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Launch:	11.09.2019
Author:	Grohmann, Judith
Title:	Sebastian Kurz The official biography
Pages/ Cover/ Format:	ca. 250 Seiten, Hardcover, 145x215mm
ISBN:	978-3-95972-267-4
Price:	D: 24,99 EUR

Author:

Judith Grohmann is a graduate of the internationally renowned French private school Lycée Français de Vienne and since the age of 17 a journalist specialising in investigative journalism, economics and politics, as well as an author. Her last book "In geheimer Mission. What police special units experience in the fight against crime and terror" has been translated into several languages, including English and French.

Political star or Trojan horse?

Charming, eloquent, and having become Chancellor of Austria at just 31 years old, Sebastian Kurz is a political exception. In the press headlines he has been described as a "boy wonder" (FAZ), a "political pop star" (Tagesanzeiger), and even a "Trojan horse" (Le Monde), and while his young age has certainly caused a stir, so too has his choice of coalition partner: this young Conservative is well known for having entered into a political alliance with Austria's far-right FPÖ party.

As a journalist, Judith Grohmann has followed the progress and political movement of Mr. Kurz closely over the years. In this book she describes the path into power that this political careerist has followed, she provides an analysis of his attitude towards the FPÖ, and she gives a perspective on his position within the EU and world politics.

Selling points and marketing:

- A well-researched biography of an exceptional political talent
- The author has not only interviewed the Chancellor himself, but also his supporters, companions and critics
- This book addresses an important current topic: that of "how to deal with right-wing populist tendencies"



Launch:	13.11.2019
Author:	Seidel, Wolfgang
Title:	The Oldest Family Businesses in Germany
Pages/ Cover/ Format:	Pages 300, hard cover, 145x215mm
ISBN:	978-3-95972-246-9
Price:	D: 24,99 EUR

Author:

Wolfgang Seidel has so far published eight books on the history of words and on cultural history, including a world history of plants. Born near Ulm, the author grew up in Wiesbaden and studied law and legal history in Mainz, Geneva, Munich and Freiburg. He worked for twenty years as a publisher's editor for well-known publishing houses, most recently in Frankfurt.

The most traditional German family businesses

Their names read like the who's who of "Made in Germany". Some of these businesses are now in the hands of their family's 11th generation, and together they form part of the backbone of the German economy. The beginnings of Germany's oldest family business can be traced all the way back to the year 1642.

If one considers the survival and thriving of these businesses through many generations and massive historical events such as revolutions, constitutional changes and world wars, one's curiosity should, then, also be moved to consider the numerous entrepreneurial achievements which must have driven and preserved them along the way.

Wolfgang Seidel has studied and recorded around 100 of the most traditional German family businesses, interviewing the owners and creating many unique portraits of corporate responsibility, innovation, sustainability and vision.

Selling points and marketing:

- Unique portraits of Germany's oldest family businesses.
- Provides histories of still-active and well-known companies such as Klett-Cotta, Villeroy & Boch, Faber Castell, and Krupp.



Launch:	18.02.2019
Author:	Homm, Florian; Krall, Markus; Hessel, Moritz
Title:	The Crash is Here Assets, real estate, savings and work – what you need to do now!
Pages/ Cover/ Format:	ca. 336 Seiten, Hardcover, 135x215mm
ISBN:	978-3-95972-231-5
Price:	D: 18,99 EUR
Author:	Florian Himm is Germany's best-known former hedge fund manager. He has decades of experience as a hedge fund manager, entrepreneur and investment banker. Himm has worked for Merrill Lynch, Fidelity, Tweedy, Browne, Bank Julius Baer as an analyst, nostro trader and fund manager before becoming a billionaire as a financial entrepreneur and hedge fund manager

Appearances can be deceptive: the crash is here!

The previous downturn witnessed by the stock markets was only a foretaste of a long-term meltdown to come. Your assets, savings, property and even your job are in serious danger. Become informed now, and act before it's too late.

The authors reveal how the so-called "concrete gold" of real estate is in many cases, rather a financial quicksand, and why at least one in every four German properties is likely to lose value in the medium term after inflation. In reading this book, you will also learn in detail how to make fortune from financial crash situations.

