



International Rights Spring 2011

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mehr information

Dear colleagues,

It is my pleasure to present to you the International Rights catalogue »Spring 2011« for the Redline Verlag, mi-Wirtschaftsbuch and Finanzbuch Verlag. The joint catalogue »Spring 2011« comprises all new German Originals in the segments:

Popular Business: Management | Business Management | Economy | Politics | Job | Careers

Professional Business: Marketing | Management | Sales | Production

Finance Guides for professionals and private investors: Finance | Investment | Trading

Highlights in this Spring are:

YES, SHE CAN by Marianne Heiß

They know all about you by Franz Kotteder

He has not already bought by Martin Limbeck

Deflation by Janne Kipp, Markus Lindermayr und Christoph Schnabel

Stock exchange easily comprehensible by Judith Engst and Rolf Morrien

Innovation Excellence by Stephan Scholtissek

I wish you happy reading!

Yours,




Maria Pinto-Peuckmann
Rights Director / International Affairs

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www.redline-verlag.de | www.mi-wirtschaftsverlag.de | www.finanzbuchverlag.de

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Economy | Politics
Management
Marketing | Sales
Profession | Career

Redline Verlag



Why do we always become so easy to see through

Almost every day, we give away our personal data, voluntarily or even unwillingly, and thus yank out every data protection ourselves. Customer cards, internet orders and discount systems are designed to ensure that enterprises can create complete data profiles about their customers. Thus he who wonders how internet service providers can guess ones' personal taste so well, has mostly himself to blame. Social networks like Facebook, Lokalisten or SchülerVZ induce people to put personal details of all kinds voluntarily on the internet. Microsoft, Google and Co. collect data which actually violates against every norm of personality security. On the other hand, employers spy on

their employees, often legally, but also by bypassing legal stipulations. And also the government wants to know continuously, what its citizens agree to: The census in 2011 is only the visible climax of the public collective fury. Social data is already stored eagerly with the electronic remuneration proof ELENA, although it is not at all clear as to whether this conforms to the constitution at all. Franz Kotteder's book shows that dangers like identity theft and citizen monitoring increase with every new form that is filled in, and he make clear as to why we are still very far away from a real data protection.

Fighting against the manner in which the Census of 2011 was being conducted, data protection and citizens rights activists had to face a severe drubbing at the Constitutional Court: the Court did not take up the complaint supported by the study group pool data storage. It was said that the notice of appeal did not fulfil the minimum requirements made for the justification of constitutional complaints, according to the ruling (File no B v R 1865/10).
n-tv



- Payback, Street View, Census in 2011: The big data theft
- How we cancel data protection and hurt ourselves
- Information, clarification and warning for every citizen

The book on the Census 2011

Franz Kotteder, born 1963, lives in Munich and since 1996 is a managing editor of the *Süddeutsche Zeitung* with the main focus on cultural topics and reports. Besides, for many years he is writing non-fiction books, above all, on economical and socio-political topics, more or less about media concentration, mobile phone dangers and lastly about the concept of discount *The cheap lie*.



Franz Kotteder

They know all about you

How the government and businesses spy out your data – and how you can protect yourself against it

app. 220 pages | 14.8 × 21.0 cm
Hard cover with protective cover
19.99 € (G) | 20.60 € (A) | CHF 30.50

ISBN 978-3-86881-293-0
February 2011



Truth is the first casualty of the war

Thanks to the internet, more and more documents about Iraq and Afghanistan war are becoming visible – to the disappointment of some governments, including the German one. In the final analysis it is not welcome, that the populace gets very deep insights into the entanglements of the (German) federal government. What happens if the factual picture of intervention in the war zones is presented totally differently than is officially announced?

The most important of 500,000 documents are compiled in this book. They provide a picture of the military intervention, which was not accessible to the general public up to now. How can it be said that the war was clean and purposely directed against the Hussein regime or Al-Qaeda, if there are supposedly 66,081 civilians among 109,000 victims in Iraq?

This book analyses the decisive documents and war files. And offers the possibility of getting a genuine look at the real course of events in Iraq and in Afghanistan.



- The most important documents about the military interventions at a glance
- Confidential data and facts on Iraq and Afghanistan
- Analysed for the first time and in German
- Orientation in a jungle of sources

"This menacing war is intentional ... everyone can know or guess that it is about oil."

Günter Grass,
Nobel Laureate for Literature, dpa

"It is certain that no war has ever claimed so few victims like this one."

Hans Magnus Enzensberger, Writer, FAZ

"The fact that shakes me the most is, the extent to which the people in Washington look at the forthcoming war with Iraq as a part of a war against the terrorism."

Timothy Garton Ash, British historian, New York Times

What we should not know
The truth about the war in Iraq and in Afghanistan –
The most explosive documents

app. 200 pages | 14.8 × 21.0 cm
Soft cover
14.99 € (G) | 15.50 € (A) | CHF 23.50

ISBN 978-3-86881-303-6
February 2011



Future factor, women: Why more women must advance to the levels of leadership

Despite all women quotas, emancipation attempts and positive examples: the ratio of women at the top levels is still only 2.5 percent. In the boards of directors of 200 biggest German enterprises, there are only 21 women. And this, though it has been proved that women are a decisive economic factor and guarantor of success and thus an imperative component of the company management. If enterprises want to exist for a long term, they simply must depend on female executives.

Marianne Heiss, as a CFO with the agency BBDO even top executive, shows, why enterprises are out of contact if they renounce female employees. Thus, for instance, the men squads at the leadership levels have not covered themselves with glory during the last crisis. She reveals, how a woman reaches to the very top – and how enterprises as well as the whole economy profit from it.



Handelsblatt



- Why women in leadership positions are an asset for every enterprise
- How a woman reaches leadership levels
- A top executive shows how it works

"The future of the management is feminine! In mixed teams, the best forces are united with each other, for growth and a lasting success."

Marianne Heiß

Marianne Heiß is Chief Financial Officer of BBDO, the biggest advertising agency of Germany. Even during her BWL education, she worked as a Finance Director with BBDO, PKP Vienna. Her dissertation was recognized with the first prize by a special Austrian Economical jury. Her first book *Strategic cost management in practice* was published in 2004. Besides, she has published numerous essays on economical and leadership topics.

