932-8
<b>Price:</b>	25,00 EUR

A neuroscientist and a sales expert reveal the unconscious rules of all negotiations. Negotiations such as sales talks are significantly more complex and more than just weighing up the arguments, figures and facts that speak for or against a purchasing decision. In addition to the visible part of a negotiation – the handing over of money or the signing of the contract – thoughts and intuitive decisions in the background play a decisive role. These are not consciously controlled by the participants, but they have a decisive impact on the success of a negotiation.

Gabriele Rehbock and Kai-Markus Müller call this part of a negotiation "the invisible game" and explain how to learn to actively influence it. Based on scientific findings from neuroscience, psychology and behavioural economics, the book serves as a practical guide to better understand this invisible game, to influence it in a targeted way and to win in the end.

Gabriele Rehbock is a successful B2B sales professional. In her work, she had P&L responsibility for major multinational key accounts such as Colgate-Palmolive, Henkel or Procter & Gamble. Together with Professor Müller, she offers NeuroSmart Pricing™ workshops and works as a sales strategy coach.

Prof. Dr. Kai-Markus Müller is a neuroscientist, professor of consumer behaviour at Furtwangen University and inventor of the NeuroPricing® concept. He has over twelve years of experience in pricing management, works as a consultant for the market research company Neurensics, is the author of various books and a frequently booked speaker.

**Selling points and marketing:**

- The unconscious rules of sales Pitches
- How to Win the Invisible Game and Walk Out of Every Negotiation Successfully
- A practical guide based on neuroscience, behavioral economics, and psychology



<b>Publication:</b>	August 2023
<b>Author:</b>	Fabian, Frank
<b>Title:</b>	<b>Parahistory – unexplained phenomena of history</b>  What spiritual sources, prophets and paranormal events reveal about human history
<b>Pages/Cover:</b>	272 pages, hardcover
<b>ISBN:</b>	978-3-86881-943-4
<b>Price:</b>	20,00 EUR

Bestselling author Frank Fabian shows how paranormal phenomena, lore, and spiritual sources help answer unanswered questions about human history.

From Plato's description of the legendary Atlantis, a high civilization that probably once sank into the depths of the ocean, to the alleged secret knowledge of the Sumerians, to the idea of rebirth common in many cultures – what is fact and what is myth, what is actually human history, what is simply the product of fantasy? These are all questions that historians are concerned about, but which often cannot be answered adequately with common methods of historiography. Frank Fabian knows why it can be worthwhile, especially in these cases, to leave the familiar paths of historical science. For this reason, he dedicates his new book to parahistory, an approach that uses spiritual sources, traditions and paranormal phenomena as a starting point to dig deeper into human history and find answers to pressing questions of our past.

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 relating 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. He has already published "Classified Information" and "How Hitler Could Have Been Prevented" with Redline Verlag.

**Selling points and marketing:**

- How paranormal phenomena, lore, and spiritual sources help decipher human history
- Fascinating perspective on historical events
- Insights beyond conventional wisdom – parahistory