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Publication:	15.06.2021
Author:	Jaworek, Bernd Peter; Sutkaitis, Laura
Title:	Candlesticks Advanced Trading with setups and probabilities
Pages/Cover/Format:	300 pages, hardcover, 170x240mm
ISBN:	978-3-95972-449-4
Price:	D: 34,99 EUR, A: 36,00 EUR

Candlesticks - the display method most frequently used by traders presented in an easy-to-understand way

Today, as 400 years ago, candlestick charts are an indispensable tool for every trader. The authors show how candles can be understood and traded quickly and effectively. In addition to a concise and easy-to-understand introduction to candlesticks, the reader receives a systematically structured manual, not only for live trading, but also as a starting point for programming algorithms. Beginners will find an easy introduction, advanced traders the most effective candles and candle combinations, professional traders can use it perfectly as a supplement to their existing trading strategy.

Bernd Peter Jaworek is the founder of Boersenpaar Investment Research. He is an industrial engineer, financial market analyst, scientist and entrepreneur. He has been actively involved in the stock market for over 14 years and develops algorithms for financial market analysis, which are used, among other things, in the Boersenpaar Investment Research company.

Laura Sutkaitis is the founder of Boersenpaar Investment Research. She is a financial market analyst, researcher and entrepreneur. She has been actively involved in the stock market for over 9 years. Due to her degree in economics, her focus is on fundamental analysis in combination with technical analysis.

Selling points and marketing:

- Useful for beginners, advanced traders and professionals alike
- Laura Sutkaitis and Bernd Jaworek are successful influencers and run the financial market analysis company Boersenpaar together



Publication:	20.04.2021
Author:	Kurzawa, Dr. Werner
Title:	Successful on the stock exchange Step by step from opening a securities account to hedging strategies
Pages/Cover/Format:	400 pages, hardcover, 145x215mm
ISBN:	978-3-95972-453-1
Price:	D: 22,99 EUR, A: 23,70 EUR

How to get a successful start on the stock market

For many people, the stock market is still a closed book: exciting, but difficult to understand, profitable, but at the same time highly speculative. Which investment opportunities are suitable for beginners? How do I get the necessary information about companies? And how do I open and manage a portfolio in the first place?

In this practical book, business journalist and former fund manager Dr Werner Kurzawa shows the reader the basics of successful speculation step by step with easy-to-follow texts and a wealth of illustrations, tables, diagrams and charts.

Dr. Werner Kurzawa is considered one of the most renowned experts on the German and international financial markets and a highly experienced practitioner on the stock exchange. He was editor-in-chief of several investment advisory magazines, a frequent guest on stock exchange television as a financial market expert and, from 2003, advisor to several investment funds. Since 2010, he has also worked for the finance and business sections of the newspapers FAZ and FAS.

Selling points and marketing:

- Werner Kurzawa is one of the "most renowned experts on the German and international financial markets" and was "one of the most successful mixed fund managers" of earlier years
- With numerous charts, tables, concrete investment examples and recommendations, a stock market encyclopaedia as well as a stock market diary as a copy template
- He is a bestselling author with a total of around 200,000 copies sold



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ETFs VERSTEHEN UND RICHTIG INVESTIEREN

Der ETF-Ratgeber für Einsteiger –
Ihr erster Schritt zu Wohlstand und
finanzieller Unabhängigkeit

FBV

MARKUS JORDAN

Publications:	15.06.2021
Author:	Jordan, Markus
Title:	Understanding ETFs and investing correctly The ETF Guide for Beginners - Your First Step to Wealth and Financial Independence
Pages/Cover/ Format:	approx. 200 pages, softcover, 170x240mm
ISBN:	978-3-95972-436-4
Price:	D: 18,99 EUR, A: 19,60 EUR

ETFs finally easy to understand - reasonable returns instead of zero interest rates

"Thanks" to the low-interest policy, the savings book has had its day. Hard-earned reserves are shrinking instead of growing. Fortunately, there are low-risk alternatives that offer reasonable returns in the long term. The magic word is ETFs - these funds replicate large stock market indices such as the DAX and thus enable a strong diversification of capital across different sectors and world regions. This minimises risk and achieves sustained growth.

Markus Jordan has over 25 years of experience in the field of investing with ETFs and conveys the necessary basic knowledge to enter the world of ETFs in an easy-to-understand manner.