Marianne Heiß

YES, SHE CAN
The future of the management
it is feminine

app. 200 pages | 14.8 × 21.0 cm
Hardcover
19.99 € (G) | 20.60 € (A) | CHF 30.50

ISBN 978-3-86881-290-9
May 2011





- Why do we work with pleasure: the sense of work
- Understanding and strengthening the motivation of the employees
- Trend topic: meaningful living and working

Work sensibly = Work successfully

Many people go to work gladly and love their profession. Hence executives should not ask how they can make their employees work more, but consider what actually motivates them. All the more, since the trend in our society is increasingly a matter of living and working meaningfully. Because for most people, it's not just the salary that is primary, but the meaning of their activity – one who knows which goals he pursues with his work is more engaged, more productive and more loyal; this is what pays off for the enterprise, customer and investors. Dave and Wendy Ulrich describe what this motivation is based on and how executives use this knowledge also to convey the sense of their work to their employees – to the advantage of both sides.

Dave Ulrich, Ph. D., is a professor in the Ross School of Business of the University of Michigan and cofounder of the RBL Group. He is the author of 23 books on various subjects in the areas of Human Resources, Guidance and Organisation.



Wendy Ulrich, Ph. D. and MBA, is working as a psychologist for more than 20 years. She is a founder of the Sixteen Stones Centre for Growth and the author of two books about personal change.

Dave Ulrich
Wendy Ulrich

app. 340 pages | 14.8 × 21.0 cm
Hardcover
24.99 € (G) | 25.70 € (A) | CHF 37.90

Why we work
How you can motivate your employees
to perform better

ISBN 978-3-86881-286-2
April 2011



- Thus a manager becomes the right leader of the pack
- What executives can learn by observing the social behaviour of the wolves
- Gaining insights from the successful model of nature

Learning from the best executives of nature

For hundreds of years, wolves were pursued wrongly as beasts and were almost exterminated. More absurdly, quite a lot of bosses use the Alpha wolf as a role model to justify their authoritarian behaviour. Here, current research results turn old mental patterns upside down: wolves have a high degree of social intelligence. In collaboration with different animal parks, the author shows how one can learn from the intelligent leadership strategy of the wolves. With human beings as well as with animals, the key to successful "herds" is trust. For leader of the pack, it is simply a question of survival to be a more reliable leader of his group and to hold them together as a well functioning team.

Irina Schefer – Management trainer, adviser and coach – is working for over 20 years as »an impulse donor of passion« in the areas of guidance, teamwork and communication. Her seminars in wildlife parks and animal parks are frequently sold out. Her clients include, among others, GEC, Bayer-Schering, the Bavarian Landesbank, BMW, Daimler, Lufthansa and Volkswagen.

The graduate political scientist is also working as a radio and newspaper journalist and regularly publishes in technical periodicals, for instance, in *managerSeminare*.



Irina Schefer

app. 220 pages | 14.8 × 21.0 cm
Hardcover
22.00 € (G) | 22.70 € (A) | CHF 33.90

How wolves lead with trust ...
... and what human managers
can learn from it

ISBN 978-3-86881-285-5
March 2011



The success secret of Jung von Matt

The company founders Holger Jung and Jean Remy von Matt are accomplishing top honours in their creative agency group Jung von Matt for over 20 years now. No other agency has created as many popular slogans, among them »Three, two, one – mine! – a catchy countdown« and »Form your opinion – a pun on the name of the popular publication, *BILD*«. And no other agency has produced as many films, which have been downloaded over a million times from YouTube. The brand Jung von Matt disproves the preconception, that creativity blooms only in chaos. An austere organisation and an unusual enterprise culture are responsible for the success of this agency. The principle »We remain dissatisfied« drives managers and

employees to excel over and over again. The »headquarters of the temptation« *Der Spiegel* are models for enterprisers and managers as well as a source of the inspiration for social media users and all lovers of pithy phrases.

Heide Neukirchen studied and researched the agency for several months. She has had intensive conversations with the founders, the boards of directors, the creative stars and most importantly, with the employees. Even customers and competitors were spoken to. The view behind the scenes reveals how Jung von Matt works to remain permanently on the course to success.



- The secrets of the most influential advertising agency of Europe
- Management task – creativity: Best Practice
- Insider stories and anecdotes

"The customer list of the advertising agency Jung von Matt is long and high profile."

Der Spiegel



Heide Neukirchen is a business journalist and has worked as an editor with the *Welt am Sonntag*, with *Manager magazine*, the *Wirtschaftswoche* and with the SWF television. In *Capital*, where her career began, she wrote monthly columns about prominent advertising campaigns. In 2006, her book *Hexal capitalism*, an enterpriser's portrait of the pharmaceutical industry, was published. Heide Neukirchen lives and works in Essen and in Munich.

Heide Neukirchen

Who has invented it?

The secrets of Jung von Matt – the most influential advertising agency of Europe

app. 250 pages | 16.8 × 22.0 cm
Soft cover issue
24.99 € (G) | 25.70 € (A) | CHF 37.90

ISBN 978-3-86881-299-2
February 2011



Help, the customer sends an e-mail!

At a time when more and more people use the internet for information and for purchases, the distribution, service and sales departments in many enterprises are still stuck in the »off-line mode«. These enterprises miss the change in their customer world and run the risk of losing contact with their buyers and clients.

The orientation towards the digital customer requires that communication be created anew: the entire customer orientation must become internet-capable.

In order to tap this new group optimally, it is essential that a new thinking and new processes are adapted in the entire enterprise. For that, Edgar K. Geffroy has »updated« his well known success winning concept of Clienting – and shows that the new Online-Clienting is the right key to the digital customer.



- The most important factor that enterprises must adjust to today
- Success in all channels: customer orientation in the internet
- The right contact and the best strategies for client connection and sales
- Successor of best-seller *The only one, that disturbs, is the customer*

"Edgar K. Geffroy was honoured for his extraordinary lifetime achievements and was selected for the German Speakers Hall of Fame. However, the never tiring pioneer does not think about taking it easy: now the renowned unconventional thinker begins another revolution in the business world." *Finanzwelt*

The Bestseller:
Over 30,000 copies sold
Translated in 25 languages!



Edgar K. Geffroy is a pioneer of the »Clienting« concept, with which the customer orientation worldwide was redefined. With around 2000 appearances before audiences of more than 400,000, he is considered to be one of the most sought-after German-speaking business experts for 25 years now. He is the author of 15 books and that have attained print runs of up to 250,000 copies in 25 countries. Redline Verlag has published, among others, the best-seller *The only one, that disturbs, is the customer* by him.



Edgar K. Geffroy

The only one, that disturbs, is the digital customer
Online clienting for more success

app. 200 pages | 14.8 × 21.0 cm
Hardcover
19.99 € (G) | 20.60 € (A) | CHF 30.50

ISBN 978-3-86881-297-8
April 2011



What one cannot learn about sales

Sellers can learn and also improve techniques for the right guidance of conversation, the handling of objections or termination. But without the right attitude for sales, they will neither feel satisfaction in their work, nor be successful in the long term.

