

Foreign Rights Catalogue



MÜNCHNER
VERLAGSGRUPPE

SPRING
2020



FinanzBuch Verlag

REDLINE | VERLAG



FinanzBuch Verlag

Rolf Morrien | Heinz Vinkelau

Alles, was Sie über
André Kostolany
wissen müssen

Der Grandseigneur der Börse
auf gerade mal 100 Seiten



Publication:	16.06.2020
Author:	Morrien, Rolf; Vinkelau, Heinz
Title:	Everything you need to know about André Kostolany The Grandseigneur of stock exchange on just 100 pages
Pages/Cover/Format:	112 pages, hardcover, 125x187mm
ISBN:	978-3-95972-262-9
Price:	D: 14,99 EUR, A: 15,50 EUR

Speculating against the stock market trend – life and investment strategies of the stock market guru

André Kostolany liked to speculate against the stock market trend. The pillars of his investment strategy were patience, capital, research and luck. He gained his reputation as a stock market guru also as a writer and journalist. He wrote a large number of stock market guides, which were sold around three million times. In addition, he gave lectures and appeared on television shows, including the Harald Schmidt Show.

The bestselling authors **Rolf Morrien** and **Heinz Vinkelau** describe the impressive life story of André Kostolany, explain his unconventional investment strategies and present what investors can learn from Kostolany.

Selling points and marketing:

- The impressive biography and the unconventional investment strategies of Kostolany on just 100 pages
- The bestselling authors Rolf Morrien and Heinz Vinkelau decipher Kostolany's investment methods



FinanzBuch Verlag

Rolf Morrien | Heinz Vinkelau

Alles, was Sie über
Jim Rogers
wissen müssen

Der Indiana Jones der Finanzwelt
auf gerade mal 100 Seiten



Publication:	17.03.2020
Author:	Morrien, Rolf; Vinkelau, Heinz
Title:	Everything you need to know about Jim Rogers The Indiana Jones of the financial world in just 100 pages
Pages/ Cover/ Format:	112 pages, hardcover, 125x187mm
ISBN:	978-3-95972-261-2
Price:	D: 14,99 EUR, A: 15,50 EUR

4200 percent profit - the most successful hedge fund manager of all times

To swim against the current is the maxim with which Jim Rogers became one of the most successful hedge fund managers of all time. He invested in commodities when the major investment banks closed their commodity departments. Together with George Soros, he founded the Quantum Fund in the early 1970s, which gained 4200 per cent at a time when the S&P 500 Index was only 47 per cent higher.

In their book, bestselling authors **Heinz Vinkelau** and **Rolf Morrien** describe Rogers' impressive life story, explain his unconventional investment strategies and point out what investors can learn from Rogers.

Selling points and marketing:

- The impressive life history of one of the most successful Hedgefonds managers of all times on just 100 pages
- Learn how Jim Rogers' unconventional investment strategies can also be used by private investors



FinanzBuch Verlag

Tim Reichel

BUSY IS THE NEW STUPID



Wie du endlich mehr Zeit
für das Wesentliche gewinnst

Publication:	17.03.2020
Author:	Reichel, Tim
Title:	Busy is the New Stupid How to finally find more time for the essentials
Pages/ Cover/ Format:	approx. 208 pages, softcover, 135x210mm
ISBN:	978-3-95972-306-0
Price:	D: 14,99 EUR, A: 15,50 EUR

Ways out of the idiocy trap - dealing successfully with the distractions of today's professional world

New technologies and digitalisation have changed our everyday working life considerably. They create countless possibilities, but they also have a catch: we live in an age of unlimited distractions. Our attention and concentration are becoming the most important success factors that need to be preserved.

If you want to avoid this trap, you have to set the right priorities and concentrate on the important things. Tim Reichel shows 101 ways for a happy life in the 21st century. It is a modern toolbox containing the best time management methods and productivity techniques known at present.

