

Rights Catalogue
Business / Management / Finance



AUTUMN 2017

20 Years
of Münchner
Verlagsgruppe –
the great anniversary
catalogue



REDLINE | VERLAG



FinanzBuch Verlag



THOMAS RAPPOLD

Born in 1971, Thomas Rappold is an internet entrepreneur and investor. He is a knowledgeable expert in Silicon Valley and has been involved with various different start-ups there as an investor. Last year he published his book "Silicon Valley Investing" with the FinanzBuch Verlag.



Peter Thiel was born in Germany and grew up in the USA.

As the founder of payment service PayPal, the mysterious big data company Palantir and the first investor in Facebook, he played a decisive role in three global companies at the same time and became a billionaire.

But his mission continues. He believes the western world is trapped in a period of complacent stagnation, in which politics and economics are no longer driven by risky innovations and great visions in the style of Kennedy's moon-landing project.

This biography gives a first insight into the multifaceted life of Peter Thiel and examines his successful DNA.

How the first facebook-investor changed the world: Peter Thiel



Rappold, Thomas

Peter Thiel

Facebook, PayPal, Palantir – How Peter Thiel revolutionised the world – The Biography

256 pages, 14,8 × 21,0 cm

hardback

19,99 € (D)

ISBN 978-3-95972-051-9

Product Group 1971

11.09.2017



- ➔ The first biography about one of the most colourful personalities in Silicon Valley alongside Tesla boss Elon Musk
- ➔ The successful DNA of Peter Thiel decoded for the very first time: how he thinks, how he invests



PHILIP PLICKERT

Born in 1979, Dr Philip Plickert studied economics at the University of Munich and the London School of Economics. He has been a member of the FAZ economics editorial team since April 2007, and writing about the ECB's monetary policy since the euro crisis. In 2009 he received the Ludwig Erhard Prize for economic journalism, in 2010 the Bruckhaus Prize from the Schleyer Foundation. He manages the FAZ economics section of the website "Der Volkswirt" and teaches at Frankfurt University and the University of Siegen as an economics lecturer.

Who really is Merkel? What has she accomplished and what were her biggest mistakes?

In this book 22 professors and publicists take a closer look at the Merkel era.

FAZ editor Philip Plickert has gathered a range of renowned authors to analyse Merkel's political work as well as her character.



WHO REALLY IS ANGELA MERKEL — TRACING HER STORY



Plickert, Philip (Hrsg.)
Merkel

A critical assessment

220 pages, 14,8 × 21,0 cm
hardback
19,99 € (D)

ISBN 978-3-95972-065-6

Product Group: 1971

12.06.2017



SPIEGEL
Bestseller

**MORE THAN EIGHT
WEEKS IN THE TOP 20**

- ➔ The euro crisis, the turnaround in energy policy, the refugee crisis – how the German Chancellor is placing our future at risk
- ➔ A ruthless critical report of 12 years of Merkel – in time for the parliamentary election



MARKUS KRALL

Markus Krall holds a doctorate in economics and during his dissertation worked at the Imperial University in Nagoya after being awarded the Monbusho Scholarship by the Japanese government. In 2003 he joined McKinsey as a partner, where he managed the risk management practice and went on to organise the initiative for founding a European ratings agency. In 2014 he moved on to the independent advisory company goetzpartners as management director, where he was responsible for the Financial Institutions Practice.



Politics and monetary policy in Europe have moved away from the principles that guaranteed the success of the continent in the past.

One particular example of this is the monetary policy of Mario Draghi. As the head of the European Central Bank, he is removed from all forms of control.

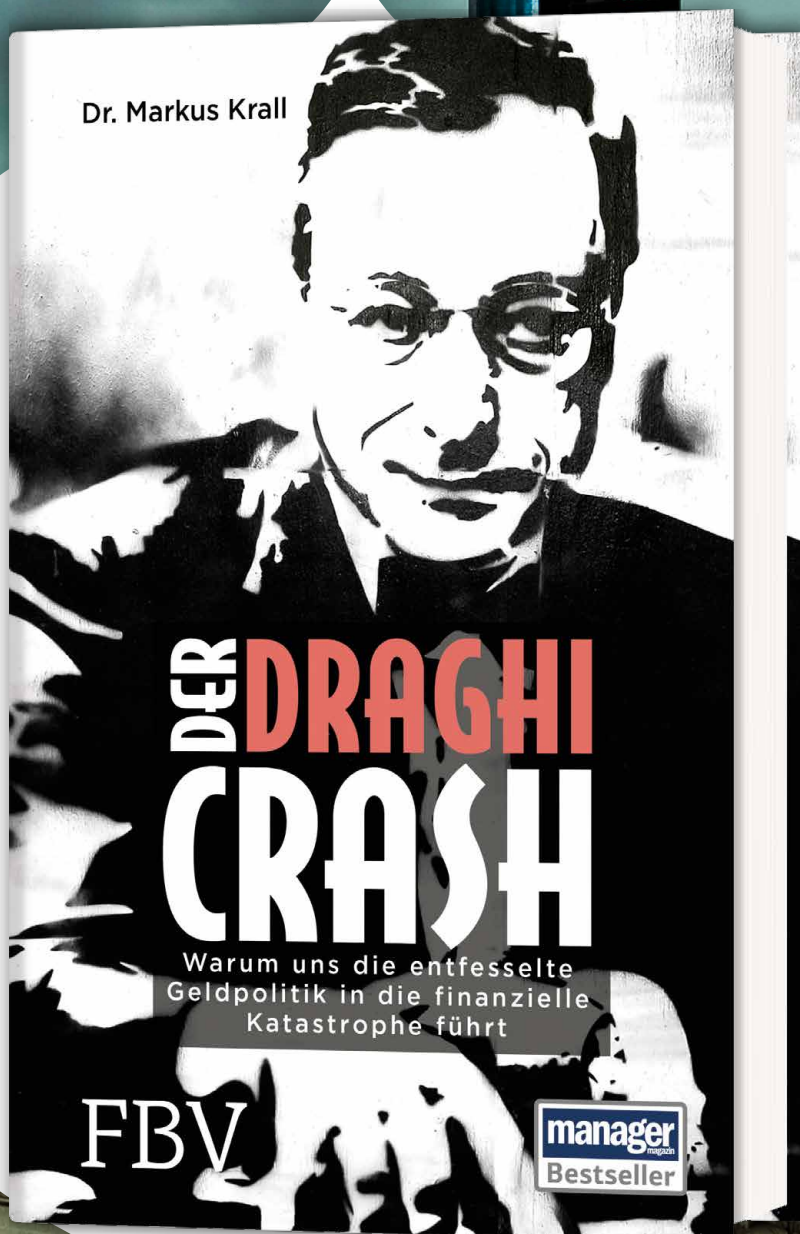
The result is foreseeable: A monetary crisis and catastrophe is looming on the horizon, the like of which has never been seen before.