The authors, all successful capital market insiders, deliver pinpoint, detailed and easy-to-implement solutions to the current, wide-ranging devaluation of your assets.

Selling points and marketing:

- 2018 was one of the worst ever years in a single decade for the world's stock markets – in 2019, ongoing trade wars and trouble spots continue to exacerbate tensions within the markets.
- Florian Himm, a multiple bestselling author, gives warning here about the drastic dangers posed by the imminent mega-crisis.
- Precise, detailed and easy-to-implement solutions to the current, wide-ranging devaluation and expropriation of your assets.



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Lust auf Freizeit
Ratgeber Körper



Launch:	21.08.2019
Author:	Marquart, Andreas
Title:	Crash Course in Money Give supposed experts and know-it-alls a wide berth, while gaining a real background understanding of currency
Pages/ Cover/ Format:	ca. 176 Seiten, Hardcover, 135x205mm
ISBN:	978-3-95972-233-9
Price:	D: 16,99 EUR

Author:

Andreas Marquart is a member of the Executive Board of the Ludwig von Mises Institute in Germany. He completed a classic banking apprenticeship after his Abitur and, after 15 years as a banker in financial services with a focus on investment, became self-employed in 1998. His advice is based on the findings of the Austrian School of Economics.

Why other people become rich at our expense

Why is our money steadily losing its purchasing power? Why do we seem to slide from one economic crisis to the next? Would having a better monetary system and better-invested money help to spare the environment and prevent wars?

Pure paper currencies, whether they be US dollars, Swiss francs or Chinese yen, exhibit the same problems as each other all over the world, so why are we still stuck with such an antiquated, disadvantageous system? Andreas Marquart gets to the bottom of this and other issues surrounding paper currency. He also demonstrates ideas for better, more efficient systems of currency, which stand true to the principle: a good currency creates a beautiful world.

Selling points and marketing:

- Addresses the most pressing questions about our currency systems in a short, entertaining and easily-understood way.
- Contains a foreword by Thorsten Polleit, bestselling author and honorary Professor of Economics at the University of Bayreuth



FinanzBuch Verlag

Lust auf Freizeit
Ratgeber Körper

Judith Engst

FINANZIELLES FASTEN



Wie Sie endlich
unnütze Ausgaben
vermeiden, Geld
sparen und Ihr
Leben verändern

FBV



Launch:	30.12.2019
Author:	Engst, Judith
Title:	Financial Fasting How to avoid unnecessary expenses, save money and change your life
Pages/ Cover/ Format:	150 Seiten, Softcover, 145x215mm
ISBN:	978-3-95972-274-2
Price:	D: 14,99 EUR

Author:

Judith Engst (MBA), is a business and financial journalist. She has written numerous books in the fields of "Law & Taxes", "Investment" and "Stock Exchange". In the field of journalistic consulting, she has been dealing with the subject of "money and happy living" for around 20 years. At the same time she works as a university lecturer at the Business School Alb-Schwarzwald.

More time, more money with financial fasting

We make many resolutions at the start of the new year, and by the 2nd of January have held onto barely half of them. Time, then, for a few ideas which will give a positive spin to your life, and help you to save time and money: financial fasting. This book focusses on practical, easy-to-implement tips for avoiding unnecessary expenses, curbing those time-wasting bureaucratic monsters (insurance, finance and taxes), and even bringing those annoying, seemingly necessary purchases down to a minimum.

The author demonstrates how, by following these time and money-saving tips, one can then approach topics such as wealth accumulation, real estate and provision in a more relaxed way, with minimal effort and maximum effect! Following even a few of the 100 plus tips and tricks in this book can result in positive, noticeable consequences for one's life and wallet!

Selling points and marketing:

- Resolutions such as fasting and tidying up are usually kept punctiliously at the start of the new year – why not resolve to bring your finances, insurance and tax up to speed quickly and easily?
- Judith Engst is a multiple bestselling author and expert in the field of "optimizing personal input and output".