In this book, the top sales trainer Martin Limbeck describes his personal strategy and the mental posture, which has brought him to the top of the trainers' guild. And he shows that it is by no means only the ice-cold and hard striving for sales which makes for success – it rather only serves to create a bad image of the profession of sellers. In order to render top performan-

ces, clear values like humanity, honesty and fairness are also required. The book is written in such a way, as Martin Limbeck operates on the trainer's stage: with tempo, instructively and humorously

A must for all sellers!



- The deciding Soft Skills for sellers
- Top performance with the right attitude
- Top sales trainer of Germany reveals his strategy of success

"Limbeck's own success as a sales and management trainer are considerable. Thus he received the *International German Training Prize* in bronze and the *5-Years-Award* for the longevity of the concept."

Wiesbadener Kurier

"(...) Especially to be emphasized is your absolute proximity to practice, your ability to impress and the way you sum up the topics with our sellers."

Stefan Schäfer, Manager for Personnel Development
Arcor AG & Co. KG, Eschborn

Martin Limbeck is one of the most distinguished trainers and speakers in the German-speaking world. He was accepted as the youngest member in »Club 55 – The European Community of Experts in Marketing and Sales« – and received many prizes like the International German Training Prize in 2006, Trainer of the Year 2008 or the Conga-award 2009. His manual for sellers *The new hard selling* is already published in the 4th edition. Besides, he is a sought co-author of many books on the topic Sales.

More information at www.martinlimbeck.de



Martin Limbeck

He has not already bought
Top sellers think so

app. 200 pages | 14.8 × 21.0 cm
Hardcover
19.99 € (G) | 20.60 € (A) | CHF 30.50

ISBN 978-3-86881-288-6
March 2011



Hollywood-style presentations with high-suspense

A monotonous presentation not only severely tests the patience of the listeners, but harms the performer as well as the topic. The old master of thrillers, Alfred Hitchcock, shows how every presentation can be created full of suspense. His name stands for an obsession with detail, composition, high suspense and dramaturgy. Thus exactly the right model for interesting presentations!

Michael Moesslang introduces the methods of style and techniques, with which Hitchcock held the attention of his spectators, and shows how these can also be used for presentations. Suspense, the insecurity of the listeners as to what is going to come next, well-measured humour and astonishing turns are only some of the means to cast a spell on the spectators or listeners. Audience and superiors will be grateful!



"Nobody could manipulate the audience as cleverly as he could: The director Alfred Hitchcock was the master of suspense."

Bavarian Radio



- Presentations at the level of suspense of Alfred Hitchcock
- Present Hollywood-style and hold the rapt attention of your listeners
- The screenplay for every presentation-professional and private

180 pages
17.95 €

ISBN 978-3-86881-276-3



Michael Moesslang, 5-star speaker, Top 100 Excellence trainer, lecturer in the BAW and college Munich, coach and author, is an expert for *PreSentation*®, the sensation in presentation. As a long-time owner of an advertising agency, he has valuable experiences from many successful competitive presentations. As a presenting speaker, he already stimulated audiences in more than 1000 talks and presentations

Michael Moesslang

Thus would Alfred Hitchcock present-
Be convincing with the technique of the master of suspense

app. 200 pages | 14.8 × 21.0 cm
Broschur
17.99 € (G) | 18.50 € (A) | CHF 27.90

ISBN 978-3-86881-298-5
April 2011





- Well equipped by coalescences and restructuring
- The comprehensive counselor for the affected
- New: second updated edition



- The most successful book on the topic of speech training
- More than 40,000 copies sold
- New: 5th updated and extended edition, with audio-CD

Surviving, when everything changes

Most employees are affected (at least) once in their professional life: the enterprise, for which they work, is restructured or sold to an investor or competitor. Indeed, what are the best strategies to overcome these changes without being adversely affected? Winfried Berner gives the answers and tips, with which the affected persons can adjust to it: for instance, how they increase the chances to remain in the enterprise. How they can prepare correctly for the internal post appointment procedures. Or how they can estimate their own market value and work together with head-hunters. And thus, in the end, protect their own interest and prevail over the situation not only unaffected, but even emerge from it stronger.

Give success a voice

Excellent speakers pay attention not only to the contents, but also to the form of what is said. Expressive speech can ensure a pleasant response to every speaker. Ingrid Amon talks about the basics of vocal training: she explains the connections between and impacts of voice and situations, offers easy, effective exercises like diaphragm respiration as well as laughter training and shows how one can use voice also as an anti-stress medium. With this book, everybody can learn to express himself clearly with an exact speech technique. Speech training is, after all, also a part of personality development. The best-seller is complemented with a vocal training and warming program on audio-CD.

Winfried Berner was working in the Boston Consulting Group as an adviser, managing director and specialist for Change Management. In 1995, he founded the consulting firm *The Transformation Consultants Winfried Berner + Colleagues BDU*. For many years, he provides advice on the topics of Change Management, Post Merger Integration, Conflict Management and Crisis Management, Management Development and Top Management-Coaching.



Ingrid Amon has worked as a speaker, moderator and radio journalist. Since 1980, she is a freelance trainer for speech technique, rhetoric and presentation and is considered to be the most distinguished speech trainer in the German-speaking area. She is a member of the Austrian Voice Institute and founder of the European Network of the Voice professions, *stimme.at*. Her specialisation in interactive talks and trainings with big groups were recognised in 2008 with the >Excellence Award<.



Winfried Berner

app. 260 pages | 14.8 × 21.0 cm
Soft cover
19.99 € (G) | 20.60 € (A) | CHF 30.50

Remain or go away?

Your personal strategy for success in case of mergers, takeovers and restructuring

ISBN 978-3-86881-296-1
March 2011



Ingrid Amon

224 PAGES | 14.8 × 21.0 cm
Soft cover, with audio CD
22.99 € (G) | 23.70 € (A) | CHF 34.90

The power of the voice
Personality by sound, volume and dynamism

ISBN 978-3-86881-295-4
February 2011





- The reading experience for anyone, whose boss is "not always easy"
- Dealing with superiors: social behaviour, attitude and care
- High recall value!

Welcome to the wonderful world of bosses

»The cheeky chattering slave is sold! To the man with the big teeth!«, thought Brigitte, when she got the job as assistant of the department manager in Alpha Prime. And she had no idea, how she should behave correctly ... Brigitte Scherer describes stirringly and aptly the everyday work of a trainer. And thus speaks from the soul, to all who ever had a boss: One has to strongly clarify a few things, but the boss is never to be comprehended. And in everything that fails, naturally, the incompetent employees are to blame. Brigitte Scherer provides reading entertainment for all, who have to suffer under superiors à la Stromberg. And perhaps there's only one way to counter all this: be your own boss and do everything differently!