Markus Krall handles the subject in a knowledgeable and entertaining way.

THE NEXT CRASH IS IMMINENT

FBV

International economics



Krall, Markus
The Draghi-Crash

Why loose monetary policy is leading us to the next crash

180 pages, 13,5 x 21,0 cm
hardback
17,99 € (D)

ISBN 978-3-95972-072-4
Product group: 1787

12.06.2017

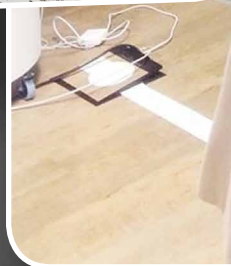
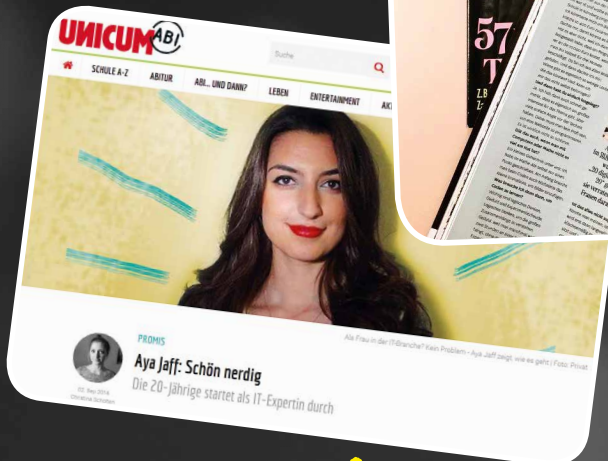
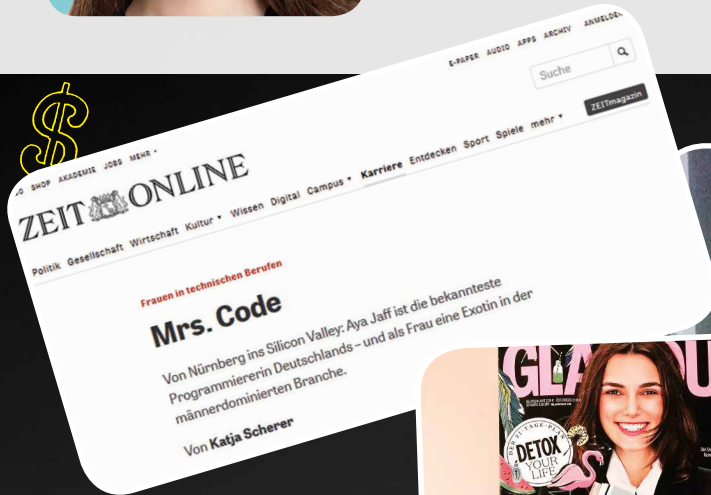


- ➔ The next crisis will be revolutionary and call into question Europe in its current political form
- ➔ It will be caused by too many restrictions to freedom, over-regulation and breaches of the law by policy-makers



AYA JAFF

Aya Jaff is 21 years old and studied Sinology and Economics at the Friedrich Alexander University in Nuremberg. Even in her younger years, she was interested in the subject of the stock market and, whilst working as CTO at Tradity, developed one of the current largest social trading stock market games in collaboration with the elite university WHU and Telefonica. Thanks to a scholarship, she was one of just a few female participants to attend a course for start-up founders in 2015 costing almost \$10,000 at the Draper University in Silicon Valley. Among others, she writes for the Orange news portal, which is released by the Handelsblatt publishing group.



MONEYMAKERS reveals how young people can step into stock market investing, and the best strategies to help them to succeed. Discover which app is useful!

Lots of interviews with successful investors and entrepreneurs such as Tim Draper, one of the most prestigious investors in Silicon Valley, also offer readers an interesting glimpse into their day-to-day lives – with practical tips from the professionals.

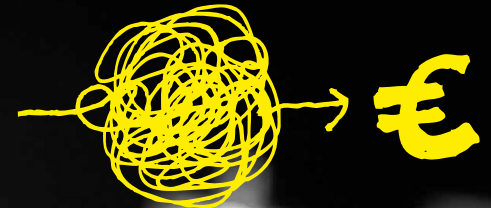
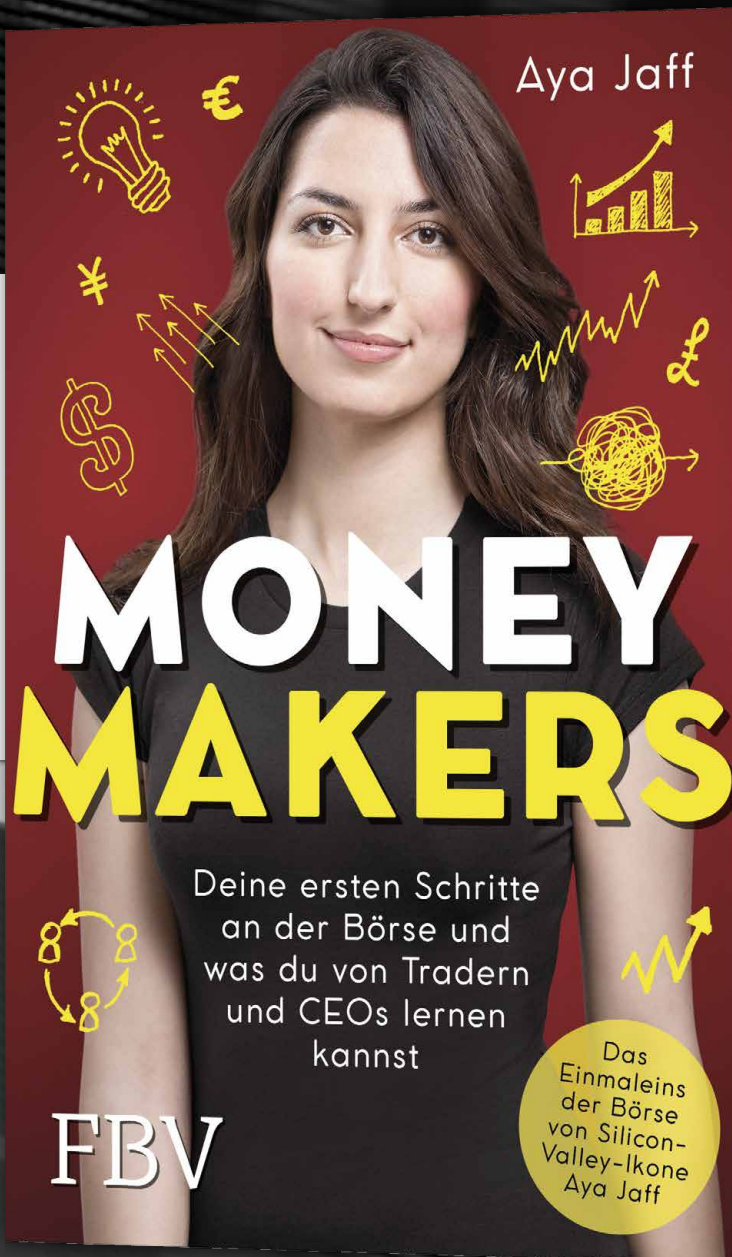
An absolute must-read for young people keen to understand and eventually get involved with the stock market!