Launch:	13.11.2019
Author:	Miller, Markus
Title:	Financial Self-Defence Professional strategies to protect your assets, data, property rights and privacy!
Pages/ Cover/ Format:	ca. 250 Seiten, Hardcover, 145x215mm
ISBN:	978-3-95972-269-8
Price:	D: 19,99 EUR

Author:

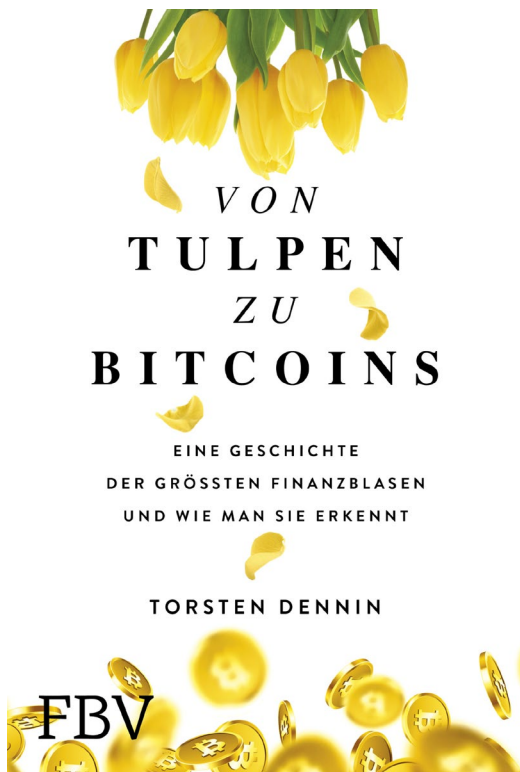
Markus Miller is Chief Analyst and Managing Director of GEOPOLITICAL.BIZ S.L.U. and has many years of experience with internationally active banks and consulting firms in Germany, Austria, Liechtenstein and Switzerland. In his function he coordinates an international information and communication network of economic and financial experts, lawyers and tax consultants. His last book, „Die Welt vor dem Geldinfarkt“, was on the renowned Manager Magazin bestseller list for six months in 2017. Markus Miller is also chief analyst and editor-in-chief of the renowned business magazine Kapitalschutz vertraulich and founder of KRYPTO-X.BIZ. His company operates the internet platform www.geopolitical.biz.

What would you do in the event of a crash?

How could one act if it really came to a financial crash in the markets? What would you do if you could no longer rely on traditionally secure establishments such as banks and state institutions? And what if such a situation imposed itself suddenly upon us, without our having had time to ready ourselves? There is a simple answer here: financial self-defence.

Selling points and marketing:

- Lays out 40 immediate strategies to maximize protection against geopolitical, domestic, fiscal and legal risks.
- Markus Miller is a leading expert in the field of capital protection and asset preservation, and is listed as a bestselling author in Manager Magazine.



Launch:	21.08.2019
Author:	Dennin, Torsten
Title:	From Tulips to Bitcoins Regarding the biggest financial bubbles, and how to recognize them
Pages/ Cover/ Format:	352 Seiten, Hardcover, 145x215mm
ISBN:	978-3-95972-253-7
Price:	D: 24,99 EUR

Author:

Prof. Dr. Torsten Dennin has more than 15 years of professional capital market expertise. He is head of asset management at Asset Management Switzerland AG in Zurich and Professor of Economics at the EBC University in Düsseldorf. He is also the founder and managing director of Lynkeus Capital, an investment company specializing in commodities, and a regular member of the Berlin Institute of Finance, Innovation and Digitalization e.V. He is the author of several books and is an expert interview partner for TV.

"The higher you climb, the further you'll fall"

There is perhaps no situation to which this statement better applies than that of financial crises. Consider this situation: the market heats up, with continual speculation driving the price of a particular product ever higher. What will be the likely result? An abrupt fall, of course: the bubble will burst!

"From Tulips to Bitcoins" tells the stories of some of the most spectacular events on the commodity and crypto markets, from "tulip-mania" in the 17th century to bitcoins today. The author clarifies the links between market movements and the individual destinies of various famous traders who accumulated or lost assets during the course of a bubble.

