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REDLINE VERLAG
Space travel is sexy again. While the old billionaires are fighting over the size of their super yachts, Amazon boss Jeff Bezos, owner of Virgin Richard Branson and SpaceX and Tesla founder Elon Musk are making headlines with rockets. The space gurus are pumping billions of dollars into their space travel companies, possibly heralding the start of a new era for humanity. People are once again reaching for the stars, thanks to the privatisation and digitalisation of space travel. A hotel in orbit, a village on the moon, a mission to Mars: a great ambition, a fight between giants, with the whole world as the audience.

»I would like to die on Mars, just not on impact«
Elon Musk

Jeff Bezos, Richard Branson and Elon Musk – the rock stars of the billionaire world – are battling for domination in space
A colony on Mars, mining on asteroids – space is once again the ‘next big thing’ of the high-tech world
Rich, richer, richest

- 20% of the agricultural land in Spain and Portugal is owned by the Catholic Church. In the USA that figure lies at 1 million hectares
- In the balance sheets of the archdiocese of Cologne, Cologne Cathedral is valued at 1 euro
- In Italy the Catholic Church’s property and land ownership is valued at 1 billion euros. In Germany it is the second largest land owner

No other institution in history has ever been so good at accumulating money and wealth as the Church, and – at the same time – hiding their income and fortunes. Even the Vatican bank scandals have failed to make the Vatican and its dioceses more transparent in matters of money and wealth today. Two thousand years on, and despite all the scandals that have come to light, the universal church is still keen to keep hidden its financial, investment and property assets, concealing just how rich it really is.

Hans-Lothar Merten takes a critical look at the financial labyrinth of the universal church, with its many companies and often sinful financial policies. In this book, he exposes several astounding, absurd and ludicrous truths.

How the Catholic Church has been accumulating incredible wealth for centuries and has kept it hidden until today

A critical look behind the scenes of the financial labyrinth of the universal church
GISELA BAUR

Gisela Baur (b. 1962) studied political economics in Bayreuth and Munich, where she graduated from the Ludwig-Maximilian University. After working as a bank analyst for several years, she moved into journalism. She met Warren Buffett in 1997. After changing careers, he invited her to the Berkshire Hathaway general meeting in Omaha. She interviewed him regularly over the following years, and for a long time was the only journalist outside of the USA to do so.

"If I’d been born thousands of years ago I’d be some animal’s lunch because I can’t run very fast or climb trees."

Warren Buffett

Multi-billionaire, down-to-earth neighbour, hilarious language artist, genius investor, generous philanthropist – Warren Buffett has many different qualities, and his rise to the top has been unique. He has been investing in companies for nearly a century, and has built up one of the greatest fortunes in the world. Throughout his career he has kept his distance from the turmoil of Wall Street and the political chaos in Washington.

But his success is not only down to his strength of character and brilliant investment strategy. His life has always been closely tied to the political and economic strengths and troubles of the USA. Gisela Baur has known Warren Buffett personally for over 20 years. In this book, she explains how he has written a century of economic and stock exchange history – and reveals the secret to his success.
NICLAS LAHMER
Niclas Lahmer (b. 1991) is an entrepreneur and successful author. Born into a middle-class family, he studied business management in Cologne. He is a sponsor of the German Cancer Foundation. He lives in Baden-Baden.

»This book should be considered compulsory reading for those who want to achieve more in their lives.«
Prof. Dr. Anero, Professor of Controlling and Financial Management

Money has its own rules, and anyone who is financially intelligent understands these laws of success. Young people at schools and universities today are still learning yesterday’s truths, rather than being taught the important facts that they really need in order to be successful in this time of constant change.

Niclas Lahmer gives a very clear description of what it means to be financially intelligent. He demonstrates new ways and teaches readers how financial opportunities arise, how money can work for you, and how you can achieve financial success.

THE LAW OF SUCCESS
ACCORDING TO THE FINANCIAL WINNERS

The bestseller that sold over 10,000 copies in a self-published edition, now updated and expanded

Acquire and use the knowledge that is not yet being taught at schools and universities
FLORIAN HOMM

Florian Homm is the great-nephew of the late Josef Neckermann, founder of the German mail order company Neckermann AG. As the ‘enfant terrible’ of the financial world, Florian Homm managed over three billion dollars worth of assets with his company Absolute Capital Management Holding (ACMH). In 2012, he made a spectacular comeback with his ‘Spiegel’ bestseller ‘Kopf Geld Jagd’ (Head Money Hunt).

