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# AUTUMN 2021



FinanzBuch Verlag

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<b>Publication:</b>	13.07.2021
<b>Author:</b>	Backhaus, Julien
<b>Title:</b>	<b>Bullshit Rules</b> 50 Rules You Have to Break to Succeed
<b>Pages/Cover/Format:</b>	128 pages, softcover, 125x205mm
<b>ISBN:</b>	978-3-95972-489-0
<b>Price:</b>	D: 15,00 EUR, A: 15,50 EUR

**Julien Backhaus is the youngest magazine publisher in Germany and knows the principles of success of the super-successful like no one else**

The most important rule: There are no rules. There are only rules we believe in. But we have seen the greatest progress in the world when someone broke the rules. Sometimes that even meant breaking laws. In apartheid Africa, laws were in place that oppressed black people. It was only when a few brave people like Nelson Mandela broke these laws that a change was initiated that infected the whole world. This principle also applies to the economy. It was only when Elon Musk unflinchingly, and to the laughter of the German car industry, built electric cars that eclipsed anything seen before in terms of range, elegance and speed, that other corporations began, almost in a panic, to follow suit. What had been considered "unworkable" for decades was suddenly acceptable.

In 50 striking examples, Julien Backhaus shows why it is not worth sticking to familiar beliefs and that the key to success lies in having the courage to go beyond these limits and break new ground.

Julien Backhaus has been a media maker since he came of age. At 24, he was considered the youngest magazine publisher in Germany and began talking 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.

**Selling points and marketing:**

- Decode the secrets of success of famous people like Thomas Edison, Albert Einstein or Elon Musk and apply them to your own life.
- 50 examples of why it's not worth sticking to habitual beliefs
- Only those who break the rules will really succeed



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Vom Autor des Bestsellers *Finanzielle Intelligenz*  
NICLAS LAHMER

DER ECHT HEISSE SCHEISS VON  
**SENECA**



<b>Publication:</b>	13.07.2021
<b>Author:</b>	Lahmer, Niclas
<b>Title:</b>	<b>The latest shit from Seneca</b> What they don't tell you about success, happiness and tranquillity
<b>Pages/Cover/Format:</b>	304 pages, hardcover, 125x187mm
<b>ISBN:</b>	978-3-95972-444-9
<b>Price:</b>	D: 18,00 EUR, A: 18,60 EUR

**The greatest Stoic philosopher Seneca as a mentor for personality growth**

We are all lied to! Modern society explains to us how to become rich, sexy, fit, loved and serene. Gurus, coaches and self-proclaimed experts flock to the market with their programmes and explain the alleged secret.

Self-doubt, insecurity and the urge to optimise oneself in a world that is so full of change that there is hardly any security any more, drive many into the arms of these phonies. It is not only the younger generation that is affected by this. Best-selling author Niclas Lahmer shows why, even 2300 years after the emergence of Stoicism, its teachings still mean a way out, without pressure, stress, social norm and lies, and can help to master our lives.

So how can we live a successful life and how can we free ourselves from disappointments, doubts and fears, as it were? In the conversations with Seneca, Lahmer shows how each of us can change our lives forever with the help of the spiritual mentor Seneca.

Niclas Lahmer is a German speaker, author and entrepreneur. Through his publications, he presents a counter-position to the economic, security and social cosy philosophy and strikes a chord with the times when he advocates lateral thinking. In doing so, Niclas Lahmer promotes a stoic approach to the challenges of our time.

**Selling points and marketing:**

- The teachings of the Stoics - vividly presented in conversations with Seneca



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<b>Publication:</b>	10.08.2021
<b>Author:</b>	Massenbauer, Gerhard
<b>Title:</b>	<b>The coming Roaring Twenties</b> The concept for stock market success in the new investment boom
<b>Pages/Cover/Format:</b>	208 pages, hardcover, 135x215mm
<b>ISBN:</b>	978-3-95972-508-8
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

### Positive market visions instead of crash prophecies

In recent years, the central banks have printed more money than ever before. Interest rates worldwide are at absurdly low levels, negative yields are a reality. Many fear hyperinflation and the total collapse of the system. But currency expert Gerhard Massenbauer sees things completely differently: the downfall of the financial system is not imminent. On the contrary, a surprisingly promising time lies ahead! The epochal conflict between China and the West will result in an economic arms race that will increase debt and growth as well as innovation at any price. Infrastructure and green economy and the advancing digitalisation are further driving factors that will shape the markets in the coming years.