Dr. Brigitte Scherer is a doctorate holding media scientist and was working for many years as an editor, script editor and researcher at the television broadcasting station RTL. Now she works as a freelance script editor and script consultant. In her professional career, she could get to know all types of bosses.



Brigitte Scherer

app. 200 pages | 12,5 × 18,7 cm
Soft cover
12.99 € (G) | 13.40 € (A) | CHF 19.90

My boss is worse than Stromberg
From the life of an assistant

ISBN 978-3-86881-294-7
April 2011



- The comprehensive founder guide – from planning up to social media marketing
- The most important forms, applications and tips
- **New: 2nd updated and extended edition**

The ideal companion for aspiring entrepreneurs

Whether business plan, legal form, application, sales tax or the first marketing steps – Simone Janson gives all important information step by step to entrepreneurs who are just setting out and freelancers. The compact guide explains, among others, how an application in the tax office and trade office functions, how one applies for a foundation subsidy and what insurances one needs. Besides, it shows how the start towards being independent can also result from being unemployed. Many check lists, sample forms and practical tips make the book a valuable counsellor for anyone starting off on the way to found his own business.

Simone Janson is an expert for the topics of work world and entrepreneurship. She writes as a journalist, among others, for stern.de, the Financial Times Germany and changeX. She blogs regularly about survival tips and background entities of the work world at www.berufebilder.de. Redline Verlag has already published her: *110 % lies*, *30 chances for entrepreneurs* and *self-organization and time management*.



Simone Janson

app. 220 pages | 14.8 × 21.0 cm
Broschur
17.99 € (G) | 18.50 € (A) | DHF 27.90

10 steps to successful entrepreneurship
From application and financing up to the first marketing

ISBN 978-3-86881-301-2
March 2011





Finances | Investment
Trading

FinanzBuch Verlag



The system of the double "Stock market stars of the year"

In this book, Max Otte depicts his strategies for success, with which he has gained in a proven manner on the stock exchanges for several years. Everybody can use the information, which he uses, to make profitable stock investments.

However, Max Otte goes on a step further and describes other successful investors in different portraits and the methods with which they have made a fortune. One main focus of the book is on the basics of value-oriented investing, because this application takes care of capital acquisition and a long-term increase in value of the port folio. The work is rounded off with a detailed listing of the most important stock market traps and how one can avoid them.



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- The new "Otte"- a must for all small stockholders
- Provable successful and profitable stock strategies
- Make a fortune with stocks - successful stockholders and brokers
- How one can create a personal stock port folio

Prof. Dr. Max Otte is the most famous stock market professional in Germany. All his books are best-sellers. In addition, he is "a stock market star of 2009 and 2010" of the important investor magazine *Börse Online*.

"It is a myth that we need the Euro to bring Europe together. A complete insanity. To force public economies that are so diverse under one roof."

Crash-Prophet Max Otte in an interview, sueddeutsche.de

Prof. Dr. Max Otte is the founder and main partner of the IFVE Institute für Vermögensentwicklung GmbH, which issues the capital investment letter *DER PRIVATINVESTOR* (www.privatinvestor.de). He is a partner in the firm *Privatinvestor Vermögensmanagement GmbH* in Offenburg, which pursues property consultation and property administration according to the Max Otte method. He is also a main partner of the *Privatinvestor Verwaltungs AG* in Switzerland, which looks after the PI Global Value Fund. Otte is a professor for general and international Business Management Theory in technical college Worms University of Applied Sciences.



Max Otte

Finally, earn money with stocks
The strategies and techniques, which promise success

app. 300 pages | 14.5 × 22.7 cm
Hard cover with protective jacket
22.99 € (G) | 23.70 € (A) | CHF 34.90

ISBN 978-3-89879-631-6
May 2011



Old School for a new thinking in the economy

If there is something good about crises, then at least that one thinks – after the event – about whether and how the disaster could have been prevented. The latest financial crisis was at least foreseen, and that too very precisely. This was not accomplished by a famous prophet like George Soros, but a small academic circle of public economists in the USA. These economists reflect since the seventies, for good reasons, the so-called Austrian or Viennese school.

In his fundamental work, the financial philosopher Rahim Taghizadegan points out, which factors speak in favour of a conti-

nuation of the research in the tradition of Carl Menger, Eugene von Böhm-Bawerk, Ludwig van Mises and Friedrich August von Hayek.

The use of a science which delivers reliable prognoses and warning signals for society cannot be overestimated. Hence, the plea of the author for a re-orientation towards or return to the thinking of the Viennese school is more than comprehensible. As comprehensible as his trend setting work.



- A plea for a change in thinking in economic theory
- A standard work for the new, young generation of economists
- Big interest and demand according to the Austrian School

"No other person can write so empathetically and beneficially like Rahim Taghizadegan. A very much recommendable book."

Ralf Fierl, Chief editor Smartinvestor

Rahim Taghizadegan is a financial philosopher and founder of the independent Institute of Value Economy in Vienna. Among others, he taught at the University of Liechtenstein, the Financial University of Vienna, the University of Halle and the SMC University. Besides, Taghizadegan has published numerous publications on the topic and delivers lectures on the Austrian school of the economy at home and abroad.



Rahim Taghizadegan

Introduction to the Austrian school
Understanding economy truly

app. 250 Seiten | 14.5 × 22.7 cm
Hard cover with protective cover
24.99 € (G) | 25.60 € (A) | CHF 37.90

ISBN 978-3-89879-624-8
May 2011





- How one can secure his retirement financially
- Plan your asset structure yourself
- With many clear examples from the practice of asset building
- New: 3rd updated edition

Financial security

Equipped with many practical tips, graphics and check lists, this book becomes the personal asset advisor in the third period of life. The authors have summarised the experiences from their long-term consultation practice in this book. Besides their advisory activity, they regularly publish professional articles, conduct seminars and have published other book titles. Their VZ asset centre advises private individuals competently and independently. Their core competence is in retirement planning, comprehensive asset advice and the discretionary administration of assets. More at: www.vermoegenszentrum.de

Tom Friess is the manager of the VZ VermögensZentrum GmbH Germany. Earlier, he worked for several years for a renowned Swiss private bank at home and abroad. Tom Friess is a co-author of the book *Financial coach for top earners*.

As a director, **Michael Huber** carries the responsibility for the customer consultation service in VZ Germany. He regularly publishes editorial contributions on the subject of asset management and is likewise a co-author of the book *Finanzcoach für Spitzenverdiener*.