A BASIC GUIDE TO THE STOCK MARKET

BY SILICON VALLEY ICON AYA JAFF

FBV

Investment



Jaff, Aya
MONEYMAKERS

How to be successful with the stock market
and what you can learn from traders and
CEOs

200 pages, 13,5 x 21,0 cm
paperback
16,99 € (D)

ISBN 978-3-95972-022-9
Product group: 1977

13.11.2017



- ➔ A must-read for young people keen to understand and eventually get involved with the stock market
- ➔ With lots of interviews with successful entrepreneurs such as Silicon-Valley billionaire Tim Draper and practical tips from the professionals



ROLF MORRIEN

Rolf Morrien studied history, economics and politics in Münster and Vienna before completing professional training in economics journalism.



JUDITH ENGST

Born in 1970, Judith Engst is a freelance economics and financial journalist.

Judith Engst and Rolf Morrien very clearly demonstrate that you don't need to accumulate millions to provide for retirement, you just need to carefully invest your money:

What's a practical way to divide up 5,000 or 10,000 euros?

Where can you save even more money when investing and what mistakes should you always avoid?

Short, compact, but still thorough and easy to understand.



More than
25 000
copies sold

Rolf Morrien | Judith Engst
BÖRSE
LEICHT VERSTÄNDLICH
Von der Depot-Eröffnung zum optimalen Depot

6., aktualisierte und
erweiterte Auflage

FBV

manager
Bestseller

ISBN 978-3-89879-630-9
19,99 € (D)

TURN A LITTLE CASH INTO GREAT FREEDOM

FBV

Investment



Morrien, Rolf; Engst, Judith
What's the Best Way to Invest 5,000 Euros?

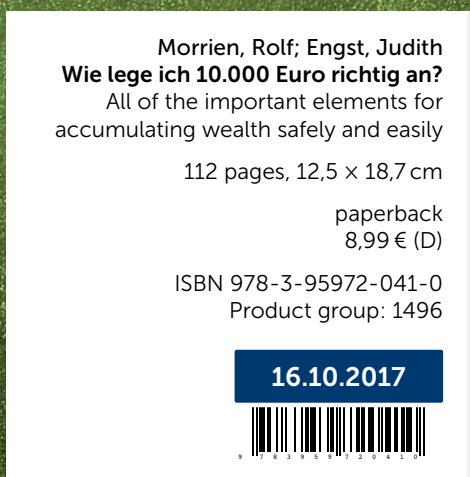
All of the important elements for accumulating wealth safely and easily

112 pages, 12,5 x 18,7 cm

paperback
8,99 € (D)

ISBN 978-3-95972-040-3
Product group: 1496

16.10.2017



Morrien, Rolf; Engst, Judith
Wie lege ich 10.000 Euro richtig an?

All of the important elements for accumulating wealth safely and easily

112 pages, 12,5 x 18,7 cm

paperback
8,99 € (D)

ISBN 978-3-95972-041-0
Product group: 1496

16.10.2017



- ➡ Even a small amount of money can build up a sensible provision for retirement
- ➡ Invest 5,000 or 10,000 euros with as little effort as possible – short, compact, but still thorough and easy to understand



AARON KOENIG

Aaron Koenig has been active in the Bitcoin economy since 2011. He has produced numerous films for Bitcoin start ups with his company Bitfilm. Koenig organises a Bitcoin film festival and monthly Bitcoin exchange in Berlin. He holds a degree in communications and has been working in the creative internet sector since 1994.

They are known as Bitcoin, Dash, Monero and Ethereum. Digital currencies – or cryptocurrencies, as they're otherwise known – can be profitable investments.

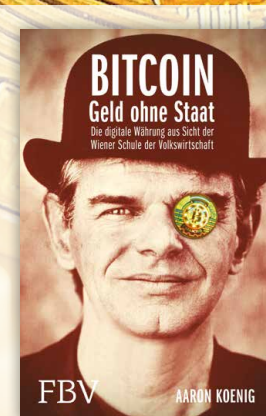
This form of digital money is enjoying increasing acceptance with even large companies such as Dell and Expedia accepting payment methods such as Bitcoin.

But what should you watch out for when investing?

How risky are cryptocurrency investments and which of the hundreds of digital currencies are recommended?

Aaron König provides an easy-to-follow and entertaining introduction to the world of digital currencies, outlining the most important points and giving practical investment tips.

**ALSO
AVAILABLE
IN ENGLISH**



ISBN 978-3-89879-911-9
16,99 € (D)

THE FIRST BOOK TO TEACH YOU THE CRYPTOCOIN BASICS!

CRYPTO COINS

Investieren in digitale Währungen



FBV

Vom Autor des Bestsellers
Bitcoin – Geld ohne Staat
AARON KOENIG

Koenig, Aaron

Cryptocoins

Investing in digital currencies

180 pages, 13,5 x 21,0 cm

paperback

16,99 € (D)

ISBN 978-3-95972-064-9

Product group: 1977

11.09.2017



- ➔ Everything you should know about digital currencies – or cryptocurrencies, as they're otherwise known
- ➔ Opportunities, risks and practical tips for purchasing and investing in cryptocurrencies



HARALD SEIZ

Harald Seiz was born in Calw near Stuttgart in Germany in 1963, and has been working successfully as a financial and investment advisor since 1978. In 2011 he founded Karatbars International GmbH in Stuttgart and works as the managing director. Since then he has been continuously internationalising the business with great success. In 2016 he was granted the title of senator by the German Federal Association for Economic Development and Foreign Trade (BWA).