Against this backdrop, the book shows the path for the next three to five years and answers practical questions that every investor should ask themselves now: How can returns be achieved despite minus interest rates? How do you identify growth markets? How will the most important currencies develop over the next few years? How can you achieve typical equity returns with significantly lower risk? How do you use a broad spectrum of asset classes to your advantage? And in the end, how do you identify the right time to realise profits?

Gerhard Massenbauer is Austria's most successful currency expert and has more than 15 years of experience in observing and analysing currency and capital market trends. He focuses on trend breaks that cause major price changes. In the German-speaking countries, the Viennese asset manager is one of the few foreign exchange trend experts.

### Selling points and marketing:

- A concrete investment roadmap for the next three to five years



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<b>Publication:</b>	01.02.2021
<b>Author:</b>	Dr. Otte, Max
<b>Title:</b>	<b>The crisis does not play by the rules</b> 99 answers to the most important questions after the Corona crash
<b>Pages/Cover/Format:</b>	256 pages, hardcover, 135x215mm
<b>ISBN:</b>	978-3-95972-460-9
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

### **The most pressing questions about the Corona crisis from one of Germany's most distinguished economists**

For years, the world economy has been in a permanent crisis. Now the Corona crisis could finally overwhelm the system. Star economist and fund manager Max Otte, who accurately predicted the 2008 financial crisis and announced a world systemic crisis at the end of 2019, provides a ruthless stocktaking of an over-indebted world that is on the brink not only due to Corona but also to social and geopolitical problems. What do economists expect now and where do the real problems lie? What needs to be done to prevent the worst? Who would have the power to change things? How safe is the euro? Is inflation coming? What happens after Corona? Max Otte points out the dangers threatening people's financial reserves and gives investors numerous practical tips on how to protect their assets and get them safely through the crisis.

Max Otte is the founder of the Institute for Wealth Development and a fund manager. In 2006 he succeeded with *Der Crash kommt* (The Crash is Coming), a bestseller with over 500,000 copies sold. He earned his doctorate at Princeton University and has taught at Boston University, Worms University of Applied Sciences and Karl Franzens University in Graz.

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

- With numerous practical tips on how investors can protect their assets and get safely through the crisis



<b>Publication:</b>	07.09.2021
<b>Author:</b>	Maschmeyer, Carsten
<b>Title:</b>	<b>The six elements of success</b> How to change your life
<b>Pages/Cover/Format:</b>	304 pages, hardcover, 145x215mm
<b>ISBN:</b>	978-3-95972-478-4
<b>Price:</b>	D: 22,00 EUR, A: 22,70 EUR

**Carsten Maschmeyer is a multiple bestselling author with more than 100,000 copies sold**

Most people strive for success. But how do you achieve personal happiness, energetic health, financial independence and a fulfilled life in a world undergoing radical change? The answer is simple: by embracing the change. And becoming part of it!

Carsten Maschmeyer is a television star, best-selling author, success advisor and one of Germany's best-known entrepreneurs and investors. He has made it from the simplest of backgrounds to a billionaire. In his new book, he shows how everyone can finally realise their dreams with the help of the "philosophy of change". How every crisis can also become an opportunity. In the process, Maschmeyer also provides deep insights into his own life and for the first time makes public the severe setbacks and strokes of fate he himself had to struggle with. He shows how anyone can change everything.