Tom Friess
Michael Huber

app. 400 pages | 14.5 × 22.7 cm
Hard cover with protective cover
29.99 € (G) | 30.90 € (A) | CHF 43.90

Financial Coach for retirement
The personal financial advisor for people after 50

ISBN 978-3-89879-633-0
March 2011



- Which technical alternatives of fossil energy sources are available
- The future mega trends in the energy sector
- Complicated technical, political and financial problems and contexts are explained in an easily comprehensible and exciting manner

New distribution of global resources

We are at a dramatic turning point – above all on account of the historically unique financial growth in China and India. The result is a rapidly worsening competition for the limited fossil energy sources, for example, oil and gas. In order to protect energy resources, current and future world powers will increasingly return to political power plays, but also to force of arms. Therefore, radical changes are necessary, not only in way of power production, but also in the distribution and utilization of the energy gained. This book conveys a comprehensive understanding about our energy supply to the reader: what it is, what it means, and why it is so important.

Dr. Karl Pilny is considered to be one of the most respectable German Asia experts. The financial lawyer working in the Berlin office of the international lawyers' chambers Salans LLP is also the manager of the management consultancy asia 21 Ltd, specialized, among others, in Clean tech, in Zurich.

Gerard Reid is considered to be one of the leading international experts in the area of renewable energy today.



Karl Pilny
Gerard Reid

app. 280 pages | 14.5 × 22.7 cm
Hard cover with protective cover
29.99 € (G) | 30.90 € (A) | CHF 43.90

Addicted towards energy
How Asia's raw material need changes the world

ISBN 978-3-89879-639-2
March 2011



Money supply is out of control

Everybody thinks he knows what money means. However, in reality, most people can only count it. The fact that our money is generated by credit and is again cleared by repayment of these credits or bankruptcies seems unbelievable. However, it is so. If the situation gets out of control, prices gallop on and thus – our money is devalued.

Even worse: If it comes to deflation, a shrinking monetary supply, the whole economy collapses exactly because of that. Depression. As it has in Japan for about 20 years. Interest of 1% and less does not help any more. Nobody shops, nobody invests. Now the ghost of deflation has moved

ahead – first to the USA, then to Europe. If it wins, the situation will become gloomy.

Especially acute appears the situation in the USA, where with the real estate crisis, the pinnacle of indebtedness of the private sector was attained. Thanks only to massive state indebtedness could the wheel could be turned ahead once again. But: despite zero interest, the US economy stagnates. The last desperate gimmick to avoid a deflationary depression is the unconventional creation of money in rough amounts. The printing presses roll on again ...



- The authors show the whole background of the danger of deflation
- Clear description of different scenarios and their likelihood
- How investors also await the ghost of deflation calmly and can await profit from it

Janne Jörg Kipp, Degree in Economy, makes profession out of his hobby. Even while he was a student, he advised small enterprises and private investors. He is the chief editor of the *Neuer Deutscher Geldanlagebrief*, where he unites the two working main focuses of Management consultancy and Capital security.



Markus Lindermayr is the chief editor of the *Lindermayr's Depesche*, an on-line service for questions on the property security. Besides, he writes regularly on the subject of mid caps for the stock market news service *GeVestor*.



Christoph Schnabel is the director of the Falken GmbH, which works as a publisher of the *Lindermayr's Depesche*. Like Lindermayr, Schnabel also regularly publishes contributions on the mid caps portal of *GeVestor*.



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Deflation
Will the old ghost return?

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April 2011





- How one can open and optimise one's own portfolio
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- Helps you go through the jungle of countless products, to reach one suitable to you individually

Property creation – self-made!

The financial crisis has dramatic consequences on private property and old-age pensions. Pension claims are shortened. Life insurances are in crisis. Even the government cannot be relied upon any more for a long time. Hence, every investor must take the notebook in hand and trade by himself. But how does one build up assets or achieve a lasting income from interest yields? Shares, funds, loans, certificates – there are millions of securities and investments possibilities. However, most books for beginners explain only, how individual securities function, or describe, which strategies were effective in the past. This book fills the gap. It describes how one can open a counter, how one can find appropriate securities, the risks that are there and what one should pay attention to while purchasing.

Judith Engst is a freelance business journalist and was the chief editor of a correspondence magazine for several years. Her focus as a journalist are the topics related to Law, Taxes and Finances as well as Correspondence, Advertisement and Public relations.

After training as a business journalist, **Rolf Morrien** worked as an editor with the branch service Stock-analysis. Since 2002, Rolf Morrien leads the stock market service of the *Der Depot-Optimierer* as the chief editor.

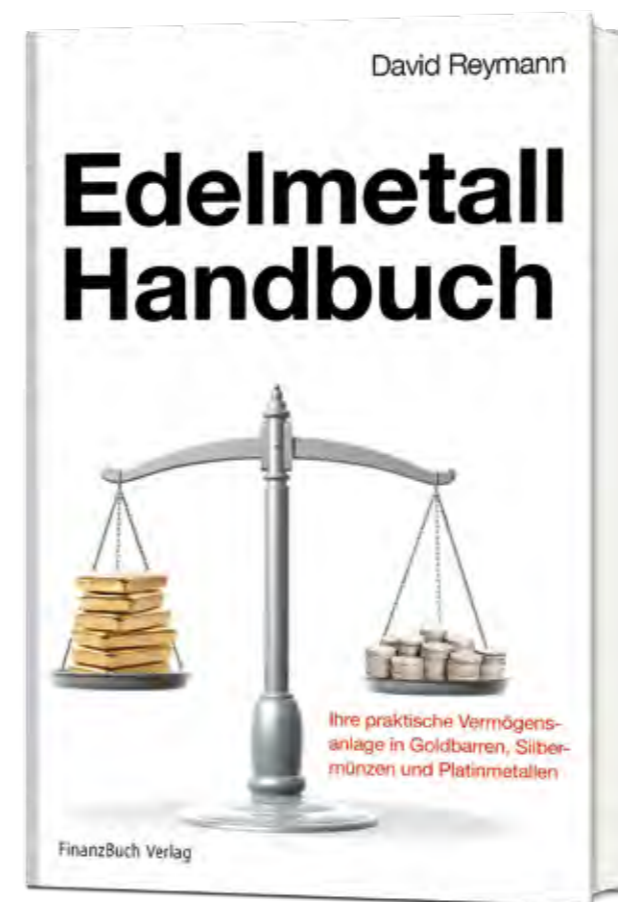


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Stock exchange easily comprehensible
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David M. Reymann is a recognised as an expert for many years in the area of precious metals and was decisively involved in the presently biggest specialist forum in the internet for precious metals, the Gold pages. Reymann is the chairman of the board of the *Deutsche Edelmetall Gesellschaft e. V.* Since 2008, he is working in Munich as the person responsible for distribution in a leading private commercial firm of Europe for precious metals.