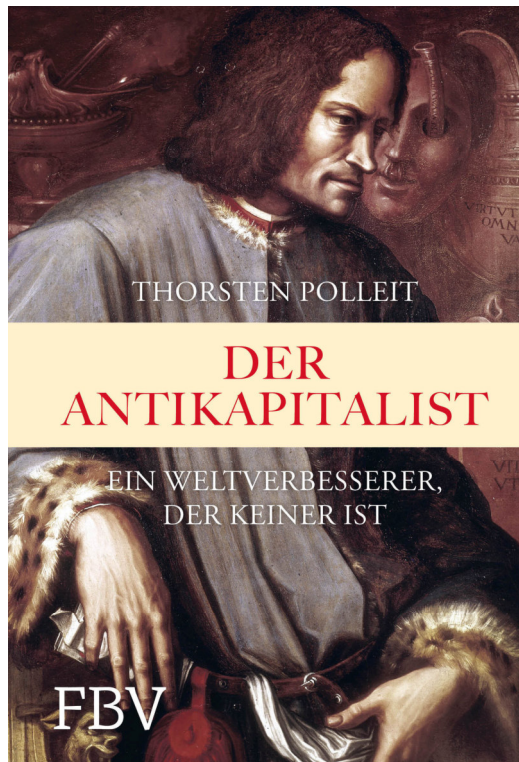
Markus Jordan has over 25 years of experience in finance and investment with a focus on exchange traded funds, robo-advisors and digital banking services. He is the operator of the investor portal extraETF.com and publisher of Extra magazine.

Selling points and marketing:

- How to get started on the stock market: investing with ETFs as easy as pie
- Markus Jordan has over 25 years of experience in investing with ETFs and is the publisher of [extraETF](https://extraETF.com), one of the leading ETF information portals, and Extra-Magazin, the leading ETF magazine in Germany



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Publication:	13.10.2020
Author:	Polleit, Thorsten
Title:	The anti-capitalist A do-gooder who is not one
Pages/ Cover/ Format:	320 pages, hardcover, 145x215mm
ISBN:	978-3-95972-396-1
Price:	D: 19,99 EUR, A: 20,60 EUR

How Capitalism Helps to Create a Better World

How can people on this planet live together peacefully and productively in the long term? What is to be done so that nature and the environment, creation, are preserved? How can the freedom of the individual be preserved in the global community? Polleit's proposed solution: "We need 'real capitalism'!"

If this answer surprises or even outrages you, then you should read the essays in this book! They expose the anti-capitalist attitude that characterises many people today as economically unjustified and unreasonable. Thorsten Polleit shows how capitalism helps to create a better world.

Thorsten Polleit (born 1967) has been Chief Economist at Degussa, Europe's largest precious metals trading house, since April 2012. Before that, he worked in international investment banking for 15 years. From 2014 to 2018, he was an honorary professor of economics at the University of Bayreuth. Thorsten Polleit was awarded the O.P. Alford III Prize in Libertarian Scholarship. He is an Adjunct Scholar at the Ludwig von Mises Institute, Auburn, Alabama, USA, and President of the Ludwig von Mises Institute Germany. He is co-founder and advisor of an Alternative Investment Fund (AIF). His private website is: thorsten-polleit.com.

Selling points and marketing:

- Easy-to-read introduction to capitalism in 20 chapters, especially for readers with no previous knowledge of economics
- Over 15,000 copies of Thorsten Polleit sold by FinanzBuch Verlag



Publication:	23.03.2021
Author:	Friedrich, Marc
Title:	The greatest opportunity of all time What we must learn now from the crisis and how you can profit from the greatest wealth transfer of mankind
Pages/Cover/Format:	approx. 250 pages, hardcover, 135x215mm
ISBN:	978-3-95972-457-9
Price:	D: 22,00 EUR, A: 22,70 EUR

From five-time Spiegel bestselling author Marc Friedrich: We are on the brink of the largest transfer of wealth in human history

We are in the midst of a historic turning point - worldwide! Economy, politics, society. Nothing will remain as it was. We are facing great upheavals and the greatest transfer of wealth in the history of mankind. But crises are also opportunities: now fortunes are being made or destroyed for generations.