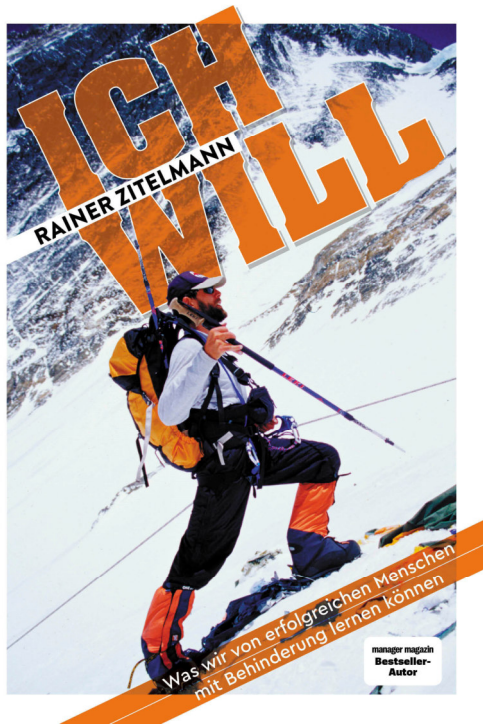
Carsten Maschmeyer, born in Bremen in 1959, is an entrepreneur and investor. With his Maschmeyer Group, he invests in promising start-ups and passes on his entrepreneurial experience from over three decades to founders and managers. As a juror on the successful TV show Die Höhle der Löwen, he reaches an audience of millions every week. Maschmeyer lives in Munich, has two sons and is married to the actress Veronica Ferres.

**Selling points and marketing:**

- Carsten Maschmeyer is one of the best-known financial experts in Germany



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<b>Publication:</b>	15.06.2021
<b>Author:</b>	Zitelmann, Rainer
<b>Title:</b>	<b>I Want</b> What we can learn from successful people with disabilities
<b>Pages/Cover/Format:</b>	384 pages, hardcover, 148x210mm
<b>ISBN:</b>	978-3-95972-469-2
<b>Price:</b>	D: 25,00 EUR, A: 25,80 EUR

### **Over 60,000 books by Rainer Zitelmann sold in the Münchner Verlagsgruppe**

After his bestseller *Set Yourself Bigger Goals*, Rainer Zitelmann's new book once again sheds light on very unusually successful people: personalities who have achieved almost superhuman things despite their disabilities. A blind man who has climbed the seven highest peaks in the world, a world traveller who covered 400,000 kilometres 200 years ago, a motivational speaker without arms or legs, a successful entrepreneur in a wheelchair, a writer, deaf-mute and blind, and a world-famous actor with Parkinson's disease. 20 fascinating portraits that reveal what you can learn from these successful people!

Dr. Dr. Rainer Zitelmann is a historian and sociologist. He has written and edited 25 books, many of which are international bestsellers. His book "Set yourself bigger goals!" has been published in eight editions and eleven languages. He became known through numerous television appearances, media reports and his lectures in Europe, Asia and the USA. He writes regularly for *Focus*, *DIE WELT*, *Neue Zürcher Zeitung* and numerous other media in the USA, Great Britain, Italy, Spain, France, Sweden, China and Vietnam.

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

- How people with disabilities like Stephen Hawking or Stevie Wonder managed to become successful and famous
- Rainer Zitelmann is a multi-award-winning bestselling author whose books have been translated into numerous languages around the world



FinanzBuch Verlag

MARKUS MILLER

# KRYPTONOMICS

Von der Digitalisierung zur **Tokenisierung** der Welt. So investieren Sie in **Bitcoin**, **Ethereum**, FinTechs und Co.

manager magazin  
Bestseller-Autor

FBV



<b>Publication:</b>	10.08.2021
<b>Author:</b>	Miller, Markus
<b>Title:</b>	<b>Kryptonomics</b> From digitalisation to tokenisation of the world! How to invest in Bitcoin, Ethereum, Fintechs and Co.
<b>Pages/Cover/Format:</b>	approx. 352 pages, hardcover, 145x215mm
<b>ISBN:</b>	978-3-95972-471-5
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

## Internet of Things, artificial intelligence, cloud applications and cybersecurity - a whole new era is dawning, that of cryptonomics

Crypto expert Markus Miller is convinced that a new era is dawning: Cryptonomics. But it is not only a completely new financial sector and payment traffic that is emerging. Our entire world is in upheaval: the Internet of Things, artificial intelligence, cloud applications and cybersecurity are only the most important areas from which crypto technology will soon be indispensable. As an addition to the overall portfolio, cryptocurrencies are thus becoming one of the central pillars for every forward-looking, future-oriented investor.