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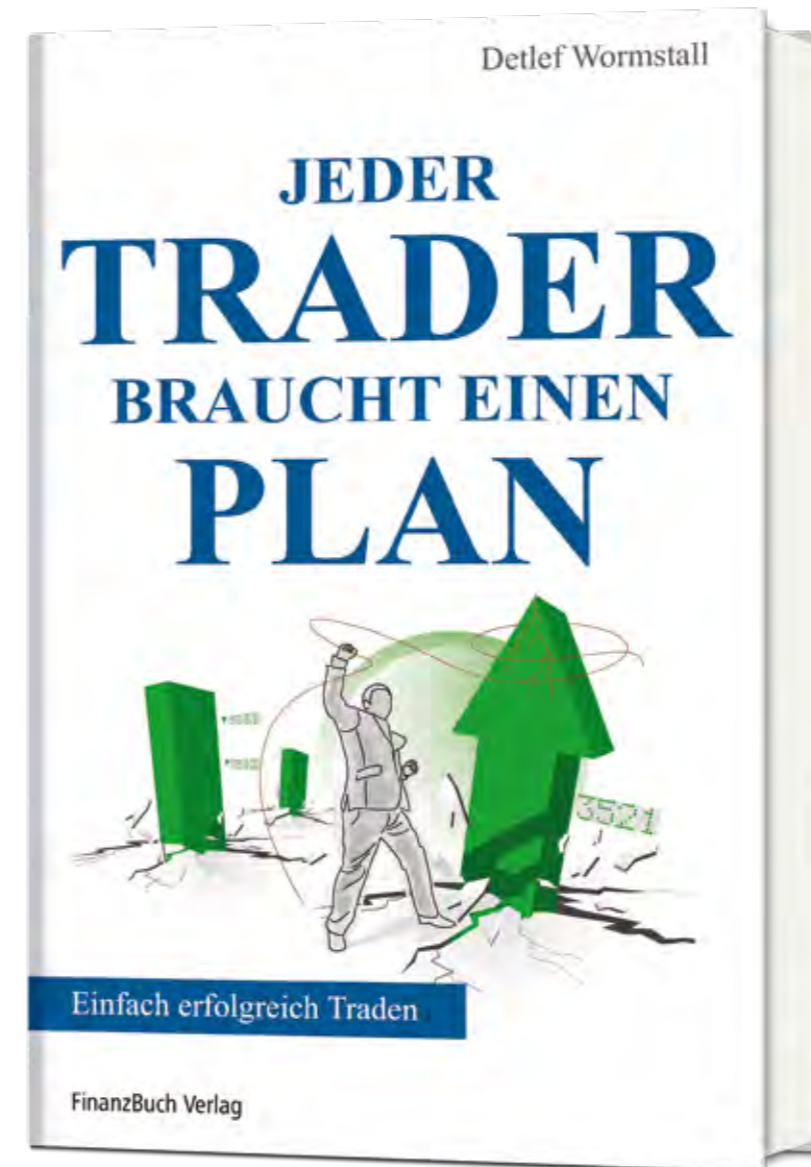
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No Trade Without Planning

Success as a trader is determined by trading and action; mental strength and discipline are decisive. And thus trading can be based only on those things, which one has placed in the forefront himself. The trading plan supports the trader perfectly in this regard; however, he arranges the structure according to which he should proceed, and brings peace into the complexity of the world stock exchanges.

This book gives everybody the necessary tools in order to plan this success. The more time one invests to work out this plan, the better one is prepared for all eventualities of everyday trading. And the faster and more easily one can concentrate on working for his personal success and to achieve profits continuously.



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- Short term and long term strategies in practice

Detlef Wormstall started to invest in the stock exchange in 1990 and after initial losses turned strongly towards risk management and money management. After a three-year stint in the USA, he founded the company Tradenet Consulting in 2001, on the website of which he publishes his articles and makes information available for traders. Wormstall is considered to be an expert on trading strategies in the scenario and is well recognised adviser and personal coach.



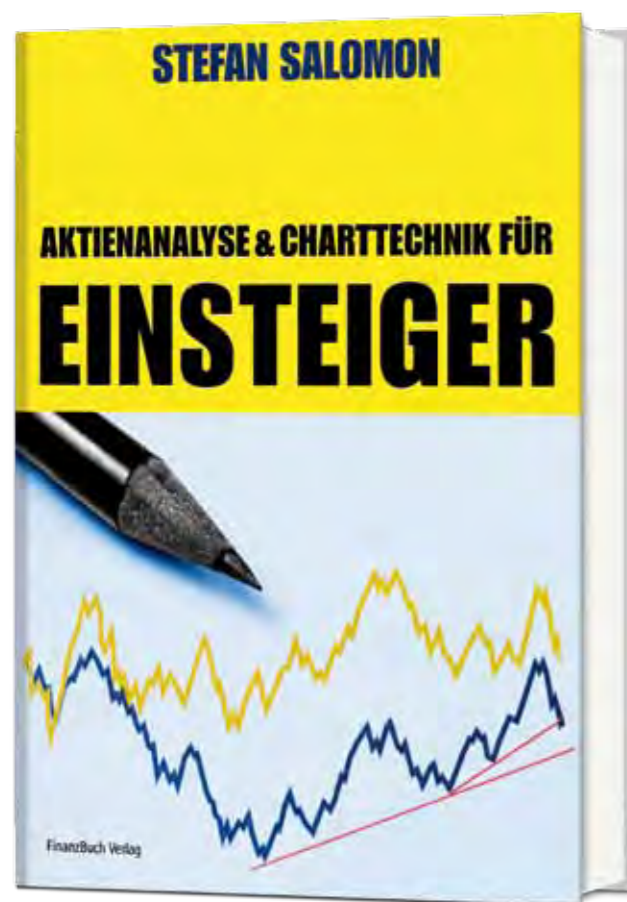
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Stefan Salomon is a freelancer technical analyst and expert for Candlesticks and Chart technique. In the middle of the 90s, he began his second career as a total beginner in the world of stock exchange. Full-time he was working as a manager of technical analysis of wall street: online AG and Financial Advisor the Hornblower Fischer AG as well as honorary board member of the *union of technical analysts of Germany (VTAD)*. Since 2002, he works as freelancer technical analyst and independent trader.

