





REDLINE | VERLAG



Jacqueline Goebel | Benedict Wermter

DIE
PLASTIK
SUCHT

Wie Konzerne Milliarden verdienen und uns abhängig machen

FBV

Publication:	23.05.2023
Author:	Goebel, Jacqueline; Wermter, Benedict
Title:	The plastic addiction How corporations earn billions and make us addicted
Pages/Cover/ Format:	304 pages, hardcover, 145x215mm
ISBN:	978-3-95972-697-9
Price:	D: 22,00 EUR, A: 22,70 EUR

Award-winning journalists reveal for the first time: How industry promotes plastic use and lies to consumers

We live in the plastic age. Plastics are the tools of our time, without them modern society would not exist. But what we leave behind is waste that lasts for eternities in the environment. In 30 years, there will be more plastic than fish in the ocean. Already today, plastic production and plastic waste cause more than 3 percent of global climate gas emissions – more than entire countries.

The profiteers of the plastic crisis accept this. The oil industry, chemical companies and the world's best-known brands are dependent on plastic. Because they have built their business model on waste. And they are planning even more plastic factories, wanting to sell even more products in disposable packaging – in countries where plastic has hardly been collected or recycled so far.

These corporations know that recycling alone will not solve the problem. Nevertheless, they forge powerful alliances to continue to fuel hopes for a circular economy. They dodge bans and use all their lobbying power to make single-use plastic seem greener. For even more rubbish to coat our planet. This addiction harms us all. Withdrawal is necessary.

Jacqueline Goebel and Benedict Wermter have spent years researching the plastic industry and the circular economy. They relentlessly expose the methods and problems of the industry – and explain how we can finally escape the plastic crisis.



Jacqueline Goebel is an economic journalist. She studied social sciences in Düsseldorf and has been an editor at "WirtschaftsWoche" for eight years. There she researches the tense relationship between the economy and the environment, especially logistics, the consumer goods industry and the recycling sector. She has received several awards for her research, and "Medium Magazin" named her one of the "Top 30 under 30" in German journalism in 2019.

Benedict Wermter is a freelance investigative journalist, author and director. He has been researching the economics of fashion companies, cement corporations, the consumer goods industry and waste management for years. His research has appeared in "Süddeutsche Zeitung Magazin", "Republik" (Switzerland) and "WirtschaftsWoche". He co-authored the award-winning documentary "The Recycling Myth"Benedict's research into the ills of the circular economy has received multiple awards and funding. He is also a speaker at international conferences.

- New investigative insights into the waste mafia with film feature
- The entire production chain from oil sources to supermarket packaging is revealed





Publication:	21.02.2023
Author:	Gleißner, Gerhard
Title:	Living Healthy with Stoicism How to stay mentally and physically healthy through the philosophy of the ancient Stoics
Pages/Cover/ Format:	176 pages, hardcover, 125x187mm
ISBN:	978-3-95972-649-8
Price:	D: 20,00 EUR, A: 20,60 EUR

Practical application of an ancient philosophy: getting and staying healthy

Stoicism has been one of the most successful schools of philosophy of life since antiquity and is known to be unsurpassed in its approach to happiness, contentment and serenity to this day. However, the fact that the application of Stoic principles leads to mental health, which in turn even has a favourable influence on physical health, is only hinted at in previous literature on Stoicism.

Gerhard Gleißner, as an experienced physician, explores this connection in the relevant areas of Stoic teachings and compares them with the findings of modern psychotherapy by contextualising the best techniques and methods of the Stoics and representatives of cognitive psychotherapies such as Albert Ellis, A. T. Beck or Martin Seligmann.

From this he derives numerous practical rules of conduct and guiding principles that help build resilience and prevent, or even cure, illness. There is hardly a more important value in life than health – so it is worth focusing on it by applying Stoic principles.

Dr. med. Gerhard Gleißner studied medicine in Munich and did further training in an acute hospital, graduating as a specialist in general medicine. He specialises in psychosomatics and evidence-based medicine. From 1999 to 2013 he worked as a GP in his own practice in Amerang, Chiemgau. Since 2014, he has been working as a public health officer and assessor in the public health service. He is a medical-philosophical consultant on the side. He is married and has one daughter.