Markus Miller has been editor-in-chief of a renowned investment magazine since 2007 and is managing director of the media company GEOPOLITICAL.BIZ. He is a trained banker and studied wealth management at the University of Freiburg. As an established economic expert, his recommendations and strategies have a unique practical relevance. In his seminars and lectures, Markus Miller familiarises private investors, entrepreneurs, private individuals and pensioners with the entire spectrum of cross-border wealth management and uses concrete examples to show what solutions can look like. His company operates the internet platforms geopolitical.biz and krypto-x.biz.

### Selling points and marketing:

- Amid digitisation, government bailouts, central bank intervention and record debt, a new asset class is emerging: crypto assets
- Cryptocurrencies are one of the central pillars for any forward-looking, future-oriented capital investor





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RONNY WAGNER

VOM

# GOLD BOOM

PROFITIEREN

Retlungsanker seit Jahrtausenden –  
die einfachste Geldanlage der Welt



FBV

Inklusive: Alles, was Sie über  
Silberinvestments wissen müssen

<b>Publication:</b>	15.06.2021
<b>Author:</b>	Wagner, Ronny
<b>Title:</b>	<b>Profit from the gold boom</b> Lifeline for millennia – The simplest investment in the world
<b>Pages/Cover/Format:</b>	176 pages, softcover, 135x21mm
<b>ISBN:</b>	978-3-95972-492-0
<b>Price:</b>	D: 15,00 EUR, A: 15,50 EUR

## Gold is the most solid and simplest investment source in uncertain times

Especially in times of crises such as the Corona pandemic, impending inflation or the next debt crisis, gold is the safest haven of all for many investors. For those who buy gold are actually pursuing the goal of having a genuine, real store of value in their safe. Gold is nature's most solid and simple asset.

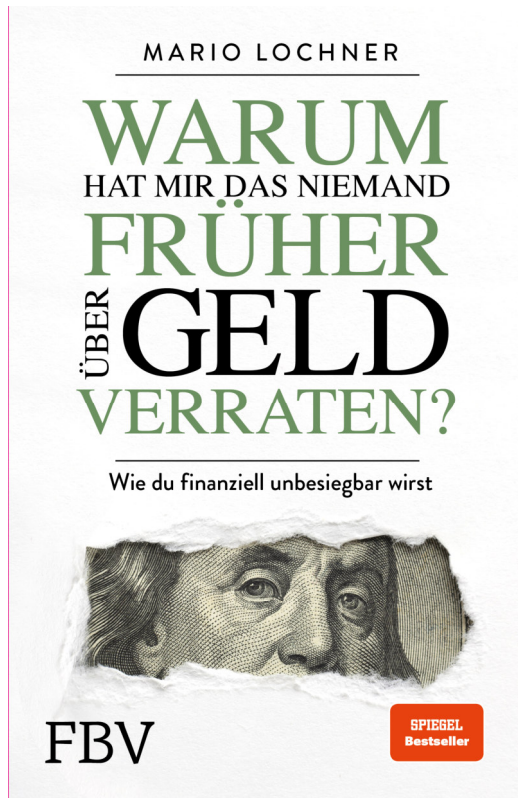
Money coach and gold fan Ronny Wagner explains in an entertaining way everything investors need to know about the precious metal and the simplest investment. Where does it come from and how is the price formed? What practical role does gold play in the age of cryptocurrencies and how does gold perform compared to other forms of investment and in different market scenarios?