In his book, five-time Spiegel best-selling author Marc Friedrich shows how everyone for themselves and we as humanity can use the crisis as a unique opportunity. Skilfully controversial, realistic and comprehensible, he takes a look at the world and reveals that nothing will ever be the same again.

Marc Friedrich is Germany's most successful non-fiction author (5 bestsellers in a row), proven financial expert, sought-after speaker, YouTuber, well-known from radio and TV, thought leader, free spirit and fee-based consultant.

For over a decade, Marc Friedrich has successfully advised international private individuals, companies, top athletes, actors, family offices, foundations and pension funds on asset protection, asset allocation and crisis prevention.

Selling points and marketing:

- Why we are in the midst of a historic turning point and how fortunes are now being made or destroyed for generations to come



Publication:	24.01.2021
Author:	Hotz, Pirmin
Title:	About the greed, fear and herd instinct of investor Which investment strategies are really to be recommended and how to invest your money reliably
Pages/Cover/Format:	368 pages, hardcover, 148x210mm
ISBN:	978-3-95972-296-4
Price:	D: 24,99 EUR, A: 25,70 EUR

Which investment strategies are really to be recommended - from one of the leading independent Swiss asset managers

Since the financial crisis at the latest, many investors have been unsettled and do not know who they can really trust.

Pirmin Hotz - one of the most renowned Swiss asset managers - describes his experiences as a long-time manager of private and institutional assets and relentlessly exposes the weaknesses, tricks and intransparencies. In an entertaining, comprehensible and at the same time scientifically sound manner, the book shows where the pitfalls in the investment business lie for the investor, which investment strategies are really to be recommended and what constitutes reliable asset management.

Pirmin Hotz specialises in managing the assets of private and institutional investors as well as advising large institutional investors on strategic investment decisions. Pirmin Hotz has advised numerous renowned banks throughout the German-speaking world in the field of capital investment.

Selling points and marketing:

- Instructive and entertaining and interesting for both laypeople and financial professionals
- Basic insight into the world of asset management, modern portfolio theory and relevant investment strategies



Publication:	04.11.2020
Author:	ter Haseborg, Volker; Bergermann, Melanie
Title:	The Wirecard-Story The story of a billion-dollar lie – By the award-winning investigative reporters of WirtschaftsWoche
Pages/Cover/ Format:	272 pages, hardcover, 145x215mm
ISBN:	978-3-95972-415-9
Price:	D: 19,99 EUR, A: 20,60 EUR

The first book on the spectacular Wirecard scandal

The Wirecard case is probably the biggest scandal in German stock index history. Missing billions, dubious partner companies abroad and managers with a dazzling double life. The long-time CEO Braun is in jail, former board member Jan Marsalek is on the run. Supervisors, investigators and auditors are disgraced. The Wirecard case is a defeat for Germany as a business location. The authors have been critical companions of Wirecard for years, have built up a valuable network of informants during this time and now document the multifaceted history of Wirecard.

Volker ter Haseborg has been working as a reporter for WirtschaftsWoche since 2018. Before that he worked for the business magazine Bilanz, the Hamburger Abendblatt and the Münchner Abendzeitung. The graduate of the German School of Journalism has received several awards for his work, including the German Reporter Prize, the Otto Brenner Prize and the Media Prize for Politics of the German Bundestag.

Melanie Bergermann has been working as an investigative reporter for WirtschaftsWoche since 2012 and has been writing about Wirecard since 2015. She has received several awards for her work, including the Henri Nannen Prize for Investigative Research. In 2013 she was named business journalist of the year.

Selling points and marketing:

- The investigative reporters of WirtschaftsWoche were awarded the German Journalist Prize 2020 for their research on Wirecard



Publication:	20.04.2021
Author:	Hahne, Rayk
Title:	Your perfect entrepreneurial day With 15-minute units for the ideal work-life balance
Pages/Cover/Format:	approx. 200 pages, hardcover, 125x187mm
ISBN:	978-3-95972-438-8
Price:	D: 17,99 EUR, A: 18,50 EUR

The essence of the best tools and techniques from successful entrepreneurs and athletes like Frank Thelen, Marcell Jansen, Nadine Angerer and many more

Being in your early 30s, where many would like to be at the end of life: Rayk Hahne has made it. He is a management consultant, professional BMX athlete, family man and podcaster. From the more than 100 tools and techniques that his guests such as investor Frank Thelen or sports icon Marcell Jansen have revealed in his podcast, he presents the essence. Short, crisp, immediately applicable!