Tim Reichel is an author, scientist and entrepreneur. He is one of the most successful German authors on the subject of time management and is known from SZ, FAZ, "Zeit" and ZDF, among others. He studied industrial engineering and management, obtained his doctorate at the RWTH Aachen University and is responsible for industry-related research projects there. In 2014 he founded the platform "studienscheiss.de", which helps students to be successful in their studies.

Selling points and marketing:

- A tool kit with the best time management methods and productivity techniques
- Learn how to preserve our most important success factors - attention and concentration



Publication:	16.06.2020
Author:	Röhl, Christian W.
Title:	Keep cool and collect more dividends Buy stocks, handle risks cleverly and live on assets - From the author of the bestseller "Keep cool and collect dividends"
Pages/ Cover/ Format:	approx. 220 pages, hardcover, 145x215mm
ISBN:	978-3-95972-248-3
Price:	D: 16,99 EUR, A: 17,50 EUR

The successor to the Manager Magazine bestseller "Keep cool and collect Dividends".

Bestselling author Christian Röhl shows how asset accumulation and management with shares really works. He does not only discuss the most important characteristic numbers, which can be used to combine shares as if picked from a menu, but gives concrete advice on how investors buy shares, manage potential risks and live from the gained fortune.

He shows how the stock portfolio can be optimized within an hour per month with just a few key figures. Everything about the right mindset, sample strategies and saving money top off the book.

Christian W. Röhl is an entrepreneur and investor. He is a lecturer and chairman of the advisory board of the "isf" Institute for Strategic Finance at FOM University. He is an acknowledged TV expert for capital market topics and has made more than 250 TV appearances and held more than 400 lectures, seminars and keynotes in front of a total of around 50,000 participants over the past 20 years.

Selling points and marketing:

- From the author of the manager magazine bestseller "Stay cool and collect dividends" with more than 20,000 copies sold
- Christian Röhl is an investor, entrepreneur and investment strategist with over 20 years of experience in the financial markets



FinanzBuch Verlag

JULIEN
BACKHAUS
EGO

GEWINNER SIND
GUTE EGOISTEN



Publication:	17.03.2020
Author:	Backhaus, Julien
Title:	EGO Winners are good Egoists
Pages/ Cover/ Format:	approx. 240 pages, hardcover, 135x215mm
ISBN:	978-3-95972-302-2
Preis:	D: 18,99 EUR, A: 19,60 EUR

With healthy egoism to personal success!

There is such a thing as good selfishness. In this book Julien Backhaus takes up the cudgels for a form of self-centredness that helps not only the user but also his peers. His argument: Only those who are strong can make others strong. Only those who have can also give. The reader learns what scholars like the Dalai Lama and super-rich people like Warren Buffett think about it and how everyone can use good egoism for his own happiness in life. More success in relationships, at work and in life in general - good egoists are already living this dream.

A plea for recognizing the benefits of healthy egoism and pursuing one's own agenda.

Julien Backhaus has been a media maker since he came of age. At the age of 24 he was considered the youngest magazine publisher in Germany and began to talk to the super-successful of the republic about their secrets and principles. These include billionaires, show stars and the most famous top athletes. Backhaus is a serial entrepreneur and lives with his family near Hamburg.

Selling points and marketing:

- Good egoists achieve the best results because they put their standards right at the top
- A plea for recognising the benefits of healthy egoism



Publication:	12.05.2020
Author:	Siegler, Fabian
Title:	Financial freedom with dropshipping How to build a profitable drop shipment business, retire early and begin to enjoy your life
Pages/ Cover/ Format:	approx. 200 pages, softcover, 135x205mm
ISBN:	978-3-95972-314-5
Price:	D: 17,99 EUR, A: 18,50 EUR