- Combination of the popular philosophy of life and the enduring topic of health
- The author has great professional expertise as a doctor





Publication:	24.01.2023
Author:	Huber, Michael
Title:	Invest professionally in ETFs Insights, background and expert tips
Pages/Cover/ Format:	256 pages, hardcover, 170x240mm
ISBN:	978-3-95972-683-2
Price:	D: 25,00 EUR, A: 25,80 EUR

ETFs are still the most popular and most recommended investment instrument for private long-term investments

ETFs have become an indispensable part of the investment landscape. With the help of exchange traded funds, everyone, whether beginner or professional, can easily invest in a wide range of shares, bonds and commodities and thus put together a balanced portfolio with just a few products. For investors who do not simply want to invest in the first ETF but want to delve deeper into the matter, financial expert Michael Huber offers a wealth of background information and professional tips.

In his explanations, Huber deliberately addresses experienced investors and thus goes far beyond the typical beginner's knowledge. From the history of ETFs and index funds to different types and replication methods to fixed income ETFs, Huber has compiled all the important information that may interest budding ETF experts. He goes into detail on the right choice of suitable ETFs and on special features of trading with these products. The book is rounded off by three different sample portfolios, which the reader can use to guide his or her selection. In this way, anyone can become an ETF professional and make the most of their portfolio!

Michael Huber has worked in the financial industry for more than ten years and currently works for a large international asset manager in the ETF sector. He started his career in private wealth management at an American investment bank.

Selling points and marketing:

 Detailed analyses and professional knowledge set this book apart from the mass of beginner books







Roland Eller | Markus Heinrich | Maik Schober

GELD ANLEGEN WIE DIE PROFIS

Erfolgreiche und stressfreie Geldanlage an den Finanzmärkten





Publication:	21.03.2023
Author:	Eller, Roland; Heinrich, Markus; Schober, Maik
	Invest money like the
	professionals
Title:	Successful and stress-free
	investing in the financial
	markets
Pages/Cover/ Format:	656 pages, hardcover, 170x240mm
ISBN:	978-3-95972-610-8
Price:	D: 25,00 EUR, A: 25,80 EUR

Build up assets as an investor despite low interest rates and live well off them in old age

The ongoing low-interest phase is putting many savers under pressure. But the financial market offers numerous opportunities to achieve returns with manageable risk. For anyone who wants to take advantage of these opportunities and make long-term provisions, Investing Like the Pros offers the knowledge and proven strategies of more than 25 well-known authors, which can be easily transferred to private investment.

On the one hand, the most important topics for beginners are covered: How do you find the right risk class for you? How beginner-friendly are shares, funds and ETFs? What tax issues need to be considered? On the other hand, the current megatrends are explained – alternative energies, cryptocurrencies and the real estate boom. Where are high profits to be made, where does risk predominate? An indispensable guide for anyone who wants to make more out of their savings in the long term.

Roland Eller is managing partner of Roland Eller Consulting GmbH. He is a trainer and consultant on the topics of supervisory law and risk management, especially for board members of banks, managing directors of public utilities and companies, supervisory and administrative boards, treasurers (debt management) and treasurers of banks and companies.

He has made a name for himself over almost 30 years as a seminar trainer on techniques and methods of analysis, valuation and risk management of interest rate instruments, equities, commodities, currencies and derivatives. He is also the author of a large number of books, articles and editor of several standard works, some of which are already in their third edition. In the last 25 years, he has penned more than 50 books,



collected works and edited volumes, some of them even in English translation, as well as more than 500 articles in renowned newspapers such as "FAZ" or "Börse Online". Previously, he was responsible for the development of a portfolio management system at Siemens AG.