From "What does a perfect (entrepreneur's) day look like" to "Think big like Frank Thelen", Rayk Hahne shows how freedom can be achieved in all areas of life, professional and private, with hard work, discipline and a clear (training) plan.

Rayk Hahne grew up in a coaches' household in the GDR. At 16 he found his way to management consultancy. This was followed by training as a tax clerk, dual business studies and his first company at 19. At 22 he was an independent management consultant. His greatest successes: a wonderful family, German, European Championship and World Cup titles, successful companies and a fulfilled life.

Selling points and marketing:

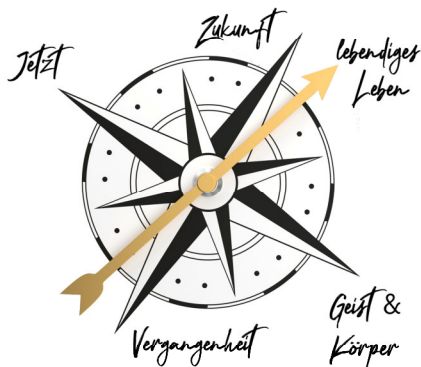
- Rayk Hahne runs the successful podcast "Unternehmerwissen in 15 Minuten" (Entrepreneurial Knowledge in 15 Minutes)
- How hard work, discipline and a clear (training) plan can achieve freedom in all areas of life, professional and private



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ANDREAS TIEDTKE

DER KOMPASS ZUM LEBENDIGEN LEBEN



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Publication:	18.05.2021
Author:	Tiedtke, Andreas
Title:	The compass to living life
Pages/Cover/Format:	approx. 600 pages, hardcover, 170x240mm
ISBN:	978-3-95972-445-6
Price:	D: 26,99 EUR, A: 27,80 EUR

The doctrine of human action - how the praxeology established by Ludwig von Mises helps us to make better decisions

For what reason do we act? And how does acting affect others, family, friends or society? The logic of action (praxeology) provides answers to these questions, starting from a basic assumption: human beings act, they use means to achieve goals.

In this book, the reader learns about the logic inherent in action and what he can conclude from it for his own actions and those of the people with whom he lives. Praxeology serves as a compass, it sets out how we can live together peacefully with our fellow human beings, and it shows which principles determine action.

Andreas Tiedtke is a lawyer and entrepreneur and has been writing articles for the Ludwig von Mises Institute and other portals for many years. In them, he deals with the application of the logic of action and epistemology to current questions of human action. He is interested in which supra-individual rules apply to human action.

Selling points and marketing:

- Popular topics such as overpopulation, limits to growth or land consumption under the praxeological magnifying glass
- A foundational work of the Austrian School of Economics



Publication:	20.04.2021
Author:	Raiser, Stephanie
Title:	The millionairess next door How to be fulfilled AND financially successful - as a woman, entrepreneur and mother
Pages/Cover/Format:	250 pages, softcover, 135x210mm
ISBN:	978-3-95972-439-5
Preis:	D: 18,99 EUR, A: 19,60 EUR

Quick guide to personal growth and financial success as a woman, entrepreneur and mother

How did the unassuming alternative practitioner with an aversion to selling become one of the most sought-after coaches on the subject of money and customer acquisition? How did the conservative Swabian woman become this open, ambitious people-winner with success in the millions and a relaxed wife and mother who lives a completely new, uncomplicated image of family and career?

Stephanie Raiser proves what is possible when one changes one's own thinking about money, business and family, so that the old Swabian saying of "work, work, build a house" turns into a multi-million business in less than two years. The message to all women: You can do it too!

Stephanie Raiser is an entrepreneur, founder of Millionaire Next Door, mother of two and successful coach. With her seminars and coaching programmes, she has helped countless women to make lasting positive changes in their personal and professional lives and to balance money, success and client acquisition with family life.

Selling points and marketing:

- Stephanie Raiser is the millionaire founder of the Millionaire Next Door brand
- Changing the way you think about money, business and family in a short space of time



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Leider

nein,
leider

gar

nicht!