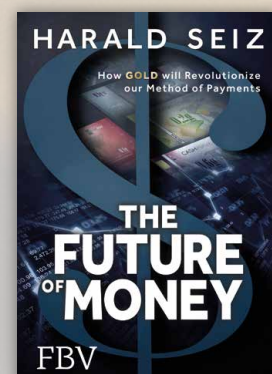


Never before in a period of peace has the issue of money provoked so much uncertainty as now. The value of our money is continually shrinking. At the same time, the use of cash is being called into question for anything other than emergencies, and the media is increasingly broaching the issue of a total end to cash.

The concern for the future of money has not sprung from nowhere. In many countries a massive cash restriction has been a reality for a long time. India felt the squeeze when 86 percent of rupee cash holdings were effectively withdrawn from circulation overnight. Yesterday an official payment method, today suddenly worthless – and the money in the euro zone is not immune from such a fate.

So what is the future of money – will it be a method of exchange and payment as well as a store of value? How will we pay in the future? Which options are available? And which will we be forced to use – by the state or under circumstances like crises and catastrophes when cash machines or online accounts no longer work?

Available in
English



ISBN 978-3-95972-082-3
24,99 € (D)

HOW WE WILL PAY IN THE FUTURE

FBV

Money/Bank/Stock market



Seiz, Harald
The Future of Money

How gold will revolutionise our payment system

200 pages, 14,8 x 21,0 cm
hardback
19,99 € (D)

ISBN 978-3-95972-073-1
Product group: 1977

12.06.2017



- ➔ The gradual restriction of cash will have a huge effect on our payment habits
- ➔ Gold or virtual currencies: what will replace the paper money we use today?



MARIO LÜDDEMANN

Mario Lüddemann is a day trader, trading coach (certified by the German Institute of Educational Coaching) and AgenaTrader training partner. He started off in 1996 as a private exchange trader specialising in arbitrage trading on the German stock market before deciding after two years to become a full-time trader. Since 2016 he has been working on his new training concept "Professional screening" with AgenaTrader.

Lots of people look for simple ways to achieve financial independence with little effort. This goal can be quickly achieved by trading with discipline and the right preparation, especially since 5,000 Euros is enough to get started with on your road to financial independence.

Experienced trading coach Mario Lüddemann reveals how the stock market can generate regular and – more importantly – reliable annual returns of 20 to 40 percent with just a few trades per month. A mixture of strict risk management and technical trend following allows even beginners to make big trading gains on small accounts. In his book Lüddemann reveals in detail how this works in practice – regardless of whether the markets rise or fall – giving a precise month-by-month account of the individual sales and purchases.



Achieve financial freedom with just 5,000 Euros



Mario Lüddemann

WIE SIE IHR
**KLEINES
KONTO** ZU EINEM
**GROSSEN
TRADE**

Mit 5000 Euro zur
finanziellen Unabhängigkeit

FBV

Lüddemann, Mario
Make Big Gains With Your Small Account
Achieve financial independence
with 5,000 Euros

250 pages, 17,0 x 24,0 cm
hardback
34,99 € (D)

ISBN 978-3-95972-066-3
Product group: 1496

13.11.2017



- ➡ Achieve a regular and reliable income from the stock market
- ➡ Make big trading gains in a very short time with a small account of just 5,000 Euros



UWE WAGNER

While studying, Uwe Wagner (born in 1964) worked as a broker at the stock exchanges in Berlin, Vienna and Madrid. After successfully graduating in foreign trade, he began his career at Deutsche Bank AG in Frankfurt before passing through different levels of responsibility in the equity and nostro trading sectors between 1991 and 2004. From 1995 to 1998, he managed derivatives trading at Deutsche Bank S.A. in Madrid. As an author and speaker, he held guest lectures on technical analysis and option pricing theory in Germany, Spain, Austria, Luxembourg and Russia. For many years, he has issued a widespread technical morning commentary on the current movements in the markets.

»Profiling« isn't just a way to combat crime, it's also one of the most effective methods of being successful with the stock market. This is because interpreting price movements is essential for drawing the right conclusions for trading. With more than 20 years of experience as a trader, Uwe Wagner introduces for the very first time a revolutionary new concept – stock market profiling.

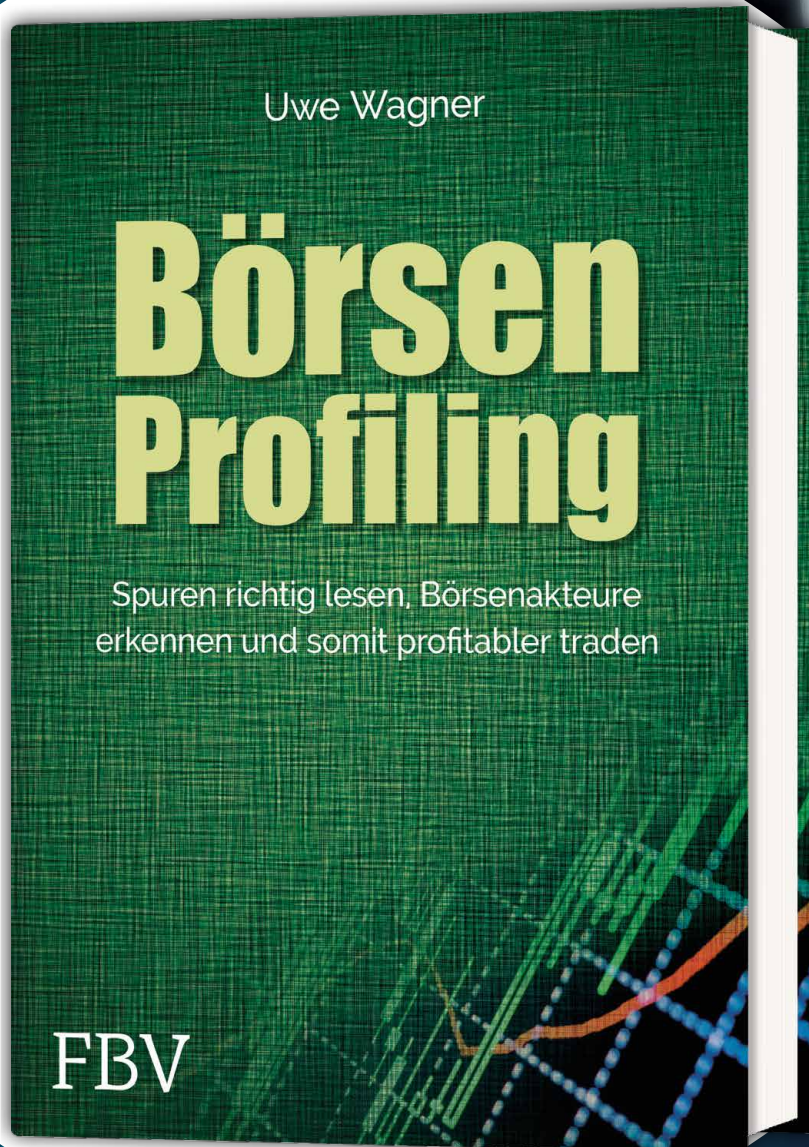
What exactly leads to price movements, which are nothing more than the "footprints" of the market players in the stock market, and what information can we draw from them? Who actually are the market-moving players and what different motivations, strategies and goals do they have? And how can you create and actively implement an actionable strategy using this knowledge about the individual share price developments and the respective players?