In addition, he gives practical and concrete tips on buying, investment strategy and storage. The ideal book for anyone who is interested in gold and also silver, is looking for a safe form of investment or wants to diversify their portfolio in a crisis-proof way.

Ronny Wagner founded the Schule des Geldes e. V. It deals with financial education of people. Wagner gives lectures at schools, technical colleges and universities on the topic of wealth and teaches people how to deal with money. He is chairman of the board of the Deutsche Edelmetallgesellschaft (DEG e. V.) and has been owner and managing director of the precious metal trader Noble Metal Factory - NMF OHG since 2013.

### Selling points and marketing:

- Everything investors need to know about the precious metal and the world's simplest investment
- Concrete tips on buying, investment strategy and storage for gold and also silver



<b>Publication:</b>	15.06.2021
<b>Author:</b>	Lochner, Mario
<b>Title:</b>	<b>Why didn't anyone tell me this about money before?</b> How to become financially invincible
<b>Pages/Cover/Format:</b>	272 pages, softcover, 135x210mm
<b>ISBN:</b>	978-3-95972-461-6
<b>Price:</b>	D: 18,00 EUR, A: 18,60 EUR

**Mario Lochner is head of the successful YouTube channel Mission Money with more than 200,000 subscribers**

Money rules the world. But why does no one tell us at school or in training and studies how to deal with it? And why is it so important to find the balance between financial discipline and happiness in life at an early age?

In his new book, Mario Lochner shows how everyone can take the path towards "financial invincibility". He provides insight into the mechanisms of the financial world, reveals why the emotions of fear and greed dominate the way we deal with money and helps to understand the true nature of the stock market and risk. And he gives a concrete investment strategy to build a financial foundation as well as tools for a happy and self-determined life - free from financial worries.

Mario Lochner holds a degree in business administration, is a journalist and one of Germany's most high-profile financial bloggers. He is the editor of the business magazine Focus-Money and the face of the successful YouTube channel "Mission Money" with more than 220,000 subscribers.

**Selling points and marketing:**

- Achieving financial freedom - with one of the most successful German YouTube channels about money, motivation and success
- What school doesn't do: Learning to deal with money and setting the course for happiness and success



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<b>Publication:</b>	13.07.2021
<b>Author:</b>	Schwarzer, Jessica
<b>Title:</b>	<b>How absolutely anyone can become rich in a relaxed way</b> 15 excuses that no longer count
<b>Pages/Cover/Format:</b>	288 pages, softcover, 135x210mm
<b>ISBN:</b>	978-3-95972-458-6
<b>Price:</b>	D: 18,00 EUR, A: 18,60 EUR

**Bestselling author Jessica Schwarzer is one of the most renowned financial journalists in Germany**

No time, no money and no idea - put an end to all the excuses and prejudices surrounding the topics of finance, asset accumulation and old-age provision. Shares are the devil's stuff? Money doesn't make you happy? Capitalism destroys the environment? Gold is a safe haven? But also: People don't talk about money.

Jessica shows how easy it is to refute these typical excuses and how quickly anyone can familiarise themselves with the topics of the stock market and finances - with almost immediate positive effects on their own financial investments. It helps to bring order into your finances, to optimise your long-term asset accumulation and thus to be able to provide for old age. In times of zero and low interest rates, it is hardly possible to build up wealth without shares. However, with the help of the right strategy, it can be done with very small sums.

Jessica Schwarzer is one of the most renowned financial journalists in Germany. The long-time chief correspondent and stock market expert of the Handelsblatt (2008 to 2018) now works independently as a journalist and presenter. She is the author of several books on investment and finance. The German stock culture is a matter close to the heart of the passionate stock market expert, for which she also campaigns with lectures and seminars and with the initiative Finanz-Heldinnen (Financial Heroines).