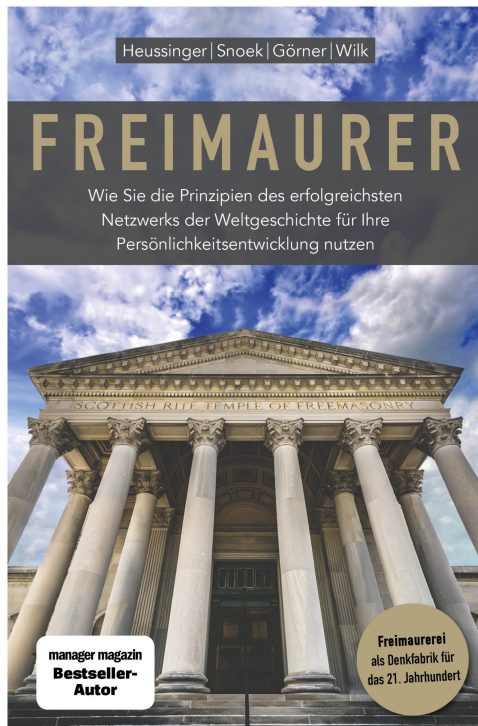
According to "eBay-Magazine" the author is the current youngest power seller

Online trade is booming worldwide. But how can you profit from this constantly growing business? Preferably alongside your job and without any previous knowledge? The magic word is "dropshipping". Behind it is the idea of not buying your goods in advance. Instead, they remain with a wholesaler until the customer orders. Only then does the wholesaler ship the goods directly to the customer. Because dropshipping saves time, capital and unnecessary risks, it is also suitable for start-ups, students, part- or full-time employees or even job seekers. An easy to implement introduction even without any previous knowledge.

Fabian Siegler, born in 1989, has been involved in eCommerce since the age of 16. He was one of the youngest eBay power sellers ever. He is an expert for dropshipping and internet marketing at the Bundesverband Deutscher Sachverständiger und Fachgutachter e.V. As a multiple company founder, he supports both e-commerce beginners and professionals in the conception, implementation and support of online shops.

Selling points and marketing:

- The most current topic in online trade
- An easy to implement introduction, even without previous knowledge



Publication:	18.02.2020
Author:	Heussinger, Werner H.; Snoek, Jan; Görner, Heike; Wilk, Ralph-Dieter
Title:	Freemasons How to use the principles of the most successful network in world history for your personal development
Pages/ Cover/ Format:	approx. 272 pages, hardcover, 125x187mm
ISBN:	978-3-95972-303-9
Price:	D: 18,99 EUR, A: 19,60 EUR

The oldest and most successful social network in the world: the Freemasons

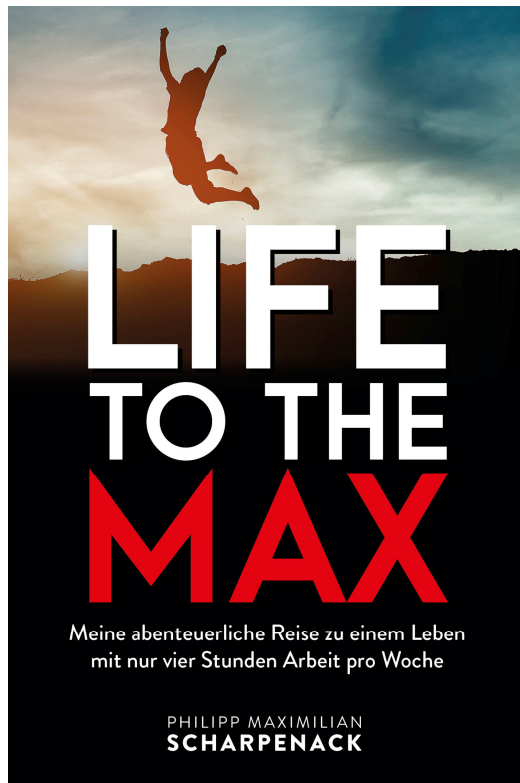
Freemasonry – there is no other society that is the subject of so many myths, legends and conspiracy theories. Admired, despised, persecuted, forbidden, and yet: Freemasonry still exists. Its rituals have survived to this day. Especially in Germany they are cultivated and passed on.