More than
5000
copies sold

ISBN 978-3-89879-929-4
34,99 € (D)

STOCK MARKET PROFILING – A REVOLUTIONARY CONCEPT



Wagner, Uwe

Stock Market Profiling

Read the signs properly, recognise stock market players and achieve more profitable trading

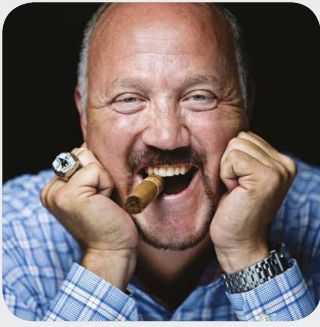
400 pages, 17,0 × 24,0 cm
hardback
39,99 € (D)

ISBN 978-3-95972-070-0
Product group: 1977

13.11.2017



- ➔ Use stock market profiling to interpret price movements and use them for your own trading
- ➔ Read and understand the »footsteps« of market players in the stock market, and create actionable strategies
- ➔ Uwe Wagner has been a successful trader for more than 20 years



BRADLEY BIRKENFELD

Bradley C. Birkenfeld is a retired financial expert renowned for being the most significant whistleblower in his industry. Birkenfeld began his career as a banker in Boston before moving to Europe, where he worked as a successful private banker at Credit Suisse, Barclays Bank and UBS. In 2005 he lodged a protest to UBS management against illegal practices by the private bank, whose employees were aiding American customers with considerable wealth by evading taxes. When UBS failed to take this any further, Birkenfeld turned to the American authorities. This began a process of explosive revelations with the US Treasury helping to seize more than 12 billion dollars in tax arrears payments, fines and penalties by American tax evaders.

Swiss numbered accounts and offshore vehicles – Bradley Birkenfeld was a master in hiding away millions in the depths of the Swiss banking system for wealthy customers. He worked for the major Swiss bank UBS, jetting around the world, meeting with the beautiful and rich, and helping them to hide their wealth from the tax authorities, spouses and business partners. A life like a James Bond film, with fast cars, attractive women and more money than you could spend in a lifetime.

When he caught wind that UBS wanted to use him as a scapegoat for those exact lucrative activities, he broke his silence and approached the US government as a whistleblower. But instead of being willing to listen, he was branded a conspiracy theorist as the Ministry of Justice tried to silence him. But Birkenfeld refused to be intimidated, and passed his information on to the US Senate and the regulatory and tax authorities. This highly-critical material led to tax arrears payments currently totalling 15 billion dollars and eventually the fall of secret Swiss banking. However, he also ended up spending 30 months in prison.

In 2012 subsequent to his release, the Internal Revenue Service granted him a reward of 104 million dollars, the largest reward ever paid out to a whistleblower. In "Des Teufels Banker" (The Devil's Banker) Bradley Birkenfeld explains what really happened and gives a unique and shocking insight into a world in which discretion means everything.

»UBS whistleblower Bradley Birkenfeld deserves a statue on Wall Street, not a prison sentence.«