**Selling points and marketing:**

- Simple but effective: quickly familiarised with finance topics with this book

# Das Bio-Pizza Dilemma



Der überraschende  
Wegweiser zu mehr  
Nachhaltigkeit

<b>Publication:</b>	13.07.2021
<b>Author:</b>	Wilkening, Thekla; Haring, Robin
<b>Title:</b>	<b>The organic pizza dilemma</b> The surprising guide to more sustainability
<b>Pages/Cover/Format:</b>	272 pages, softcover, 135x210mm
<b>ISBN:</b>	978-3-86881-848-2
<b>Price:</b>	D: 18,00 EUR, A: 18,60 EUR

## Put an end to consumerism and moralising - what individuals can really do to save the world

All too often it seems that all individuals can do to save the world, polar bears, whales and the rainforest is to buy sustainable and fair products. But is it really enough if the pizza is organic? No matter how much green growth, green technology or mobility we develop, there can be no more of the same. The question remains: What's next?

This book dispels the misconception that the individual consumer is simultaneously responsible for the downfall AND the salvation of the world - because this is not the case. This only leads to excessive demands, much confusion and frustration. Instead, it wants to give courage and show that a different, genuine sustainability is possible. After all, it is also an attitude - and an enriching one at that. This book is therefore the best remedy against frustration with the future and the entry into a more pleasurable, meaningful and sustainable life.

Robin Haring is Professor of Health Sciences. He is passionate about digitalisation, global health and sustainable development. Haring is an author and editor and serves as a health expert in Die Zeit, ZDF, ARTE and many others.

Thekla Wilkening is a sustainability activist and Princess of Sustainability (FACES 10/2020). She founded the "Kleidererei" at the age of 25. Her vision: a circular fashion industry. As an expert on circular economy in fashion, she advises companies on sustainability.

### Selling points and marketing:

- How to live a good and truly sustainable life
- An encouraging book with many practical tips for a desirable future



<b>Publication:</b>	10.08.2021
<b>Author:</b>	Dr. Wenzel, Eike
<b>Title:</b>	<b>The New Green Age</b> How the Green New Deal will radically change the way we live
<b>Pages/Cover/Format:</b>	320 pages, hardcover, 145x215mm
<b>ISBN:</b>	978-3-86881-851-2
<b>Price:</b>	D: 22,00 EUR, A: 22,70 EUR

**The Green New Deal and what it really means**

The Green New Deal, the new green age, is casting its shadows ahead and the ecological demands are preparing to become more and more concrete. One thing is certain: in the face of climate catastrophe and species extinction, nothing less is at stake today than the preservation of our livelihoods. But many people do not realise what serious changes we are facing.

Futurologist Eike Wenzel uses the twelve most important topics to explain what a Green New Deal and its concepts mean concretely for us, our markets and society. And he shows that the fundamental ecological transformation of society, politics and the economy is not only a challenge, but also a historic opportunity. Only if we seize this opportunity will we survive in the green age.

Dr. Eike Wenzel is considered one of the most renowned trend and futurologists in Germany. He is the founder and director of the Institute for Trend and Future Research (GmbH) and editor-in-chief of the newsletter Megatrends. Wenzel is a columnist for Wirtschaftswoche and teaches at Nürtingen-Geislingen University.

**Selling points and marketing:**

- The climate-compatible redesign of our world
- The most important changes for society, the economy and our lives



<b>Publication:</b>	15.06.2021
<b>Author:</b>	Ahlfeld, Benedikt
<b>Title:</b>	<b>The five success principles of self-management</b> Taking responsibility for yourself and achieving goals more easily
<b>Pages/Cover/Format:</b>	240 pages, softcover, 145x215mm
<b>ISBN:</b>	978-3-86881-850-5
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

**No more excuses - more success and happiness in life**

No time, bad weather, too much stress - every day we find countless excuses for not putting planned projects into action. And it is precisely these that stand between the person we want to be and the person we actually are. Benedikt Ahlfeld knows what successful people do differently: they don't allow excuses, they overcome their weaker selves and consciously take responsibility for their lives.

His five maxims of successful self-management - such as observing instead of judging, facing challenges courageously and being honest with oneself - show the way to finally tackle projects with motivation, to decide more confidently and thus to achieve results faster.