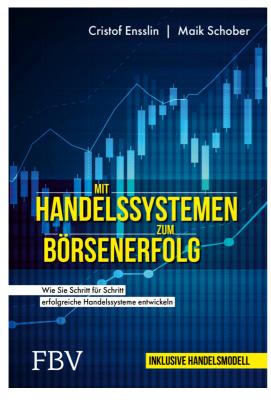
Markus Heinrich has been working for Roland Eller Consulting GmbH since 1998 as a trainer, senior consultant and project manager in the areas of valuation and use of interest rate and credit products, derivatives and structured products in overall bank management and trading. Since 2005 he has been managing director of Roland Eller Consulting GmbH and Roland Eller Training GmbH. He advises credit institutions on all questions of implementation and quality assurance of interest book control and treasury management. In addition, he accompanies specialist conferences and seminars as a speaker at academies, associations, various major banks and independent seminar providers. Before joining Roland Eller, Mr Heinrich worked for a major bank in Munich for more than seven years. There he was the responsible project manager for the creation of a new risk controlling system, then worked as a market maker in options trading and as a proprietary trader with position responsibility in options, futures and OTC interest rate derivatives trading. Mr Heinrich is co-editor of several standard works and author of a large number of articles (in books and trade journals) on regulatory issues and on the use of derivative products in structured products, interest rate book management and interest rate and credit risk management.

Maik Schober has been working as a trainer and consultant for companies and credit institutions on the topic of risk management since 2010. He is also managing partner of Eller & Schober Vermögensmanagement GmbH. Until 2010, he worked for major German banks in corporate banking, asset management and trading. His work focuses on the topics of investment, financial markets and risk management. Mr. Schober regularly publishes articles on these topics in trade journals and books. He completed his M.Sc. in economics with a focus on risk and financial management in Frankfurt and Stuttgart.

Selling points and marketing:

More than 25 financial professionals provide the reader with tips and strategies





Publication:	15.11.2022
Author:	Ensslin, Cristof; Schober, Maik
Title:	With trading systems to stock market success How to develop successful trading systems step by step
Pages/Cover/ Format:	256 pages, hardcover, 145x215mm
ISBN:	978-3-95972-671-9
Price:	D: 29,99 EUR, A: 30,90 EUR

Trend topic automated trading with Expert Advisors

Success on the stock exchange stands and falls with a successful strategy. Developing your own trading strategy that is robust and statistically significant is not a trivial matter.

The experienced stock market experts Maik Schober and Cristof Ensslin worked for years on different algorithms to successfully trade Forex with fully automated trading robots. They have designed, tested, set up and optimised more than 100 different strategies. The result is not only a trading system that is successful in the long term, but also the knowledge of how to design, test and shape such a system. The authors now share this knowledge with their readers.

An indispensable handbook for anyone who wants to be successful with automated trading, but which also provides numerous important tips and hints for traders who want to further optimise their classic trading strategy.

Cristof Ensslin is one of the leading experts in the field of automated forex and CFD trading in German-speaking countries. He has been programming and using Expert Advisors for MetaTrader 4 and 5 since 2011. Previously, work stations at LBBW, Daimler (Group Treasury), Morgan Stanley, HypoVereinsbank and Deutsche Bank contributed to his wealth of experience in rule-based financial trading with a focus on the foreign exchange market. He has been publishing a weekly blog since 2017 where he shares his most valuable insights on algo trading. In the same year, he started hosting EA learn-to-program workshops online and in presence. He is the founder of the EA Trader School, the first German training programme for sustainable profitable trading with Expert Advisors. Since 2021, he has been teaching his methods to help more people become



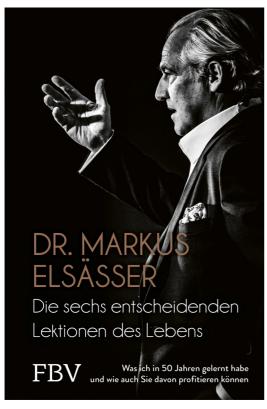
consistently profitable EA traders.

Maik Schober has been working as a trainer and consultant for companies and credit institutions on the topic of risk management since 2010. He is also managing partner of Eller & Schober Vermögensmanagement GmbH. Until 2010, he worked for major German banks in corporate banking, asset management and trading. His work focuses on the topics of investment, financial markets and risk management. Mr. Schober regularly publishes articles on these topics in trade journals and books. He completed his M.Sc. in economics with a focus on risk and financial management in Frankfurt and Stuttgart.