Take a journey back in time and learn about some of the biggest speculative bubbles of the last four centuries!

Selling points and marketing:

- Clear explanations of the biggest speculative bubbles of the last four centuries.
- Learn to spot financial bubbles and market exaggerations in good time!



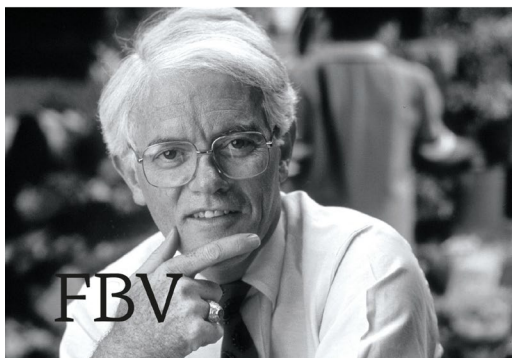
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Lust auf Freizeit
Ratgeber Körper

Rolf Morrien | Heinz Vinkelau

Alles, was Sie über
Peter Lynch
wissen müssen

Der erfolgreichste Fondsmanager
aller Zeiten auf gerade mal 100 Seiten



Launch:	16.10.2019
Author:	Morrien, Rolf; Vinkelau, Heinz
Title:	All you need to know about Peter Lynch One of the most successful fund managers of all time in just 100 pages
Pages/ Cover/ Format:	112 Seiten, Hardcover, 125x187mm
ISBN:	978-3-95972-260-5
Price:	D: 14.99 EUR

Author:

Rolf Morrien, born in 1972, studied history, economics and politics in Münster and Vienna and then trained as a business journalist. Afterwards he was editor of the service "Aktien-Analyse". Since 2002 he has been head of the stock exchange service "Der Depot-Optimierer". His Börsenbestseller »Börse leicht verständlich« was published by FinanzBuch Verlag.

Heinz Vinkelau, born in 1963, studied economics and economic history in Münster. After completing his studies, he worked as a business start-up consultant. For more than 15 years he has been writing as an editor for various specialist publishing houses.

The Ultimate Fund Manager Among Stock Market Legends

Peter Lynch is one of the most successful fund managers of all time, earning him Olympus status among stock market legends. In just 13 years, he managed to turn the small Fidelity Magellan Fund into one of the largest and most successful funds of all time and achieve an average annual return of a staggering 29 percent. Meticulous analysis and fast and consistent action were his recipe for success.

In this book, the bestselling authors Rolf Morrien and Heinz Vinkelau not only document the interesting life story of Peter Lynch, but also show Lynch's strategies for selecting the right stocks.

Selling points and marketing:

- the bestselling authors Rolf Morrien and Heinz Vinkelau show Lynch's strategies for selecting the right stocks
- One of the most successful fund managers of all time in just 100 page



FinanzBuch Verlag

Rolf Morrien | Heinz Vinkelau

Alles, was Sie über John Templeton wissen müssen

Der genialste Stockpicker aller
Zeiten auf gerade mal 100 Seiten



Launch:	30.12.2019
Author:	Morrien, Rolf; Vinkelau, Heinz
Title:	All you need to know about John Templeton The most ingenious stock picker of all time on just 100 pages
Pages/ Cover/ Format:	112 Seiten, Hardcover, 125x187mm
Code:	978-3-95972-259-9
Price:	D: 14.99 EUR

Author:

Rolf Morrien, born in 1972, studied history, economics and politics in Münster and Vienna and then trained as a business journalist. Afterwards he was editor of the service "Aktien-Analyse". Since 2002 he has been head of the stock exchange service "Der Depot-Optimierer". His Börsenbestseller »Börse leicht verständlich« was published by FinanzBuch Verlag.

Heinz Vinkelau, born in 1963, studied economics and economic history in Münster. After completing his studies, he worked as a business start-up consultant. For more than 15 years he has been writing as an editor for various specialist publishing houses.

Unconventional and incredibly successful: Sir John Templeton

Sir John Templeton's motto was to be successful on the stock exchange using unconventional methods. One of the most successful fund managers of all time, he decided, instead of investing in shares with large companies, to buy penny stocks at the end of the 1930s, i.e. shares that were traded as junk stocks worth less than one dollar. He had enormous success. After only a few years, he was able to quadruple his capital.