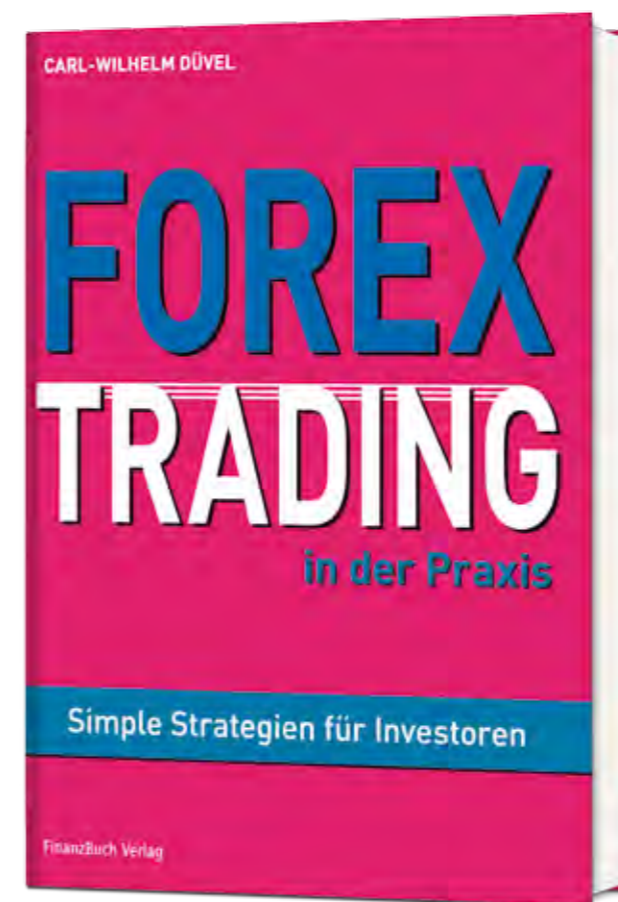


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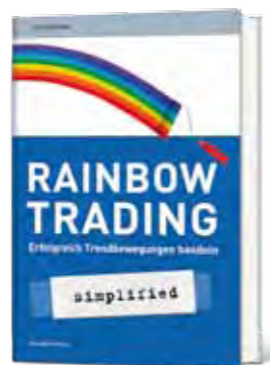
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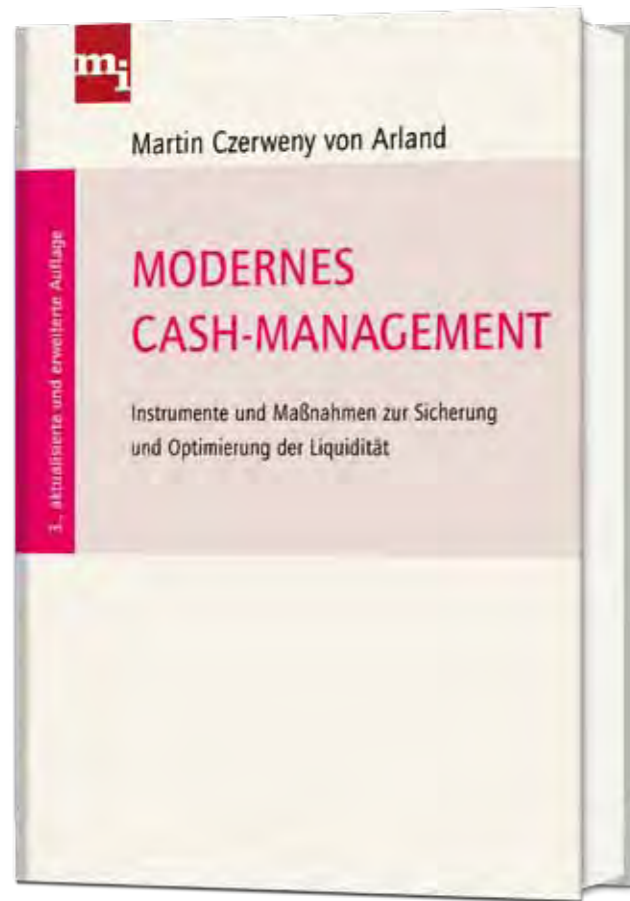
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Martin Czerweny von Arland is the founder of Cashfinder GmbH with its headquarters in Vienna, a company specialised in searching, finding and realising potentials of saving in the finance and cash management of large-scale enterprises. The author has more than a decades' experience in cash management and has applied and already implemented the benchmarking system developed by him for customers throughout Europe. He imparts his specialist knowledge as a guest lecturer in the Commercial University of Vienna, in the Johannes Kepler University of Linz, in the Advanced Technical College of Vienna and in the Danube University of Krems.



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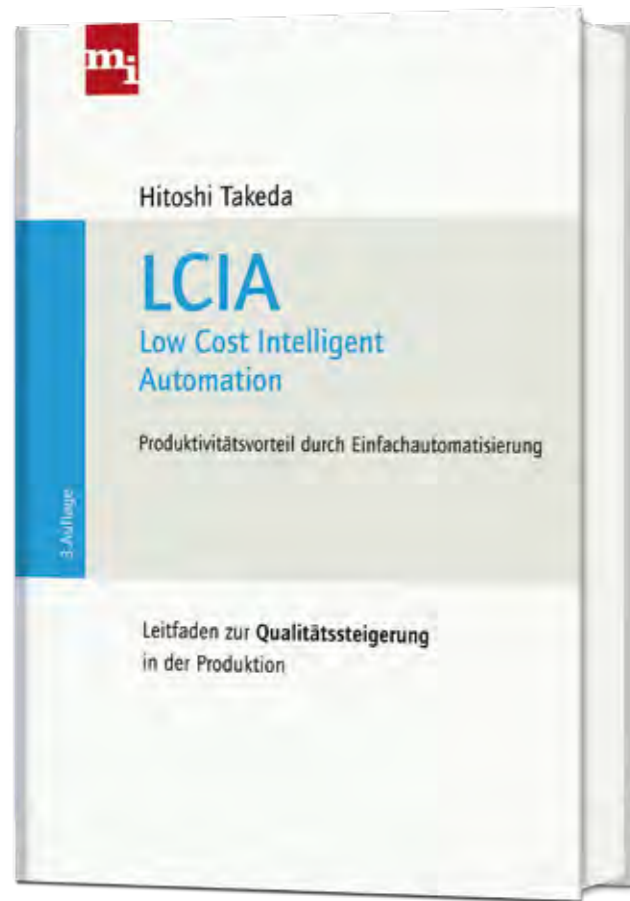
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Hitoshi Takeda graduated with engineering science in Tokyo and worked for almost twenty years in the automobile industry. There he dealt primarily with manufacturing control systems and process rationalisation. In 1990, he founded the SPS Management Consultants. His main focus is the development of intelligent automation systems.