Selling points and marketing:

 Particularly interesting for Forex and CFD trading, but also for any other exchange trader





Publication:	21.03.2023
Author:	Dr. Elsässer, Markus
Title:	The six crucial lessons of life What I have learned in 50 years and how you too can succeed with it
Pages/ Cover/ Format:	256 pages, hardcover, 135x215mm
ISBN:	978-3-95972-503-3
Price:	D: 18,00 EUR, A: 18,60 EUR

The apprenticeship and wandering years of a successful investor and entrepreneur – Attention: Cult status

Bestselling author Dr Markus Elsässer has travelled and experienced a lot. He grew up in London, Hong Kong and Paris and later worked for many years as a top manager in Sydney and Singapore. He has been successful as an independent investor and advisor for more than 25 years.

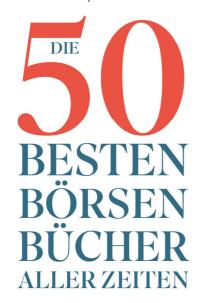
In his third book, Elsässer shares his wealth of experience with the reader in an amusing and intelligent manner. No one would know better than him how to successfully navigate through life. Whether privately or professionally, Elsässer has the right tips, tricks and rules of conduct for every situation in life. This way, he helps his readers in an entertaining and instructive way to skilfully avoid the pitfalls of life and to make the best of themselves with joy and enthusiasm.

Dr Markus Elsässer was Finance Director at Dow Chemical Germany, General Manager for Benckiser in Sydney and Managing Director Asia-Pacific for the Storck Group in Singapore. He has been an independent investor and fund advisor since 1998. He is the founder of ME-Fonds and the sports management company Rolfes & Elsässer, together with the professional footballer Simon Rolfes.

- Tips and wisdom from a successful investor and top manager.
- Whether privately or professionally, Markus Elsässer has the right tips, tricks and rules of conduct for every situation in life to become successful



PETER BIEG | PHILIPP STAMPFER



FBV

Alles über die wichtigsten Strategien, Kennzahlen, Wissensgebiete und Börsen-Gurus auf einen Blick

Publication:	24.01.2023
Author:	Bieg, Peter-Matthias; Stampfer, Philipp; Stampfer, Philipp
Title:	The 50 best stock market books of all time Strategies, ideas and inspiration for success in the stock market. Timeless manuals and textbooks as well as literature for beginners and professionals
Pages/Cover/ Format:	304 pages, hardcover, 145x215mm
ISBN:	978-3-95972-540-8
Price:	D: 25,00 EUR, A: 25,80 EUR

The canon of the really most important and best finance books – an overview of the 50 most important German- and English-language finance books

The world of German-language stock market and financial guidebooks has grown to an overwhelming abundance, especially in recent years. If you add to this the countless works that have so far only been available in English, even the most ambitious reader quickly loses heart. How is one supposed to select only those works from this offer that are really worthwhile? Which investment tips are actually based on serious studies and authentic market experience? After all, anyone can call themselves an expert. And which topics should a newcomer to the world of finance deal with at all? Which books teach the really important basics?

Journalist Peter-Matthias Bieg and stock market analyst Philipp Stampfer have asked themselves precisely these questions and, after intensive hours of tireless reading and research, deliver the ultimate canon of the really most important and best finance books on the market. They present all books in detail with topic, target group, key figures, core ideas and topicality and thus offer for the first time an overview of all relevant strategies, knowledge areas and gurus at a glance.

An indispensable reference book for anyone interested in financial literature, whether beginner, advanced or professional.

Dr. Peter Bieg works in corporate and financial communications for an MDAX company and previously worked for many years as a freelance journalist, including for "WirtschaftsWoche" and "ZEIT ONLINE". Bieg has been active in the stock market for many years and has acquired his financial knowledge in particular by reading countless books.



Philipp Stampfer is a hedge fund analyst who advises investment funds as an expert in the analysis of listed companies. Previously, he worked at two of the largest and most respected hedge funds in the world – Millennium Management and Lansdowne Partners. His focus is on fundamental analysis and valuation of misunderstood companies, spinoffs, and IPOs both as a long position and as a short. He previously worked for five years in a private equity investment firm. Philipp started his career at Deutsche Bank in London.

He graduated with distinction in Economics from the London School of Economics (LSE) and was awarded the Richard Goeltz Prize for outstanding academic achievement. He is a CFA charterholder and lives in London with his wife.