In this book, bestselling authors Heinz Vinkelau and Rolf Morrien document Templeton's impressive life story, explain his unconventional strategies and show what investors can still learn from Templeton today.

Selling point and marketing:

- What investors can still learn today from Templeton and his unconventional strategies.
- Impressive life story of one of the most successful fund managers of all time brought to you in 100 pages



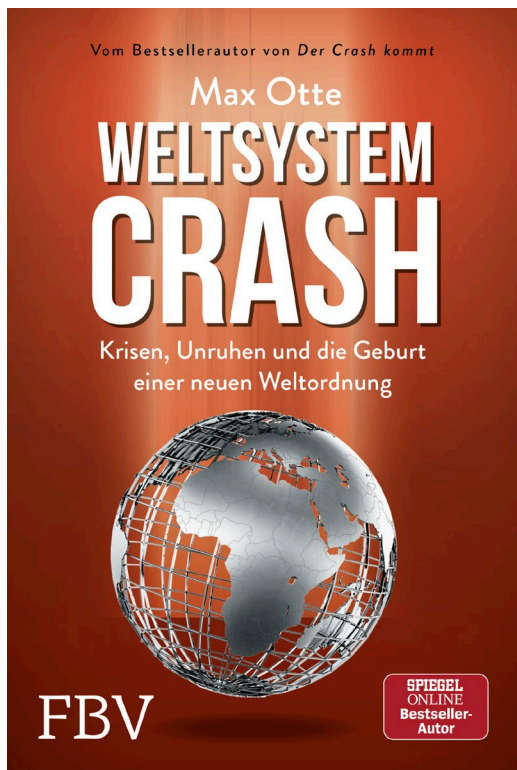
Launch:	12.02.2020
Author:	Sander, Beate
Title:	The Stock Exchange Licence – Anniversary Edition Shares instead of a savings account – a licence to invest money
Pages/ Cover/ Format:	336 Seiten, Softcover, 170x240mm
ISBN:	978-3-95972-279-7
Price:	D: 29,99 EUR

Author:

Beate Sander has spent a long time working in German speaking countries, and has become a sought-after commentator, moderator and interviewee. She is known for a consistently exciting, vivid, easy-to-understand and practical delivery in both her writing and speaking, regardless of what the subject matter may be. Sander writes a well-known weekly column for Bild.de

With the 10th, completely revised edition, the bestseller, which has sold more than 25,000 copies, now appears with model portfolios for success-oriented investors (shares and ETFs) and a large question and answer section for self-tests on the subject of stock market knowledge. From portfolio management and various asset classes to ETFs, fundamental analysis, chart technology and stock market psychology, "The Stock Exchange Licence" by Beate Sander covers all important areas and gives many practical tips for a successful start as a stock market investor or trader.

- The stock market bestseller with more than 25,000 copies sold
- Many sample equity and ETF portfolios for success-oriented investors
- A large question and answer section for self-tests



Launch:	29.10.2019
Author:	Otte, Max
Title:	World System Crash Crises, riots, and the birth of a new world order
Pages/ Cover/ Format:	ca. 350 Seiten, Hardcover, 145x215mm
ISBN:	978-3-95972-282-7
Price:	D: 24,99 EUR

Author:

Max Otte is the founder of the Institute for Asset Development and Fund Manager. In 2006, he wrote the bestseller with over 500,000 copies sold: "Der Crash kommt". He received his doctorate from Princeton University and taught at Boston University, Worms University and Karl Franzens University in Graz.

The sequel to "The Crash is Coming" which has, to date, sold half a million copies.

"The Crash is Coming" has become one of the most successful German business books ever and in writing it, Max Otte has become known as one of only a few who accurately predicted the coming of the crisis. Now, in "World System Crash" he fearlessly identifies and analyses what must now be considered even greater financial risks and problems. Due to various banking and euro-rescue operations, global debt has risen to its highest ever level. The USA's decline, along with the rise of China and Europe's impotence, could prove catastrophic for us all. Otte demonstrates how all these pieces of the puzzle connect with each other, and how individuals may survive in this new world order. As he did 13 years ago, he closes with a haunting warning: it's now more important than ever to take precautions – before it's too late.