But what is Freemasonry actually? How and why do you become a freemason today? Which meaning does Freemasonry have in a digitalized and globalized world, in the age of posthumanism and artificial intelligence? Is it a relic of days gone by or even a secret forum in which business and politics secretly conspire against everyone?

The authors of this book, all Freemasons, show what makes modern Freemasonry what it is, why it is an asset to every individual and society, and why Freemasonry is no less than the oldest and most successful social network in the world and a lifelong and highly effective personal training.

Selling points and marketing:

- How the principles of Freemasonry can be used for personal development
- Werner Heussinger is "Manager Magazin"-Bestselling author



Publication:	14.04.2020
Author:	Scharpenack, Philipp Maximilian
Title:	Life to the Max My adventurous journey to a life with only four hours work per week
Pages/Cover/Format:	200 pages, softcover, 135x205mm
ISBN:	978-3-95972-315-2
Price:	D: 17,99 EUR, A: 18,50 EUR

Known from "The Lion's Den" (Höhle der Löwen): Working four hours and financing life

Everyone aspires towards happiness. But most waste their lives with things that stand in the way of their inner joy. Philipp Scharpenack has escaped from the hamster wheel. For many years he has been living according to the principle of the four-hour week: working four hours a week to finance his life.

He tells his story and gives valuable tips on how everyone can find wealth, freedom and happiness - and draws inspiration from this position to make more money than ever before.

Max Philipp Scharpenack, 33, is an entrepreneur, lifestyle entrepreneur and adventurer. He currently lives in Cologne and Berlin and has founded several companies, including "Suck It", known from the show "Die Höhle der Löwen", water ice with alcohol and GRÜNDERPOKERN an exclusive networking event for startups.

Selling points and marketing:

- Valuable tips from an exceptional entrepreneur and multiple business founders
- How everyone can put the principle of the four-hour week into practice to achieve wealth, freedom and happiness



Publication:	16.06.2020
Author:	Stöger, Marcus
Title:	Planet Nine In Search of the Phantom of our Solar System
Pages/ Cover/ Format:	approx. 220 pages, softcover, 135x205mm
ISBN:	978-3-95972-311-4
Price:	D: 16,99 EUR, A: 17,50 EUR

A new, unknown world at the edge of our Solar System

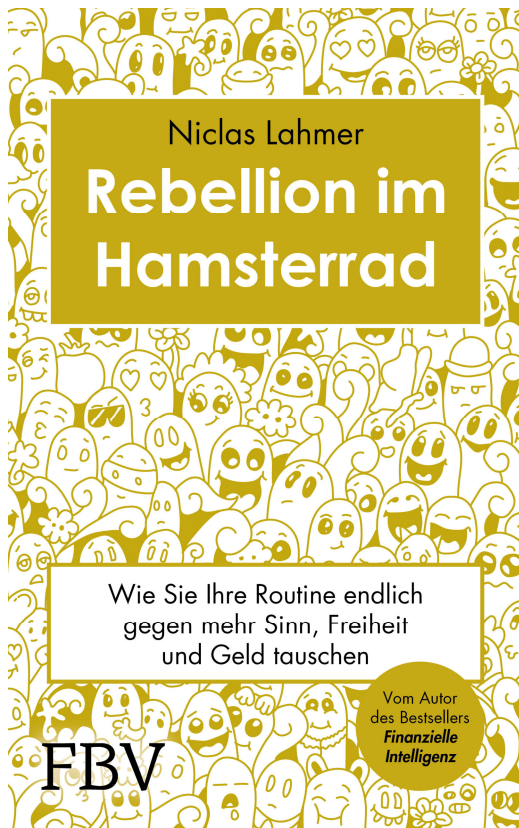
"How many planets does our solar system truly have?" What sounds like a trick question has a surprising answer: We don't know. We still don't know. The current planetary alignment has long been a matter of scientific concern. It is possible that the constellation is influenced by another planet that is orbiting the sun unrecognized so far. The discovery of this ninth planet would be a sensation, and it could happen any time.