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Michael Birkenbihl, Preface to the 1st edition

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Michael Birkenbihl (1921–1993) belonged to the old-masters of the German training scene. In 1972, the first edition was published »small guide«, which developed in course of time to a standard work. His daughter, the renowned trainer Vera F. Birkenbihl, is supervising and updating his work according to his explicit wishes.



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The future of innovation

In his book, Stephan Scholtissek analyses innovations by companies or enterprises in the areas of energy and natural resources. The enterprises in these market sectors are often said not to be innovative, quite unfairly. However, it is exactly in these areas that massive changes are taking place nowadays – new enterprises acquire power, which increases the importance of the emerging markets, and the world looks tensely at the developments in the area of Low Carbon technologies.

Scholtissek shows that innovation – defined as a sum of invention and market success – is the only possible answer for more competitive success in a multi-polar world. He proves that the enterprises must restructure themselves with the purpose to be managed, in the end, as a portfolio of innovations.

Scholtissek enlightens the different forms of innovation (product, service, process, organization and trade model innovations) and shows that the resources must be used for research and development for all these kinds of innovation. Through detailed case studies, he narrates in addition exciting success stories. In addition, the book contains an end-to-end system for innovations, which takes care that innovation processes run more smoothly, and the key factors, which increase the likelihood of innovations in an enterprise, are identified. It presents the future of innovation and offers a holistic application to increase the success of innovations.



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"Innovation is nothing less than the transformation of intellect into money!"

Stephan Scholtissek

Dr. Stephan Scholtissek Scholtissek is Global Managing Director at Accenture, responsible for Strategy & Growth in Management Consulting, Resources Operating Group. The trained biochemist and sought after expert on innovation and transformation processes has been working since 25 years on the subject of innovation and sits in various committees for awarding prizes for innovation. He regularly publishes, among others, books such as the Financial Times bestseller *New outsourcing* and *The magic of innovation* in mi-Wirtschaftsbuch publication.



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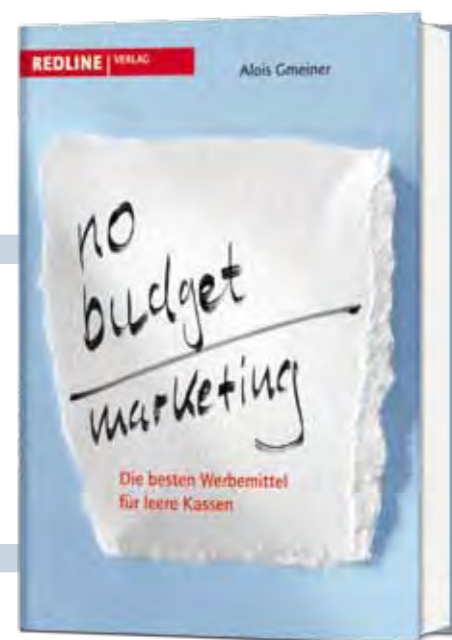
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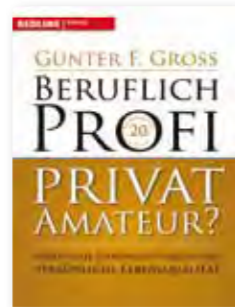
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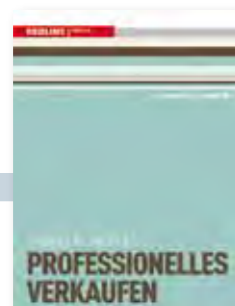
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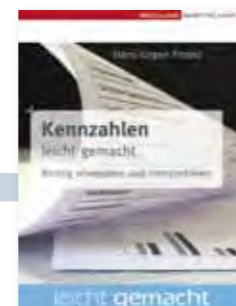
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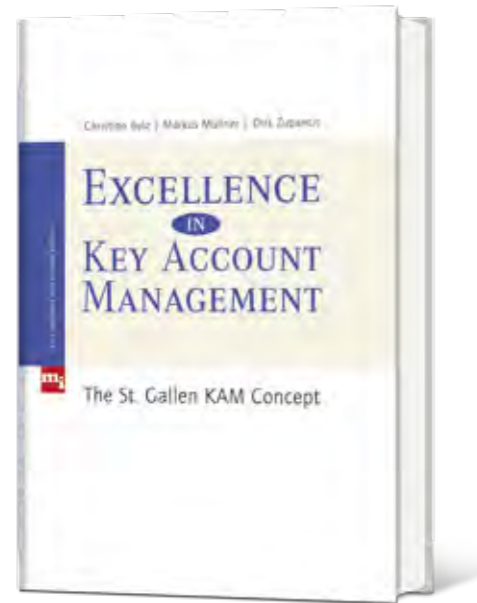


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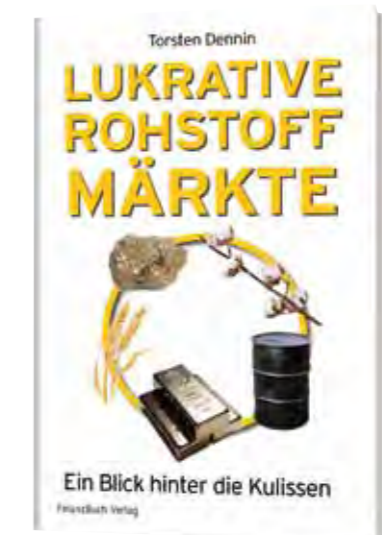
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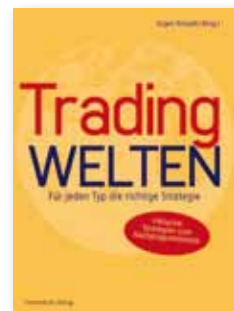


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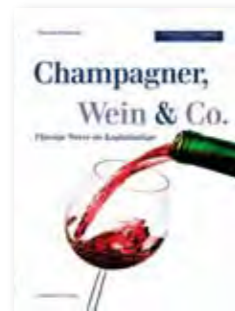


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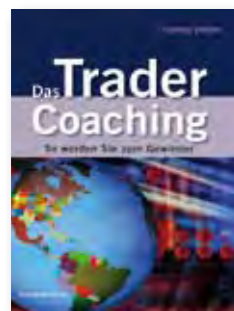


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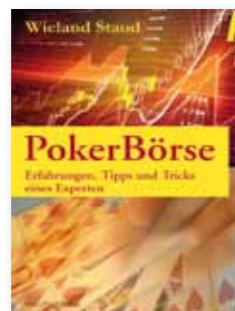


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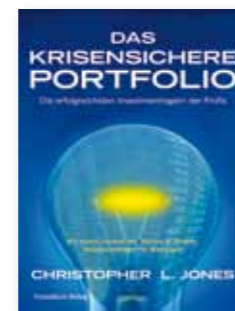
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