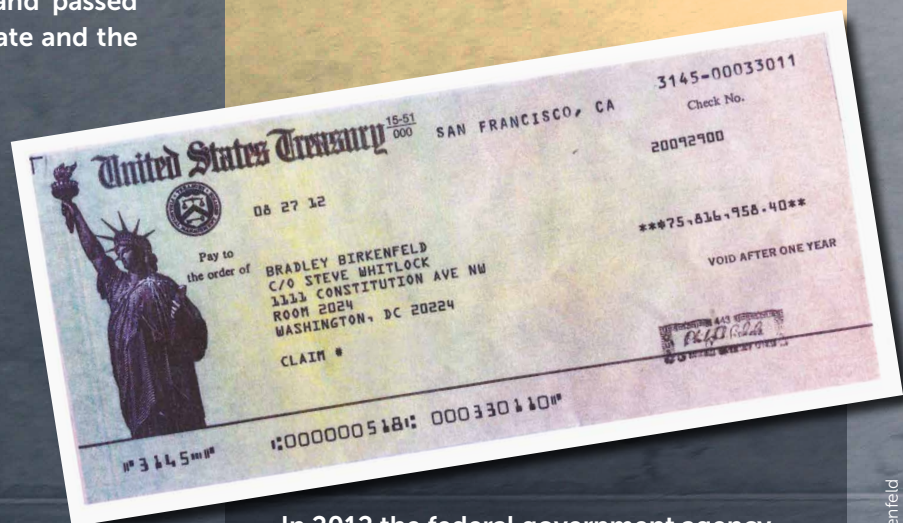
New York Daily News

»So does Mr. Birkenfeld deserve the award of \$104 million... every penny!«

Internal Revenue Service Agent

»Bradley Birkenfeld – a name you will never forget.«

New Haven Register

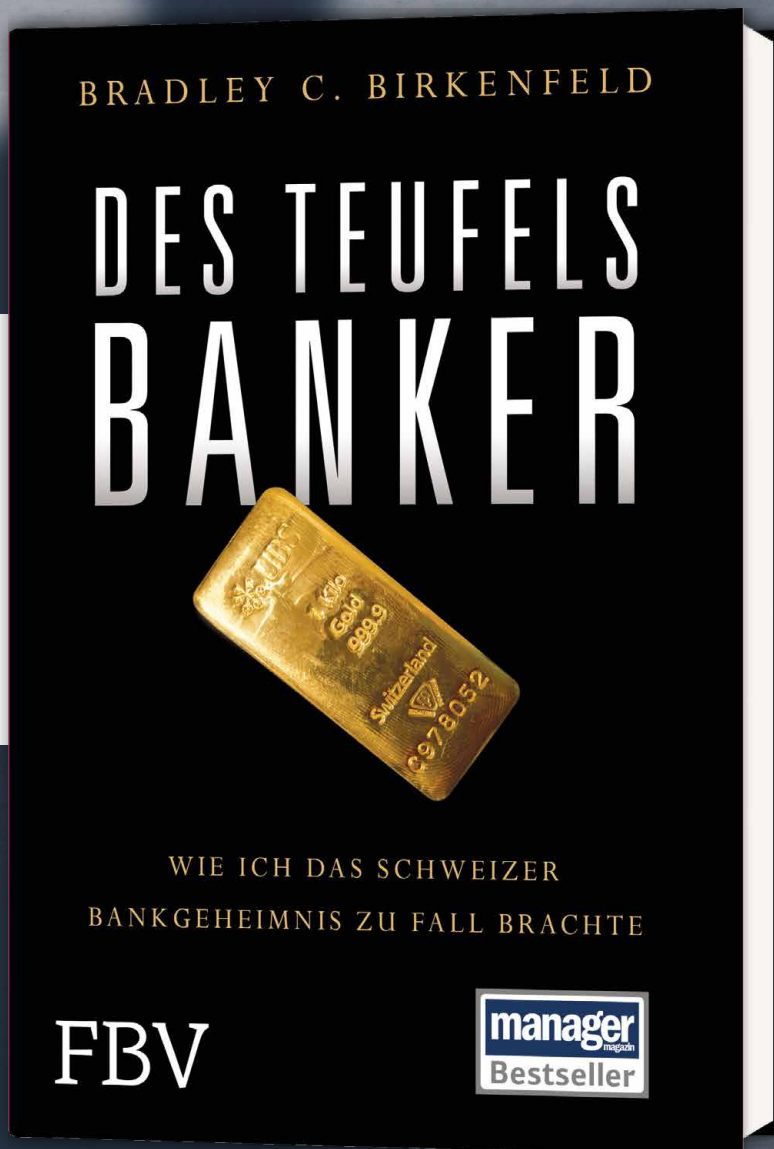


In 2012 the federal government agency granted him a reward of over \$ 75 million, the largest reward ever paid to a whistleblower.

THE ONE WHO DESTROYED SWISS BANK SECRECY

FBV

Management/Biography



Birkenfeld, Bradley C.

The Devil's Banker

How I destroyed Swiss bank secrecy

352 pages, 14,8 x 21,0 cm

hardback

24,99 € (D)

ISBN 978-3-95972-050-2

Product group: 1971

12.06.2017



**LICENCES
ALREADY SOLD TO:
ROMANIA, JAPAN,
TURKEY, GREECE, CHINA,
ITALY, TAIWAN, KOREA**

- ➔ Bradley is happy to come to any country his book has been released in to promote it with appearances and interviews!
- ➔ Already in its 2nd edition
- ➔ A unique and shocking insight into a world in which discretion means everything
- ➔ Bradley Birkenfeld's revelations lead to tax arrears payments currently totalling 15 billion dollars, but he spent 30 months in prison as a result



MARKUS ELSÄSSER

Dr. Markus Elsässer grew up in London, Hong Kong and Paris as the son of an Ambassador. Following training in banking and a degree in economics, he worked as an auditor before being selected as one of the top ten up-and-coming managers in Germany by 'Manager Magazin'. His career in industry began as a financial director at Dow Chemical Deutschland, which he followed up with a position as general manager for Benckiser, before ending up in Singapore as the Asia-Pacific managing director for the Storck Group. He has been working as an independent investor and fund advisor since 1998, as well as founding the ME fund that he has looked after for more than 13 years.



Most investors and savers are left out in the cold. The best way to handle money and capital is something that neither schools nor universities teach. The banking system tells us "No, you can't do that, you need us for that!" Dr. Markus Elsässer knows that's a lie. He has been successfully active on the stock market for 40 years and has lived on three continents. He knows the world of the stock exchange like nobody else. *The Smart Investor's Handbook* is the essence of a career that started with the title of 'Germany's young manager of the year'.

The book uses a humorous manner to teach the reader which of the major shareholder families they can 'get into bed with', what doesn't appear on the balance sheet (which is therefore even more important) and why you should always be wary of gorillas on the trading floor. *The Smart Investor's Handbook* supports you in becoming a successful investor – irrespective of age, education and profession.



Make simple, clever (investment) decisions as a private investor



Elsässer, Markus

The smart investors' handbook

Why you can earn the most money with 'no' and which of the major shareholders you can 'get into bed with'

120 pages, 13,5 x 21,0 cm
hardback
14,99 € (D)

ISBN 978-3-89879-996-6
Product group: 1977

10.10.2016



Warum man mit **Nein!** das meiste Geld verdient und mit welchen Großaktionären man sich ins Bett legen darf

FBV

manager
Bestseller

MIT EINEM VORWORT
VON SIMON ROLFES

- ➔ The 50 most important lessons every investor must know
- ➔ Practical tips and tricks from an investment pro



ROBIN HARING

Robin Haring is one of Germany's youngest professors, best-selling author and huge fan of constructive failure. The demography graduate and professional drummer was gained a Ph.D in epidemiology in 2010, took on a postdoc position at Boston University in 2011, qualified in 2013 and became a professor in 2014 at the age of 32. Robin Haring is a teacher and researcher at the EUFH (European University of Applied Sciences) in Rostock, Germany and at the Monash University, Melbourne.

The "anti"-advice guide: Why? Because we often look at life in the wrong way, concentrating on what we don't have rather than what we do.

This way it is much easier to know what you don't want. This book brings together 32 strategies, skills and tricks, also known as 'life hacks', that can make your life and your career much easier. Completely concrete and completely relaxed.



SUCCESS WITHOUT THE SPIEL

Redline

Job/career



Haring, Robin
Run with me

How you can make a career without following the rules for success

144 pages, 12,5 x 18,7 cm
paperback
14,99 € (D)

ISBN 978-3-86881-675-4
Product group: 1784

17.07.2017



- ➔ One of Germany's youngest professors demonstrates what it's really about and why failing is normal
- ➔ 32 relaxed tips and strategies for life and career
- ➔ Funny, helpful, practical and refreshingly honest



CHRISTIANE BRANDES-VISBECK

Communications expert Christiane Brandes-Visbeck runs her own consultancy agency Ahoi Consulting, which specialises in communication and leadership in the digital age. She previously worked for Bertelsmann AG where she actively promoted the use of digital technology in the media.



INES GENSINGER

Ines Gensinger works for Microsoft Germany where she heads up the team responsible for commercial customer/end user communications & analyst relations. As a leading figure behind the *digital economic miracle* programme, she understands that the digital revolution requires everyone to get involved.

Digital leadership is a new management approach. But what makes a good digital leader? And what are the new challenges?

Today, we need managers with strong social skills who can serve as a bridge between hierarchical structures and network organisations.