The science journalist Marcus Stöger traces the exciting story of a sensational scientific search - based on facts, in a manner understandable to everyone.

Marcus Stöger, born 1963 in Linz, Austria, is a professional writer and editor. His main interest has always been in astrophysics, even before his studies. His articles and translations on space topics have been published in relevant journals such as "Space" since 2012.

Selling points and marketing:

- Within 400 years astronomers have discovered only two new planets in our solar system, now there are ever increasing signs that there is yet another: Planet Nine



Publication:	16.02.2020
Author:	Lahmer, Niclas
Title:	Rebellion against the Routine How to finally exchange your Routines for more Purpose, Freedom and Money
Pages/ Cover/ Format:	approx. 320 pages, hardcover, 135x210mm
ISBN:	978-3-96092-492-0
Price:	D: 14,99 EUR, A: 14,99 EUR

Be free from Social Constraints

Drive down the Algarve coast in a Ferrari, fly first class for the price of economy class and earn more money with 5 hours of work than most managers with a 70-hour week - who wouldn't want that? The opportunity to experience life outside the ordinary, to escape the daily routine, is not available to most people. But this is not necessarily the case! Niclas Lahmer shows in his new book how you can achieve more financial and personal freedom by freeing yourself from the constraints of social beliefs.

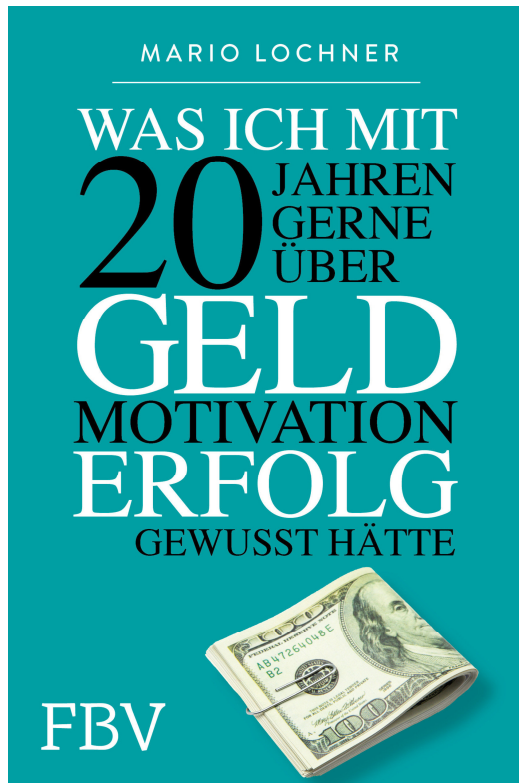
Niclas Lahmer is an internationally recognized security expert, business economist and author of several books. As a keynote speaker he inspires his audience and gives a lecture on the topic: "Radical change in an insecure, digital and noisy world. Through his publications he presents a counter position to the economic, security policy and social soft philosophy and hits the nerve of the time when he advocates lateral thinking and a Rebellion against the Routine.

Selling points and marketing:

- Financially to the high-flyer become, without submitting to the money
- Gaining more time for the important things in life



FinanzBuch Verlag



Publication:	17.03.2020
Author:	Lochner, Mario
Title:	Everything I would have liked to know at 20 about Money, Motivation and Success
Pages/ Cover/ Format:	approx. 304 pages, softcover, 135x205mm
ISBN:	978-3-95972-277-3
Price:	D: 16,99 EUR, A: 17,50 EUR

On the fast track early in life - with one of the most successful German YouTube channels about money, motivation and success "Mission Money"

Many people spend years in their jobs, only to discover that they are not doing what they are passionate about nor successful with. It is important to focus on personal motivation and your own potential early in life and to set the course for happiness and success.

Mario Lochner shows the way to the fast lane in life. The first part of the book is about how to find your personal motivation in private and professional life. In the second part, the author gives you the tools for success, which you can use tailor-made for yourself. Finally, the third part of the book is about how you can build a financial foundation for retirement with just a few hours a year.