Selling point marketing:

- "The Crash is Coming" has become one of the most successful German business books and has made Otte the "most successful German crash guru of all time".
- Otte shows how the decline of the US, the rise of China and the powerlessness of Europe are connected, and how individuals may survive in this new world order.
- As he did 13 years ago, he closes with an urgent warning: It's now more important than ever to take precautions - before it's too late.



Launch:	16.10.2019
Author:	Rossbach, Gabriele
Title:	The Desk Workout Light, relaxing yoga exercises for your working day
Pages/ Cover/ Format:	ca. 208 Seiten, Softcover, 145x215mm
ISBN:	978-3-86881-766-9
Price:	D: 14,99 EUR
Author: Gabriele Rossbach is a relaxation therapist, yoga and meditation teacher, author of several books, trained teacher and freelance journalist. She also works as a personal consultant and coach and conducts seminars in meditation, yoga, psychosomatics and stress management. She also uses NLP, mental training, cognitive therapy and much more. Further information: www.gabriele-rossbach.de	

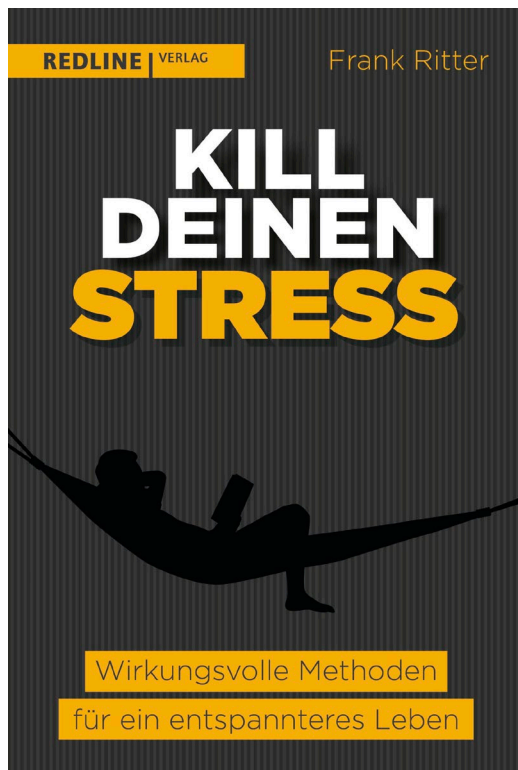
Light exercises for empowerment and well-being in the workplace

Stress, lack of exercise and bad moods - the working day can tug at the nerves. One can feel flabby, cramped and unfocussed, often resulting in working performance decreasing noticeably as the day progresses and when it comes to this, then it's high time one charged one's batteries!

The Desk Workout by Gabrielle Rossbach can help: by doing light yoga and meditation exercises you can relieve tension, promote inner-balance and re-charge your batteries. Requiring no change of clothes, use of a mat, performance of acrobatics or pre-knowledge, these everyday exercises can feasibly be performed in the private or open-plan office situation. This book presents simple yoga exercises which you can perform anytime, anywhere, and in any space – bring joy, energy and better concentration into your everyday workplace!

Selling points and marketing:

- This book can help everyone to avoid stress, re-charge their batteries and improve performance
- These exercises require no change of clothes, use of a mat, pre-knowledge or performance of wild acrobatics



Launch:	13.11.2019
Author:	Ritter, Frank
Title:	Kill Your Stress! Effective methods for a more relaxed life
Pages/ Cover/ Format:	ca. 224 Seiten, Softcover, 145x215mm
ISBN:	978-3-86881-768-3
Price:	D: 17,99 EUR

Author:

Frank Ritter studied business administration, was a competitive athlete and worked for six years as a freelance personal trainer and mental coach. Since 2010 he has been giving lectures, seminars and workshops on the topics of stress management, health and mental strength, and launched his online anti-stress platform Stresskiller in 2015.