+++ Warum **Gewinner** Nein sagen +++
+++ und **Verlierer** für alles offen sind +++

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CARLO REUMONT

Publication:	18.05.2021
Author:	Reumont, Carlo
Title:	Unfortunately no, unfortunately not at all Why winners say no and losers are open to anything
Pages/Cover/Format:	224 pages, softcover, 135x21mm
ISBN:	978-3-95972-452-4
Price:	D: 18,00 EUR, A: 19,60 EUR

Two letters that will change your life forever: NO!

The world is tugging at us! In order to meet the expectations of those around us and not disappoint anyone, we rush around from morning to night and make one compromise after another until we look in the mirror at the end of the day and no longer recognise ourselves.

That's over now: no more heteronomy, self-doubt and false compromises. Carlo Reumont shows how easy it is to lead a happy and authentic life: You just have to dare to say no - and put up with the fact that others don't like you for it, but you recognise yourself in the mirror.

Carlo Reumont (born 1984) is a trainer for time management and self-organisation. In 2016, he completed his Master's degree in philosophy at the LMU in Munich. His interest in psychology and personal development led him to writing.

Selling points and marketing:

- In eight steps away from the expectations of our environment and towards a self-determined life
- The author is an expert in self-organisation and personal development



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PROF. DR. OLIVER POTT
MIT JAN BARGFREDE

RAUS AUS DEM STUNDENLOHN

NIE WIEDER FÜR ANDERE ARBEITEN
UND LEBENSZEIT VERKAUFEN



FBV

manager magazin
Bestseller-
Autor

Publication:	23.02.2021
Author:	Pott, Oliver; Bargfrede, Jan
Title:	Get out of the hourly wage Never work for others and sell lifetime again
Pages/Cover/ Format:	approx. 224 pages, softcover, 135x210mm
ISBN:	978-3-95972-424-1
Price:	D: 18,99 EUR, A: 19,60 EUR

Combines the popular topics of financial freedom and e-commerce/alternative business models for the first time

The old, supposedly safe working models have had their day: even DAX companies are laying off employees en masse. The crisis is a wake-up call for employees and freelancers not to rely solely on their salaries, but to take control of their own income. And those who fully develop their own talent will never again have to sell their lifetime to others.

Here readers will learn how to turn their greatest passion into a career by discovering new sources of income for themselves. In this way, they gain the freedom and independence to work on their own goals without pressure and fixed working hours.

Prof. Dr. Oliver Pott is a serial Internet founder and teaches entrepreneurship in Paderborn. He was able to sell one of his companies to a French corporation shortly after founding it. The editors of Founder's Magazin voted him into the top 30 list of German-speaking entrepreneurs.

Selling points and marketing:

- Why you should not rely only on your salary as an employee or self-employed person
- The author is a successful entrepreneur and regularly appears as a speaker on the topics of business start-up and e-commerce with scene greats such as Herman Scheerer or Dirk Kreuter



Publication:	23.03.2021
Author:	Platzer, Torben
Title:	LIVING A SELFMADE LIFE With the right attitude you can go your own way
Pages/Cover/Format:	224 pages, softcover, 135x205mm
ISBN:	978-3-95972-369-5
Price:	D: 18,99 EUR, A: 19,60 EUR

Thinking outside the box and starting your own business with the right mindset

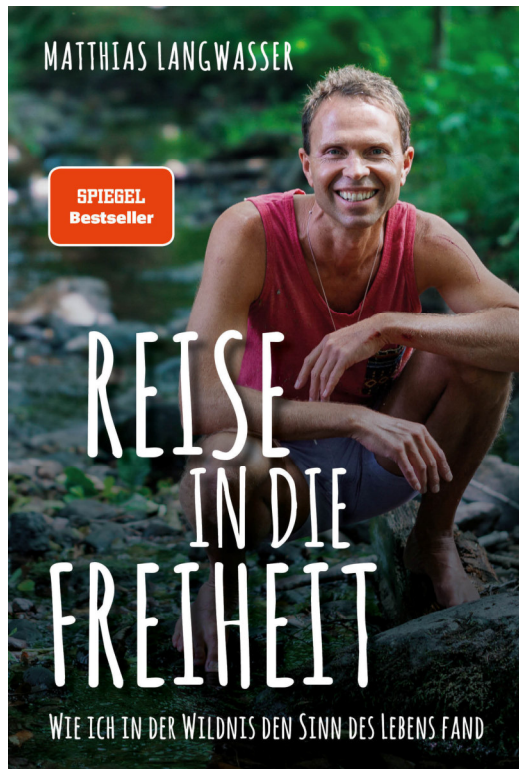
At 27, Torben is sitting in his 1.5 room flat in Oldenburg and has done everything his parents expected of him: A-levels and studies. Then he breaks out of his preordained life to go his own way. He recognises the opportunities of the internet and social media, builds himself into a brand and makes a turnover in the millions.