- An indispensable reference book for anyone who wants to read the right books in the field of finance and the stock market
- Detailed overview with topic, target group, key figures, core ideas and topicality –
 a unique overview of all relevant strategies, knowledge areas and gurus at a
 glance



Publication:	21.03.2023
Author:	Wieduwilt, Ulrike
Title:	Successful in Chinese What we can learn from female managers from China
Pages/Cover/ Format:	208 pages, hardcover, 145x215mm
ISBN:	978-3-86881-915-1
Price:	D: 22,00 EUR, A: 22,70 EUR

Chinese businesswomen reveal their secrets of success

In this book, Ulrike Wieduwilt reveals the skills and strategies that distinguish Chinese businesswomen.

In just a few decades, China has transformed itself from an agrarian society into the industrial age and is competing with the USA for world supremacy. These facts are well known. But what qualities and skills do the people in this country bring to make it so successful? What makes them special?

Wieduwilt focuses her attention on the successful women who come from China – courageous young women who very resolutely seized those opportunities in the 1980s and 1990s and played a decisive role in shaping the upswing of the past years. From this, Wieduwilt works out individual and social success factors such as career strategies, education or the sovereign mastery of foreign languages, which are decisive for advancement. This provides a broad spectrum of concentrated background knowledge on how success can be achieved.

Ulrike Wieduwilt studied at the University of Hamburg and began her career at the food manufacturer Mars. For more than 20 years she has been working for the global HR consulting firm Russell Reynolds Associates. She has travelled regularly to China for over 30 years and lived with her family in Shanghai for two years. Today, she manages the business for Southeast Asia from Singapore.

- Learning from foreign cultures and successes
- What it takes to be successful with portraits of female Chinese managers



Publication:	25.04.2023
Author:	Brückner, Aaron
Title:	Remarkably good Finally using social media actively and successfully
Pages/Cover/ Format:	272 pages, softcover, 135x210mm
ISBN:	978-3-86881-926-7
Price:	D: 18,00 EUR, A: 18,60 EUR

Why it pays to actively use social media

Almost everyone is registered on social media platforms such as Instagram or TikTok, but only a small fraction actively use them. Most forfeit an easy way to make themselves, their companies, their products and services widely known.

Hardly anyone doesn't have a smartphone or an account on Instagram, Twitter and the like – we live in a time when social media has become an integral part of everyday life. But only very few people know how to use the advantages of this digital world for themselves or their business or post content regularly. "Mr. Social Media" Aaron Brückner knows from his own experience what it takes to be successfully visible in social media. He delivers a book for all onlookers who have not been visible in social media so far, who have lacked inspiration, strategy, tools and sometimes the necessary kick in the butt to become active themselves. As we all know, life is what we make of it, and that applies (especially) to social media.

Dr Aaron Brückner modelled for Giorgio Armani, among others, wrote his first reference book at the age of 24 and founded his social media agency Social Attention in 2019. Here he works with companies such as Sparkasse, Henkel and WeightWatchers. In his "Andersmacher" podcast he talks to people about unusual career paths and as "Social Attention" he informs on TikTok about all that will be relevant in the digital tomorrow.

Selling points and marketing:

• From onlooker to influencer and social media brand in just a few steps



Publication:	23.05.2023
Author:	Rose, Nico; Ulmer, Götz
Title:	Heavy Metal B(r)ands What we can learn about marketing from metal bands
Pages/Cover/ Format:	272 pages, softcover, 148x210mm
ISBN:	978-3-86881-919-9
Price:	D: 20,00 EUR, A: 20,60 EUR

The somewhat different marketing book - headbanging instead of PowerPoint

Each and every one, every product, every service and every brand must be properly staged in order to be perceived on the market. This requires sensible marketing and a unique strategy. Heavy metal bands show how it's done: From logo to outfit to song lyrics, each forms its own star in the metal universe.

With "Heavy Metal B(r) ands", Nico Rose and Götz Ulmer provide the appropriate, unconventional approach to the topic of branding. Using outstanding metal bands as examples, various principles of successful positioning and marketing are presented. With the introduction of the bands, the respective marketing principle is described and conveyed to the reader in an easily understandable way with the help of these practical examples, plus in each case brands, products and campaigns of "normal" companies are presented that already implement this. In addition, they offer tips and tricks that help companies adapt the respective concept for themselves.