Reduce stress in just 13 weeks

A feeling that one is being constantly rushed: in Germany today, one in every four people complains of having stress. It is toxic to the body and mind, and it is high time we found an active, sustainable way of reducing our stress levels. In this book, former performance swimmer Frank Ritter demonstrates how we can balance body and mind, become more resilient and defy the stress presented by everyday life. Ritter criticises the approaches used in the stress-science, psychology and nutrition-science fields, and provides instead a simple everyday strategy to cope with stress - the so-called EMR method: Stress E-rkennen (notice), M-essen (measure), R-eduzieren (reduce).

A book containing individual solutions for every type of stress!

Selling points and marketing:

- Provides an everyday anti-stress program for lasting stress-management
- Actively prevent stress by using an individual approach



Launch:	13.11.2019
Author:	Hess, Sigrid
Title:	Digital Works Differently Effective methods and new tools for modern office life
Pages/ Cover/ Format:	ca. 224 Seiten, Softcover, 145x215mm
ISBN:	978-3-86881-767-6
Price:	D: 19,99 EUR

Author:

Sigrid Hess is a trainer, consultant and team coach. Her goal is process optimization in the office - from the big concept to daily PC practice. After several years as an engineer in the pharmaceutical industry, Sigrid Hess switched to freelance work. Since 1999 she has been working in all industries, at all hierarchical levels and with constant enthusiasm for the topic. She has already published "Perfekt im Office" and "Überleben in der Informationsflut" at Redline Verlag.

How to handle everything in the digital workplace

More and more companies are taking advantage of the opportunities offered by digitization, such as cloud storage, smartphones and more. A result of this is that many people now have more flexibility in choosing how and where they conduct their work, e.g. online, in the office, from home, or on the road. One downside is that this modern erosion of regimentation renders the task of managing employees, delegation, working hours and the office much more difficult.

In this book, the author answers the most pressing questions about the digital working environment, new methods of teamwork, de-limited working hours and specific data-security requirements. This book also features need-to-know information on modern digital tools such as OneDrive, GoodNotes, and mobile scanner apps.

This book can help anyone rise to the challenges of the modern digital workplace!

Selling points and marketing:

- A handbook for the working day of the future
- Master the digital workplace with the correct tools and methods



Launch:	13.11.2019
Author:	Bellone, Veronika; Matla, Thomas
Title:	Happy with Tiny Start-Ups Why small businesses are the next big thing
Pages/ Cover/ Format:	ca. 224 Seiten, Softcover, 145x210mm
ISBN:	978-3-86881-770-6
Price:	D: 17,99 EUR

Author:

Professor Veronika Bellone is Managing Director of Bellone Franchise GmbH. Her international reference customers include Fleurop, Mövenpick, Lara Lee, Schweizer Post, ACCOR, Spar and Valora. As a pioneer of sustainable franchising, together with her colleague Thomas Matla she developed the Green Franchise Award, which was presented for the seventh time in 2019 in cooperation with the German Franchise Association in Berlin.

Happy and successful: arguments against the growth craze

Less is often more – this insight is becoming increasingly prevalent, even among many of the world's entrepreneurs and big business founders. One doesn't necessarily have to open a unicorn with expansion in mind and today, many find it far more worthwhile and fulfilling to start a small business which is not only lucrative but also un-complicated and sustainable.

Bellone and Matla demonstrate how tiny start-ups work and what they're capable of. They explain the prerequisites to starting one of these smart microenterprises, the advantages that ownership or involvement can bring, and give examples of already existing micro-business models. In the end, expansion isn't everything, and it often makes much more sense to work efficiently and sustainably without the emphasis on growth and pressure that working in a bigger business would inevitably impose. Happy with Tiny Start-Ups is also, then, a refreshing argument in favour of economic reason, professional independence and self-determination in business and life.