Benedikt Ahlfeld is a multiple bestselling author, a state-certified management consultant and lectures at universities, for governments and top 100 companies in Germany, Austria and Switzerland. For more than ten years he has headed the internationally active ZHI Consulting GmbH.

**Selling points and marketing:**

- Taking responsibility for your life in five steps
- Motivation and success principles for all who want to be more successful



<b>Publication:</b>	14.09.2021
<b>Author:</b>	Dr. Lucas, Jana
<b>Title:</b>	<b>The secret female pioneers of the economy</b> Extraordinary women who have left a lasting mark on our economic world
<b>Pages/Cover/Format:</b>	336 pages, hardcover, 145x215mm
<b>ISBN:</b>	978-3-86881-849-9
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

**Inspiring biographies of more than 20 women doers, from the Middle Ages to the present day**

Since time immemorial, women have successfully led companies, advised governments or developed technical inventions - even in times when this was still considered a purely "male domain". However, very few of these female economic pioneers are as well known for their outstanding achievements as their male counterparts.

Jana Lucas finally shines the spotlight on these inspiring biographies of 20 mostly unknown female inventors, entrepreneurs and doers and gives them the importance they deserve. In doing so, she shows once again that women have played a decisive role in shaping our present-day economy and society for centuries.

Her book offers an astonishing picture of female entrepreneurship as many had not yet known it - and is thus at the same time an appeal to all women to continue these success stories.

Dr Jana Lucas studied art history, media and communication studies and philosophy in Leipzig and Bologna. She advises companies on innovation and strategy by harnessing principles of the visual arts for new perspectives in management. She is also an author and popular speaker on visual competence and creativity.

**Selling points and marketing:**

- The first book to memorialise these secret heroines
- The unknown pioneering women who shaped our economy

CHRISTOPHER A. RUNGE  
ALLAN GRAP

# MARKEN BOTSCHAFTER NR. 1

Warum CEOs heute völlig  
neu kommunizieren und  
zu Marken werden müssen

<b>Publication:</b>	18.05.2021
<b>Author:</b>	Runge, Christopher A.; Grap, Allan
<b>Title:</b>	<b>Brand Ambassador No. 1</b> Why managers today need to communicate in a completely new way and become brands
<b>Pages/Cover/Format:</b>	224 pages, hardcover, 145x215mm
<b>ISBN:</b>	978-3-86881-723-2
<b>Price:</b>	D: 25,00 EUR, A: 25,80 EUR

## What Steve Jobs was for Apple, you can be for your company. The successful CEOs Runge and Grap show you how

In times of social media, branding is becoming more and more important for entrepreneurs and managers. Whether Steve Jobs for Apple, Wolfgang Grupp for Trigema, Elon Musk for Tesla - they are or were all the best-known brands and thus ambassadors for their companies.

Christopher A. Runge and Allan Grap show how it is possible to turn a boss into an authentic figurehead of the company. They address the crucial aspects that this new understanding of the role entails, from the new areas of responsibility in the internet age to the importance of quick and correct communication. Interviews with successful managers such as Dr Stefan Wolf from ElringKlinger, Alexander Weber from N26, Anna Banicevic from Zizoo, Jakob Mähren from Mähren AG and others provide the necessary tools and best practice examples.

Christopher A. Runge is Managing Director of BETTERTRUST GmbH. He looks after clients from politics, international companies as well as numerous businesses in the areas of corporate communication, branding as well as CEO communication.

Allan Grap is Managing Director of BETTERTRUST GmbH and a passionate communicator. He looks after numerous clients from the financial and digital industries.