Mario Lochner is a graduate business economist, journalist and one of the most prominent financial bloggers in Germany. He is editor of the business magazine "Focus-Money" and the face of the successful YouTube channel "Mission Money" with more than 100,000 subscribers. He interviews big names from the financial scene and politics.

Selling points and marketing:

- Discover personal motivation and potential, gain financial freedom and set the course for happiness and success early in life



Publication:	18.02.2020
Author:	Bukvić, Robert
Title:	The Coworking Evolution The way we will live and work in the future
Pages/ Cover/ Format:	224 pages, softcover, 148x210mm
ISBN:	978-3-86881-703-4
Price:	D: 19,99 EUR, A: 20,60 EUR

Mega-trend Coworking and its impact on the World of Work

Today's workplace is facing huge upheavals: On the one hand, globalisation, digitalisation and increasing mobility are pressing, on the other hand, urbanisation, flexible forms of work and new work processes are emerging. Jobs as we know them will change dramatically. And our familiar working environment will be less and less able to cope with all this. But how will we work tomorrow? How will the world of work and life, keyword coworking and co-living, change? And what does this mean for our everyday life? Robert Bukvić explains what companies need an answer to. And what the working world of tomorrow could look like.

Robert Bukvić is the founder of various start-ups and Internet companies such as rent24. He and his team pass on his experience and know-how from over 15 years in the technology and real estate industry to young start-ups and up-and-coming companies.

Selling points and marketing:

- The changes in our working world - from urbanization to colleague robots
- The success factors for productive jobs of the future

X

REDLINE | VERLAG

Ariane Brandes

DIE MACHT DER COMMUNITY

Wie Sie zum Community-Manager
werden und erfolgreich
ein Online-Netzwerk aufbauen



Publication:	18.02.2020
Author:	Brandes, Ariane
Title:	The Power of the Community How to become a Community Manager and successfully build an online network
Pages/Cover/Format:	approx. 272 pages, softcover, 145x215mm
ISBN:	978-3-86881-777-5
Preis:	D: 19,99 EUR, A: 20,60 EUR

How to truly reach fans and subscribers on social media networks

Whether influencer, youtuber, company, marketing, politics or private person: A large social media network is mandatory today if you want to reach many people quickly. But it is crucial to actively cultivate your community. Especially for entrepreneurs, start-ups and the self-employed, it is essential to look after your own online fan base and to be in constant communication. Ariane Brandes shows how everyone can become an effective community manager. She describes what you need to know, how to design the dialogue on the internet, which content is appropriate and how to start exciting and creative online initiatives.

Ariane Brandes has a degree in business administration and works as a freelance community manager in several Facebook groups. She also works as an editor and idea generator for talk show formats, with a focus on storytelling. She supports entrepreneurs and coaches in building a sense of community among strangers. Through networking, interaction within and outside the (online) community(s) increases. The result is an increase in reach, combined with a growing awareness of her clients.

Selling points and marketing:

- Whether Influencer, start-up or marketing - without Community it is simply not possible
- How to build and maintain an online community step by step
- A Guide to how everyone becomes a successful Community Manager



Publication:	14.04.2020
Author:	Saxenhammer, Christian
Title:	Get started with an Investor How to win over Investors and finance your company's growth
Pages/Cover/Format:	approx. 224 pages, softcover, 145x215mm
ISBN:	978-3-86881-789-8
Price:	D: 19,99 EUR, A: 20,60 EUR

How every start-up finds a sponsor

For many start-ups and companies, the question arises, even or especially after a successful start-up phase, how to secure their financial future. How can the company move up into a new league and stabilize and expand its market power? This is where investors come into play, who contribute the necessary capital. This book tells you what you need to know about investor participation, where the pitfalls lie, how to find the right investors and how to win them over with the right storytelling for your project. The advisor for all founders who are not interested in "The Lion's Den" (Die Höhle der Löwen).