In his book, he talks openly about his mistakes, fears and the courage to live his dreams. His goal is to show young people in particular that believing in themselves and consistently implementing ideas can make them happy in the long run, even outside the system.

Torben Platzer is a social media and branding expert and co-founder of the media agency TPA Media GmbH, which specialises in personal brands and entrepreneurial personalities. On social media he has a community of over 500,000 followers, a business podcast (SELFMADE) that is regularly listed in the top ten on iTunes and Spotify, and his eponymous fashion label.

Selling points and marketing:

- Torben Platzer is a self-made entrepreneur, branding expert and influencer with 200,000 followers
- How anyone can build their own business and position themselves as a brand



Publication:	23.02.2021
Author:	Langwasser, Matthias
Title:	Journey to freedom How I found the meaning of life in the wilderness
Pages/Cover/Format:	288 pages, softcover, 145x215mm
ISBN:	978-3-95972-404-3
Price:	D: 18,99 EUR, A: 19,60 EUR

The book for all those who want to break out of the hamster wheel of everyday life and lead a healthy life close to nature

In his book, Matthias Langwasser describes his experiences of the two years he spent wandering through the wilderness of France and Spain without any money, subsisting mainly on fruits, nuts and herbs. The journey was also a search for himself, during which he experienced a deep inner transformation that ultimately led him to a fulfilled and successful life. He now passes on the insights of this journey to anyone who longs for a free, unbound life, wants to realign their life but does not know which direction to take.

Matthias Langwasser hiked through the nature of Spain and France for 2 years after finishing high school and doing his community service, then managed a permaculture project for several years in which he practised self-sufficiency with vegetables, fruit and medicinal herbs. In 2006, he founded the Regenbogenkreis online shop, which today very successfully sells vegan raw food products and premium nutritional supplements.

Selling points and marketing:

- Authentic and moving: an exciting account of a journey to oneself
- For all fans of the bestseller and film Into the Wild



Publication:	15.06.2021
Author:	Wala, Hermann H.
Title:	Brands for eternity 7+1 things we can learn from the crisis
Pages/Cover/Format:	approx. 240 pages, hardcover, 148x210mm
ISBN:	978-3-86881-826-0
Price:	D: 24,99 EUR, A: 25,70 EUR

The best-selling brand author with approx. 27,000 books sold

The Corona crisis makes it clear: companies and brands are vulnerable. While some are now fearing for their existence, others are getting through the difficult times well. But what is the reason for this?

Brand strategist and best-selling author Hermann Wala describes 7 plus 1 insights into what makes resilient brands and shows how to make any brand crisis-proof based on his proven We Brand Model. From digitalisation and sustainability to ethics and self-reflection - in addition to many interviews with brand practitioners, his book offers a guide for future-proof successful brands that is as profound as it is easy to implement.

Hermann H. Wala is the owner of WALA STRATEGY & BRAND CONSULTANTS. The sought-after marketing strategist was responsible for Hubert Burda's corporate marketing for a long time. He was also a consultant for Gruner + Jahr, BayWa AG, Vodafone, ProSiebenSat1 and Sky. Redline Verlag has already published his previous books, including "My Brand".

Selling points and marketing:

- With interviews of prominent brand ambassadors
- One year of Corona, ten years of My Brand - how brands become crisis-proof



Publication:	23.02.2021
Author:	Althaller, Jacqueline; Leopold, Meike
Title:	Entering the digital dimension How ten years of social media have changed business communication
Pages/Cover/Format:	256 pages, hardcover, 145x215mm
ISBN:	978-3-86881-836-9
Price:	D: 24,99 EUR, A: 25,70 EUR

From banter to revenue generator: How social media communication is changing the business world

Initially private banter, social media is increasingly becoming the decisive communication channel for businesses as well. Many now use channels such as LinkedIn or Facebook - but just as many still find it difficult to use new platforms such as Instagram or TikTok or to position themselves impressively there.