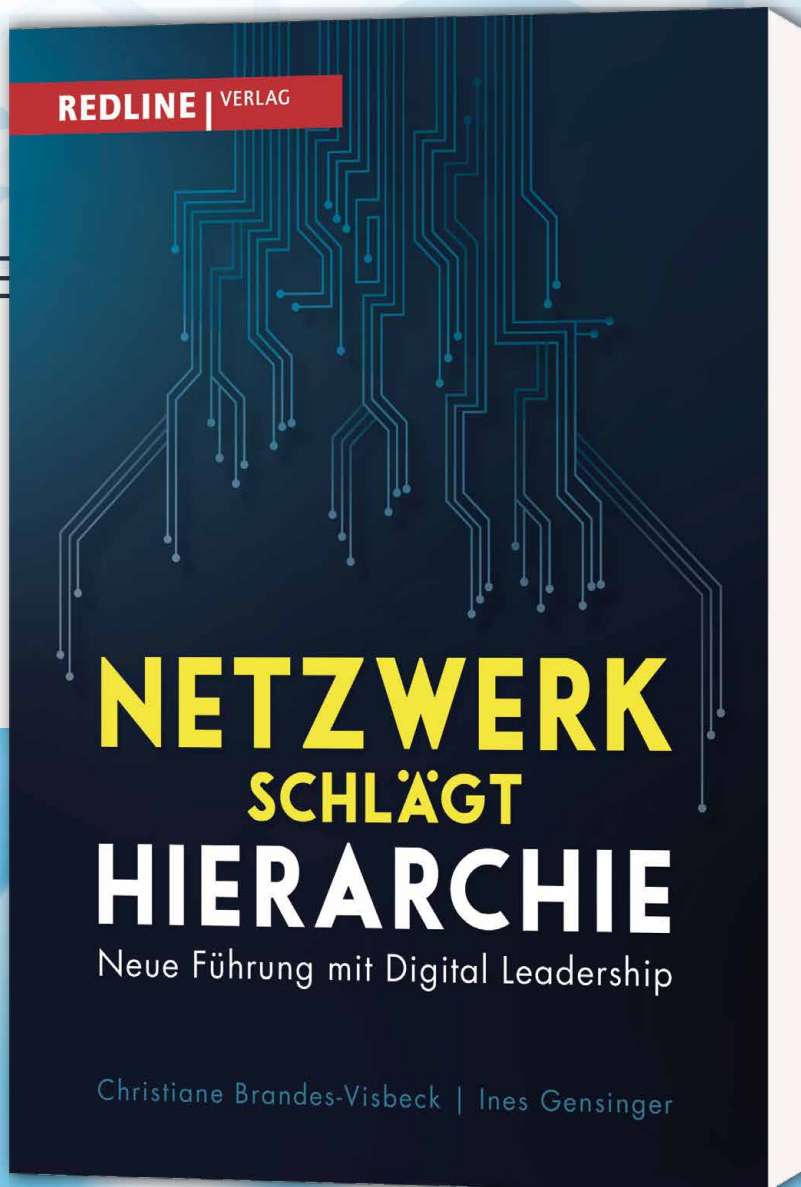
Managers must tackle problems head on, resolve them as a team and let themselves be measured by the collective results achieved.

A digital leader rejects top-down management styles; instead they put themselves on the same level as their team and foster a positive attitude to errors.

In this book you will find specific tips, lots of practical examples, sound bites from top managers and a leadership roadmap to help you design your very own management strategy.



HOW TO BECOME A DIGITAL LEADER



Brandes-Visbeck, Christiane; Gensinger, Ines
Network Trumps Hierarchy
Digital leadership – a new management
approach

240 pages, 14,8 × 21,0 cm
paperback
24,99 € (D)

ISBN 978-3-86881-682-2
Product guide: 1784

11.09.2017



- ➔ Managers, not only at Microsoft, are facing new challenges in these times of substantial digital progress
- ➔ The Book provides tips, practical examples and sound bites, as well as a roadmap for developing your own management strategy
- ➔ Focus on digital transformation rather than digitalisation



MATTHIAS GROSSMANN

Matthias Grossmann has many years of professional experience in purchasing. He is the owner of MGS – Training and Consultancy for Purchasing. His clients include a range of leading companies.



Expert Matthias Grossman reveals how to optimise purchasing activities – from price and cost reduction to negotiation and self-management. He uses the form of a dialogue between a junior employee and purchasing manager to broach various issues including optimal sources of supply, price and value analyses and ideal contracts. Important purchasing factors such as quality, service and costs are also taken into account. A range of practical examples and checklists make this guide a valuable source of advice for day-to-day business. In addition, the book includes numerous tips for global purchasing as well as procuring over the internet.

INCREASE PROFITS THROUGH CLEVER PURCHASING

Redline

Management



Grossmann, Matthias

Purchasing

Reduce costs – Ensure quality – Realise potential savings

142 pages, 14,8 × 21,0 cm
paperback
19,99 € (D)

ISBN 978-3-86881-677-8
Product group: 1783

17.07.2017



Everything you need to know about professional purchasing: cost reduction, negotiation techniques, supplier management, online procurement and lots more



FLORIAN MÜCK

In 2005, Florian Mück completed a secondment at one of the largest rhetoric clubs in the world in Barcelona and this is where he discovered his natural talent as a speaker and orator, and his gift for giving presentations. He started his career as a professional orator and rhetoric trainer in 2009. He currently works together with the IESE Business School in Barcelona among others. His inspiring communication seminars, presentation coaching sessions, keynote speeches and skills as a moderator have, in the meantime, become popular worldwide. *Der einfache Weg zum begeisternden Vortrag* [The simple way to an inspiring presentation] is already in print from the Redline Verlag publishers.



JOHN ZIMMER

The Canadian John Zimmer, now living in Switzerland, can look back on more than 30 years of experience in giving presentations. The seven-times European champion in public speaking competitions currently works across the globe as a professional orator and rhetoric trainer. His blog 'manner of speaking.org' was recognised by Prezi as one of the top 100 online resources for information on giving presentations. He developed the world's first public speaking board.

TED Talks have completely redefined presentations: a maximum of 18 minutes, incredible reach and eternal (internet) longevity. Entertaining, informative and most of all captivating, TED Talks have become the supreme discipline of presenting, across the entire world. Visual presentation has increased in importance, even beyond the reach of TED Talks, whether it be on YouTube, Facebook, promotional films or other online media. But what makes it different from an 'offline' presentation? What makes for a successful visual presentation? And how can you stand out from the crowd?