Christian Saxenhammer is Managing Director of the Berlin M&A boutique Saxenhammer & Co. Corporate Finance GmbH and has advised on more than 200 M&A transactions to date. Among other things, he has established an international network of M&A boutiques, focusing on special situations with partner firms in China, the USA, Brazil, the UK, Singapore and India.

Selling points and marketing:

- Everything about financing rounds, pitfalls, participation contracts and much more
- Guidelines for dealing with investors



Publication:	18.02.2020
Author:	Thönnessen, Felix
Title:	Successful Company Founding
Pages/Cover/Format:	approx. 272 pages, softcover, 145x215mm
ISBN:	978-3-86881-793-5
Price:	D: 17,99 EUR, A: 18,50 EUR

The reprint of the bestseller from "Die Höhle der Löwen" Coach

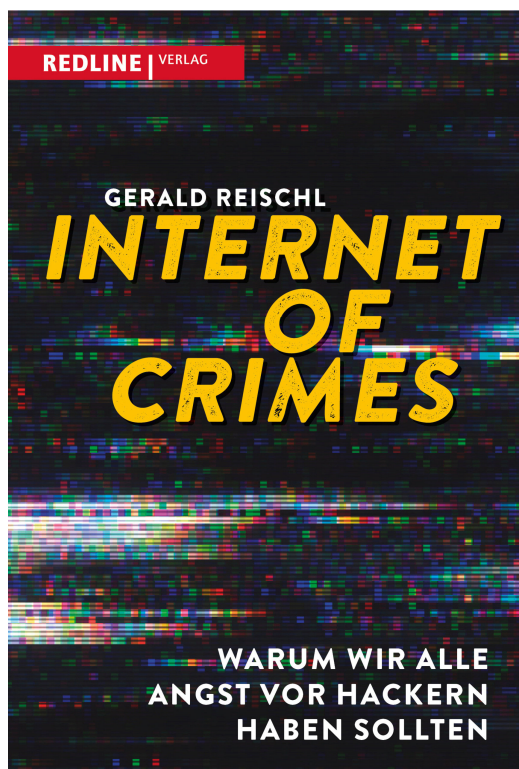
Felix Thönnessen, foundation expert, consultant, speaker and coach, for instance for four years for the participants of "Die Höhle der Löwen", has collected his experiences as well as tips and instructions in this book, which are important for every successful company foundation. Easily understandable and practical, he explains what founders should know about idea development, business plans, initial office organization and much more.

It offers entrepreneurs the necessary tools for a promising start and encourages everyone to go their own way and realize their business idea step by step.

Felix Thönnessen has been a sought-after advisor and keynote speaker on the subject of business start-ups for many years. He is the owner of the consulting firm Felix Thoennessen GmbH as well as a success academy and acted as a consultant for the applicants in the VOX programme "Die Höhle der Löwen".

Selling points and marketing:

- Everything you need to know for a successful start-up
- Valuable tips for concept planning, marketing and financing a start-up



Publication:	12.05.2020
Author:	Reischl, Gerald
Title:	Internet of Crimes Why we should all be afraid of hackers
Pages/Cover/Format:	approx. 240 pages, hardcover, 145x215mm
ISBN:	978-3-86881-778-2
Price:	D: 19,99 EUR, A: 20,60 EUR