The results of a ten-year study on social media in B2B communication and many field reports from well-known companies such as LinkedIn, Siemens, or Nestlé provide valuable orientation in the jungle of channels and useful tips for the digital future of corporate communication.

Jacqueline Althaller founded ALTHALLER communication in 1992. Her focus is on social media, internal communication, ethics, corporate culture and crisis communication. The communication scientist is the initiator and co-founder of the Social Media in B2B Corporate Communication Working Group with whom she jointly designed and conducted her study.

Meike Leopold is an expert in digital communication with a focus on B2B topics. She has more than 20 years of experience in journalism, PR and corporate communications and has already published several books on corporate blogging and social media.

Selling points and marketing:

- Results from ten years of the "Social Media in B2B Communication" study
- Practical reports from companies such as Nestlé, Bavarian Stock Exchange, LinkedIn, Siemens and others



Publication:	23.03.2021
Author:	von Pierer, Heinrich
Title:	The art of the possible Instructive and amusing stories from the life of a top manager
Pages/Cover/Format:	192 pages, hardcover, 125x187mm
ISBN:	978-3-86881-839-0
Price:	D: 14,99 EUR, A: 15,50 EUR

Management knowledge from the practice of a corporate leader

In his four decades with the global corporation Siemens, Heinrich von Pierer experienced all the ups and downs of being a manager. The long-time "Mr. Siemens" knows all the tricks and pitfalls - the experiences he reports on cannot be gained at a university or in an apprenticeship.

Whether it is about dealing with other cultures and mentalities, with celebrities from business and politics, colleagues, the press or the importance of the anteroom, which cannot be overestimated: Pierer describes, often with a twinkle in his eye, what really matters in everyday managerial life apart from the technical aspects.

Heinrich von Pierer, also known as "Mr. Siemens", worked for the German global corporation for almost 40 years, 15 of which as chairman of the board and supervisory board. He was the only top manager to appear before the UN Security Council in New York and was a valued interlocutor as well as advisor to chancellors and chancelleroresses. Today, he advises companies and shares his experience at university.

Selling points and marketing:

- Heinrich von Pierer on Management
- Instructive and anecdotal for aspiring top managers



Publication:	18.05.2021
Author:	Fischer, Peter
Title:	Corporate Culture as a Factor for the Future The guide for top managers
Pages/Cover/Format:	approx. 224 pages, hardcover, 145x215mm
ISBN:	978-3-86881-835-2
Price:	D: 24,99 EUR, A: 25,70 EUR

Culture change in seven concrete steps

Some companies seem to be better at adapting to ever-faster changing social and economic conditions than others. But what is the secret of their success? Behind it lies the ability to change culture and develop new rules and behaviors that ensure a company's success.

Peter Fischer uses seven concrete steps to show how the conditions for a contemporary and sustainable corporate culture can be created. This is how cultural change succeeds - after all, an appropriate culture is nothing less than the DNA of corporate success.

Dr. Peter Fischer is a business economist and psychologist. He is the managing director of an international consulting firm based in Hamburg and has worked as an organizational consultant and management trainer for many years. His bestseller "The New Boss" was also published by Redline Verlag.

Selling points and marketing:

- Not to be underestimated - Corporate culture as a success factor
- How to make any company more fit for the future



Publication:	23.03.2021
Author:	Eighteen, Dennis
Title:	The Podcast Guide Step by step to your own podcast - concept, production and business
Pages/Cover/ Format:	240 pages, softcover, 135x210mm
ISBN:	978-3-86881-837-6
Price:	D: 17,99 EUR, A: 18,50 EUR

The guide to successful podcasting

Whether on politics, Corona, self-optimisation or business - podcasts, i.e. audio files, are everywhere! And the success of the format proves it right: almost every third German listens to podcasts and countless new channels are added every day.

But what makes a good podcast? Communications expert Dennis Eighteen knows what you should consider on your way to becoming a successful podcaster: from concept creation to technical equipment to promising marketing opportunities.

A how-to guide for successful podcasting, from buying microphones to uploading!

Dennis Eighteen is the full-time head of communications at ASK - Agentur für Sales und Kommunikation GmbH from Berlin. In addition to his job, the family man is a passionate podcaster, seminar leader and YouTuber (in temporary retirement).

dennis-eighteen.de

Selling points and marketing:

- Everything you need to know about the popular audio files, also for beginners.
- How to make money with your podcast

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