### Selling points and marketing:

- Increasing corporate value with good communication
- Why CEO branding is essential today





<b>Publication:</b>	14.09.2021
<b>Author:</b>	Tschirch, Beate
<b>Title:</b>	<b>My business is gone</b> How to reinvent yourself when everything is online only
<b>Pages/Cover/Format:</b>	192 pages, softcover, 145x215mm
<b>ISBN:</b>	978-3-86881-861-1
<b>Price:</b>	D: 17,00 EUR, A: 17,50 EUR

**Business models in crisis mode. How to successfully run an online business**

Art and culture? Not open. Music concerts? Mute. Sports and yoga studios? Shut. The Corona crisis put the brakes on many business models - business was literally only possible online from one day to the next. Beate Tschirch shows that you don't have to stand motionless and frustrated in front of the shambles of your own business model.

In a humorous way, the yoga teacher tells of her own involuntary path into the digital world and shows the challenges she had to overcome along the way. She quickly found out that change also brings many opportunities. With the help of many tips and experiences, she shows how anyone can get started in online business - regardless of pandemics.

Beate Tschirch, who studied communication design, is an entrepreneur, speaker, yoga teacher, event manager, has her own yoga studio and is the founder of Yogalover. Due to her curiosity and diverse interests, she finds it easy to adapt to constant change. As an executive coach, she inspires people and empowers them to go their own way. To this end, she is a problem solver and creative source of inspiration for many executives and entrepreneurs.

**Selling points and marketing:**

- The field report of a successful entrepreneur and yoga teacher
- With tips and creative ideas

# MITARBEITER FÜHREN IN DER DIGITALEN ÄRA

Wie man digitale Effizienz  
und Menschlichkeit in Zeiten von  
Homeoffice und New Work verbindet



<b>Publication:</b>	12.10.2021
<b>Author:</b>	Pflügler, Sebastian
<b>Title:</b>	<b>Leading employees in the digital era</b> How to combine digital efficiency and humanity in times of home office and new work
<b>Pages/Cover/Format:</b>	240 pages, softcover, 145x215mm
<b>ISBN:</b>	978-3-86881-853-6
<b>Price:</b>	D: 20,00 EUR, A: 20,60 EUR

## The practical leadership handbook for the digital era

Home office, online meetings and new work are conquering the world of work. Digitalised processes are changing corporate structures. Managers are faced with completely new questions: How do I organise my scattered team? How do I reach employees? How can I keep motivation high from a distance? Those who want to continue to lead efficiently in the digital age must not neglect the human side, for example, because many employees often lack security and the necessary orientation in this VUCA world.

Sebastian Pflügler shows how managers can do justice to the "new normal" in the working world - from tips on communication, decision-making and delegation to virtual challenges. He provides the practical leadership handbook for everyday leadership in the digital era.

The communication scientist and business psychologist Sebastian Pflügler works as a consultant, coach and speaker on the topics of communication, leadership and collaboration in the digital era and the new world of work. For many years, he has been supporting national and international organisations in meeting the challenges of the new world of work and assisting executives at all hierarchical levels as Future Fit Leaders to make a positive impact on their thinking, feeling, speaking and acting. He is known from Handelsblatt, Wirtschaftswoche or Business Punk and host of the "No Leadershit" podcast.

### Selling points and marketing:

- How to combine efficiency and humanity in the digital age
- Proven models, tips and concrete assistance



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### 170,000 Instagram fans: Torben Platzer is already a brand himself

If you are active on social media, want to be seen and heard as an expert and thus promote your business, you can't avoid personal branding. Only a recognisable personal brand creates trust, inspires people and binds them to you in the long term. This requires not only the right positioning, but also a social media strategy that is adaptable and made up of the building blocks of trust, added value, community and authority.

Author and entrepreneur Torben Platzer himself has an online community of more than half a million people. In his guidebook, he describes in detail what really matters and which mistakes should be avoided. He shows people and companies how they can build a meaningful personal brand step by step.

Torben Platzer is a social media and branding expert and co-founder of the media agency TPA Media GmbH. On social media he has a community of over 300,000 followers, a business podcast (SELFMADE) that is regularly listed in the top ten on iTunes and Spotify, and his eponymous fashion label. His book Living a Selfmade Life was published by FBV.

#### Selling points and marketing:

- The step-by-step guide to take off as a social media brand.
- The new book by top author and branding expert Torben Platzer

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