Selling points and marketing:

- Explains why tiny start-ups are more sustainable, less complicated and more fulfilling
- Contains practice stories, plus examples of successful tiny start-ups

SCHNELLER
ENTSCHEIDUNGEN
BEKOMMEN

Die besten Strategien
und effektivsten Methoden

Launch:	21.08.2019
Author:	Jocham, Georg
Title:	Get Faster Decisions The best strategies and most effective methods
Pages/ Cover/ Format:	256 Seiten, Softcover, 145x215mm
ISBN:	978-3-86881-757-7
Price:	D: 17,99 EUR

Author:

GEORG JOCHAM is a self-employed management trainer and speaker. After his studies, he worked for Roland Berger for a long time and then for many years in the corporate environment. He trains project managers and managers in large German and Austrian companies such as A1 Telekom, Continental, Post, Raiffeisen and others to prepare and prepare decisions in such a way that decision-makers can decide quickly and reliably. For three years he has been running his own blog, making podcasts and regularly writing for trade journals.

How to get your supervisor to make quicker decisions

The ability to make consistently good, quick decisions can bring a company competitive advantages but is, however, sadly lacking in most situations. Employees often complain about the inertia of their bosses who, in turn, complain about something else, such as what they may see as unhelpful decision-making documents or policy.

In this book, the author introduces many practical examples which show how decisions can be made swiftly at top management level, and how this in turn reflects positively in the contribution of the employees, their expectations, and the general success of a company. Developing quick decision-making abilities is demonstrated as a process of self-empowerment, which ultimately helps a whole company, from the simple employee to the top manager.

Selling points and marketing:

- Contributes to the "bottom up" operational theory
- A guide for those who aren't happy with long waiting times for management-level decisions



Launch:	13.11.2019
Author:	Radomsky, Christine
Title:	Welcome to the World of Digital Natives How you can, as an older more experienced hand, play to your strengths in the modern digital workplace
Pages/ Cover/ Format:	ca. 224 Seiten, Softcover, 145x215mm
ISBN:	978-3-86881-772-0
Price:	D: 17,99 EUR

Author:

Dr. Christine Radomsky is an IT engineer with a doctorate in physics and supports people in professional crises as a business coach. At 47 she completed a postgraduate course in information technology and at 57 a coaching course at the FU Berlin - parallel to her profession. Today, she develops and conducts online courses on self-management and professional reorientation for people with life experience.

Practical career advice for the digital age

Artificial intelligence, digital transformation, co-working spaces – the working world is changing at a frighteningly fast pace. Many older employees are today having to reorient themselves to cope with modern concepts such as flat hierarchies, self-organizing teams and also with constantly evolving technology.

In this book, Radomsky explains how more experienced experts and older skilled workers can, when they're in demand, display and utilise their capacities and strengths to a full and sometimes even greater degree than the younger digital natives of the workplace. She also shows how opportunities can open up for the "old hands" in the workplace, and which types of career strategy are more likely to bring success for them in the modern working world.

Selling points and marketing:

- People other than "digital natives" can be successful in the modern working world.

MEISTERKURS RHETORIK

Der Weg zum
Kommunikationsprofi



Launch:	11.09.2019
Author:	Held, Benedikt
Title:	Masterclass Rhetoric How to become a professional communicator
Pages/ Cover/ Format:	ca. 240 Seiten, Hardcover, 145x215mm
ISBN:	978-3-86881-761-4
Price:	D: 24,99 EUR

Author:

Benedikt Held studies psychology and is a communication coach. At the same time, he runs the largest German YouTube channel for verbal and non-verbal communication. He also passes on his knowledge in online courses and the Redefabrik Campus, reaching over 100,000 people within one year.

A complete seminar on communication – in a book

Barack Obama, Martin Luther King, Steve Jobs: personalities such as these have, through their skills in rhetoric, become influential. It is a fact that those who are able to communicate successfully and charismatically hold a key to success and power in their hands. In this book, communication coach Benedikt Held demonstrates how anyone can become a professional orator. Based on his communication seminar, workshops and platform Redefabrik.de, the comprehensive course in this book delivers psychologically sound practice techniques, tools to ensure one has the perfect appearance, techniques for dealing with stage fright, and rhetorical special effects: a handbook for those who want to become convincing, charismatic, brilliant speakers!

Selling points and marketing:

- Delivers proven techniques and in-depth practical knowledge
- By the YouTube creator of Redefabrik