The international rhetoric experts and passionate TED talkers Florian Mück and John Zimmer have put together a one-size-fits-all solution for visual presentations, for everyone who wants to give a talk in front of an audience or camera. Or has to. Beginning with the requisite technical know-how, giving guidance on creating a video and tips on how to give a convincing presentation and culminating in numerous practical examples.

The book is the optimal instruction manual on giving live presentations and online talks of all types, from webcams through to the big stage: using the TED-effect for guaranteed impact!



Inspiring with online videos on YouTube, Facebook and TED etc.



Mück, Florian; Zimmer, John
The TED-Effect

How to present yourself in the best possible way visually – for TED Talks, YouTube, Facebook and video conferences etc.

224 pages, 13,5 x 21,0 cm
paperback
17,99 € (D)

ISBN 978-3-86881-663-1
Product group: 1498

20.03.2017



- ➔ A comprehensive guide for visual presentations
- ➔ From the Author of *Der einfache Weg zum begeisternden Vortrag* (The simple way to an inspiring presentation)
- ➔ Text also available in English



ERIK RENK

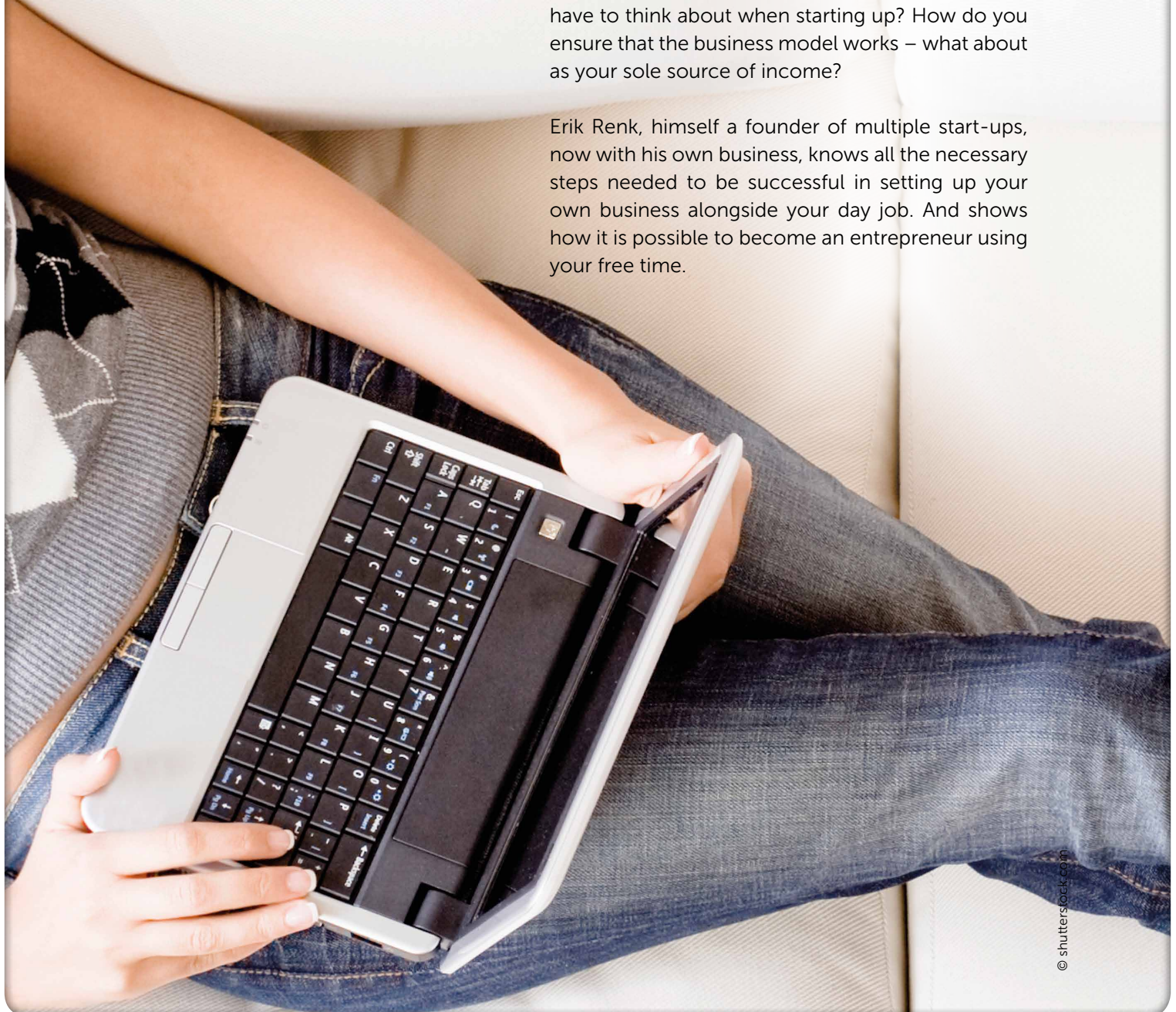
Erik Renk, founder of the Diamond Academy and einfachstartup.de, founded his first company at the age of 19. Since then, he has built up a wealth of experience in founding companies, thanks to various start-ups and the buying and selling of numerous businesses, which he passes on to potential founders both through his firm and in his blog.

Many people dream of owning their own business. After all, who wouldn't want to be their own boss, have their own successful company and make their own ideas become reality? Yet most people let themselves be put off from this adventure into independence due to the fear they may not be able to make a living from it. But there is a solution on hand, that makes setting up on your own achievable without too great a risk – setting up your business alongside your job. The advantages

are clear: low financial risk, the possibility of testing the business model out first and the option, if successful, to choose to commit yourself full time to your chosen business.

There are, however, a few other things to think about when setting up alongside your day job: How can you keep the financial costs and time needed to a minimum? How much free time can you and would you need to invest? What points will you have to think about when starting up? How do you ensure that the business model works – what about as your sole source of income?

Erik Renk, himself a founder of multiple start-ups, now with his own business, knows all the necessary steps needed to be successful in setting up your own business alongside your day job. And shows how it is possible to become an entrepreneur using your free time.



STARTING UP OUTSIDE OF WORK: SIMPLY AND WITHOUT RISK



Renk, Erik
The Freetime Start-Up
Starting up alongside your day
job without risk

224 pages, 14,8 × 21,0 cm
paperback
16,99 € (D)

ISBN 978-3-86881-661-7
Product group: 1784

10.04.2017



- ➔ Large target audience: In 2015 alone, 480,000 people set themselves up independently alongside their job
- ➔ The entrepreneurship expert Erik Renk knows how to make setting up a new business alongside your day job work, and gives plenty of examples