How criminals are taking over and utilizing the Internet

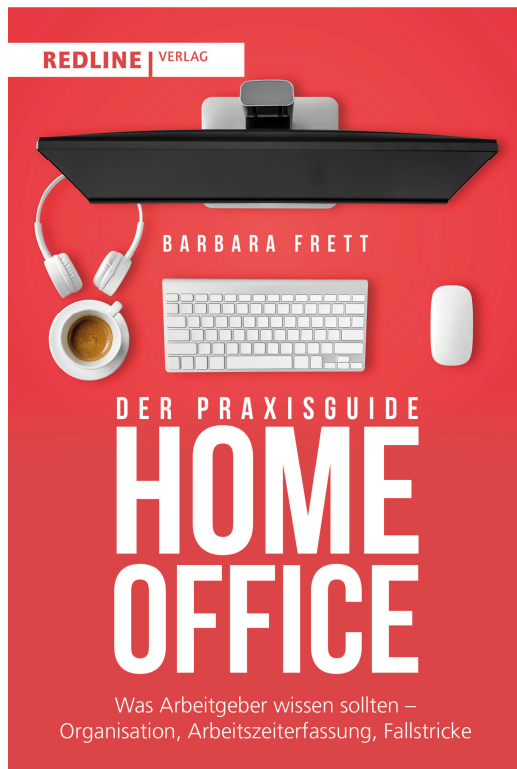
The Internet offers criminals completely new possibilities: Hackers attack payment systems, influence elections and entire democracies. Not only corporations and Internet giants such as Facebook or Microsoft are hacked and blackmailed, but small and medium-sized companies are also increasingly being targeted by the cyber mafia. Anyone who uses the Internet, whether privately or professionally, can become the victim of an attack.

In his book "Internet of Crimes", Gerald Reischl shows which scenarios we all have to expect, how to contain the danger and what each individual can do to avoid becoming a victim of cybercrime.

Gerald Reischl is a sought-after tech and start-up expert, journalist and book author. He was an editor for various Austrian daily newspapers and helped build a leading technology web portal. He was CEO of ORF Mediaservice GmbH for a while and is now COO of an innovation and start-up news portal.

Selling points and marketing:

- How to protect yourself and your business from cybercrime
- With exclusive advice from international experts and cyber investigators



Publication:	16.06.2020
Author:	Frett, Barbara
Title:	Practice Guide for Home Office What employers should know - Organisation, timekeeping, pitfalls and more
Pages/Cover/Format:	approx. 208 pages, softcover, 145x215mm
ISBN:	978-3-86881-792-8
Price:	D: 17,99 EUR, A: 18,50 EUR

The first compact guide for employers and HR managers regarding Home-Office

Home-Office has several advantages: no annoying traffic jams, better compatibility with family obligations, more peace and quiet and a more concentrated work environment for employees. It makes the employer more attractive and provides more motivated employees. Nevertheless, many entrepreneurs are still very sceptical: How is this technically possible? What is the best way to record working time?

Home office expert and advocate Barbara Frett provides a practical guide with many best practice ideas for entrepreneurs - from timekeeping, common models and legal problem areas to the necessary trust.

Barbara Frett is managing director of Frettwork network and human resources manager with over 20 years of national and international experience. Her core competencies include the topic of "Employer Branding". She is an advocate of home office and shows companies why it will be impossible to work without it in the future. Since 2000, she has been working as an honorary judge at the Aachen Labour Court.

Selling points and marketing:

- How entrepreneurs can introduce a good home-office regulation
- What to consider: common rules, advantages, pitfalls and plenty more

MONICA SCHORI

TRAININGSBUCH



KUNDEN KONTAKT

Der Weg zum souveränen Umgang
mit allen Kunden

Publication:	17.03.2020
Author:	Schori, Monica
Title:	Customer Contact Training Book Dealing confidently with all customers
Pages/Cover/Format:	272 pages, softcover, 145x215mm
ISBN:	978-3-86881-791-1
Price:	D: 16,99 EUR, A: 17,50 EUR

The updated new edition of the training book

Daily customer contact demands a lot from you: nerves of steel, knowledge of human nature, diplomatic skills and much more, often without being thanked. Not always easy, but essential is a positive attitude, even when the customer is on the brink of confrontation.

Monica Schori shows how to acquire these skills. With the help of exercises and checklists you learn to control yourself, to get rid of stubborn prejudices, to balance conflicts elegantly and to perfect customer communication - in direct contact and digitally. For more success and more job satisfaction.

Monica Schori has service experience, having worked in leading positions in various hotels for many years. She is an independent consultant with a focus on inter-company personnel development and conducts seminars and training courses in companies.

Selling points and marketing:

- More confident, positive and stress-free in dealing with customers
- With many exercises, checklists and practical tips - for both direct and online contact