Dr. Nico Rose is one of the best-known psychologists in Germany, former Bertelsmann manager and seven-time author. Rose writes for business media such as "Handelsblatt", "WiWo", "Harvard Business Manager", "Business Punk" or "WuV".

Götz Ulmer is one of the best-known and most highly decorated creatives in Germany. He spent most of his professional life at Jung von Matt, most recently many years as a board member and creative director. The current CCO of McCann is a passionate drummer and scored two number 1 songs with the music for Vodafone spots. Unfortunately with pop.

- How heavy metal bands market themselves and what you can learn from it.
- Non-fiction with a twinkle in the eye: serious but not deadly serious

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Frédéric Mathier

VERHANDELN



KINDERSPIEL

Sieben Prinzipien, mit denen Sie alle Verhandlungen erfolgreich abschließen

Publication:	21.03.2023
Author:	Mathier, Frédéric
Title:	Negotiating is (not) child's play Seven principles with which you can successfully conclude all negotiations
Pages/Cover/ Format:	256 pages, Softcover, 135x210mm
ISBN:	978-3-86881-925-0
Price:	D: 18,00 EUR, A: 18,60 EUR

The author of the success podcast reveals the seven principles of successful negotiations

Negotiating is often not easy – but always worthwhile. Negotiation expert Frédéric Mathier explains what we can learn from children, among others.

We negotiate every day and with almost everyone – with colleagues about holiday replacements, with flatmates about cleaning schedules, salaries with superiors or food requests with children. The latter are a special chapter in themselves: they are intuitive negotiators by nature. Frédéric Mathier reveals what we can learn from them and presents the most effective negotiation techniques and tactics that can be easily applied to any situation. He also includes situations from his own experience and points out classic mistakes to avoid.

The central idea is always: If you don't negotiate, you've already lost!

Frédéric Mathier has perfected his negotiation skills over more than a decade as a Purchasing Manager and Strategic Buyer. An industrial engineer by training, he has lectured for many years and is a trainer in supply chain management, leadership and negotiation. In his No. 1 podcast "Successful Negotiations", Mathier shares his negotiation tips with entrepreneurs, professionals and managers.

Selling points and marketing:

 What leaders in particular can learn about negotiations from children Practical, lively and from everyday life REDLINE | VERLAG

ATTILA ALBERT





Mit Nervensägen im Job umgehen, ohne selbst den Verstand zu verlieren

Publication:	21.02.2023
Author:	Albert, Attila
Title:	Sorry, you're all annoying me now! Dealing with annoying people at work without losing your mind
Pages/Cover/ Format:	240 pages, softcover, 135x210mm
ISBN:	978-3-86881-914-4
Price:	D: 16,00 EUR, A: 16,50 EUR

From do-gooder to brawler: the best way to deal with nuisances

In his new book, Attila Albert shows how to deal with nagging people in your environment and how to defend yourself against them.

The new generation of nagging people is know-it-all, highly moralistic and actually totally egotistical: everyone cultivates his or her neuroses, considers themselves highly informed, highly gifted and highly sensitive at the same time. This harbours a high potential for conflict, especially in everyday working life. The question arises: What is the best way to deal with them?

Attila Albert shows in a humorous and true-to-life way how you can deal with the irritants in your professional environment and still get your work done. From the whiner to the quarreller to the do-gooder, seven types are described in detail so that you can classify exactly who you are dealing with. Targeted counter-strategies help you deal with them while staying sane yourself. His book is a practical action plan with many proven tips from coaching practice for professional and also private everyday life – a step-by-step guide for more peace and quiet.

Attila Albert, born in 1972, is a communication expert, coach and author. He started working as a reporter at 17, has since written for media at home and abroad and is still active as a columnist today. He studied business administration, web development and completed a coaching training in the USA. He was in charge of global marketing communications for a Swiss industrial group. He has lived in Zurich since 2013.

- With many practical tips and strategies for all emergencies and types
- The way to more calm and serenity in everyday life and at work

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