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success is possible even during a crash!

Updated and expanded edition for 2018.

You need to change your thinking! The coming stock market crash is not a problem, rather a positive challenge that can be overcome. Why should you, as a private investor, suffer along with your family and acquaintances as a result of the failed financial politics of the central banks, national debt, record deficit levels, and a generally questionable political management?

As a private investor, you can not only protect yourself from the crisis, but you can actually profit from it. ‘Find success in the crash’ explains the most important financial tools that you need to safeguard and optimise your fortune and gives valuable advice on timing and investment decisions, and is the only book of its kind to do so.

The bestseller with more than 10,000 copies sold in a self-published edition – now updated and expanded

Practical and simple strategies to enable private investors to not only protect themselves from the crash, but also to profit from it.
The workbook and follow-up to the bestseller ‘Der Aktien- und Börsenführerschein’ (The stocks and shares driving licence). Once you master the basics of the stock market, you need clear strategies in order to join those who dominate the market. With this book, Beate Sander gives numerous tips and instructions for investing money in a long-term and sustainable way.

Whether share funds, exchange traded funds (ETFs), dividends, value or growth shares, cyclical or anti-cyclical activities, financial investments with a clear conscience, minor stocks with local and foreign mid caps, small caps or micro caps, Beate Sander guides readers with clear examples and the fastest route to success. The focus lies in the health industry with biotech, pharma and medtec, on stock exchange psychology, and the high/low boldness strategy.

Beate Sander includes various sample portfolios for shares, industry share funds and industry ETFs for the most important investor groups and as a building block for your own portfolio.
The scaremongering goes on: politicians and industry types are overwhelming schoolchildren with all kinds of technology so they don’t miss their chance to connect to the digital age. But this digitalisation of education is being driven almost exclusively by technology and economics. Pedagogical concepts? They’re not even being considered!

The authors not only criticise this type of digitalisation, but also attack the economic links between the IT industry and education politics.

Why a childhood without computers is the best start to the digital age

New revised edition that tackles current discussions and recent feedback on criticisms
We are currently experiencing an economic upturn, which seems to be continuing despite climate catastrophes, Brexit and Trump. The only question is: how much longer will it last? Even the greatest optimists must accept that no upturn lasts for ever.

Edgar K. Geffroy urges companies to create a strategy for the future now — as tomorrow might already be too late. He also shows how only dissatisfaction leads to increased customer loyalty and sustainable business models in these disruptive times.

Other titles by E. Geffroy sold to:
Czech Republic, Taiwan, Russia, China

How to use a future-proof strategy to secure a business model, products and clients for the future in the face of digitalisation

A plea against too much satisfaction in this upturn — whoever stands still will fall down
ALEXANDER LANGER

Alexander Langer studied at the German Literature Institute in Leipzig, before going on to numerous different jobs. This varied career led to the publication of his book 'Schneeschippen in Kanada' (Shovelling snow in Canada). He has worked on the editorial board of various start-ups, published reports for the 'Tagesspiegel', and since 2015 has worked as editor for the economic and lifestyle magazine 'Business Punk' in Berlin.

Berlin and the term 'start-up' are now linked in an almost clichéd way. The city has an enviable mix of young energy and technical expertise – it is a slowly growing ecosystem in which it seems every second person has an app or a SaaS project with them at all times. In this city, people don’t go into traditional industries as in other towns. But that’s not a problem. In the same way that, until recently, Silicon Valley felt like an unattainable goal, people in places such as Lisbon and London are now asking themselves what they can learn from the German capital as a place for innovation.

Who are the key players in this transition? What are the most exciting projects? Who are the financial backers? Which names should be on your radar? Alexander Langer is an expert on Berlin and its start-up scene. He explains how the city is becoming increasingly formal, and yet still attracts more young people with big ideas than any other place, drawing in more ambitious, crazy kids every day.
Admired, much-discussed and sometimes ridiculed – the occupation of ‘influencer’ is very much in fashion. The fact is, many companies and agencies are only too happy to use these multipliers and brand ambassadors. The currency they deal in is ‘followers’.

And so, some people are deciding to turn their social media activities and their reach into a career and to finance their lifestyle through Instagram. In this guide for influencers, Marie Luise Ritter shows that this is about far more than just placing purchased products on the internet as discreetly as possible.

In ‘Follow me!’ she shows newcomers in logical steps just what they need to look out for in order to make this business model a success. Position, branding, strategy, affiliates and much more – as well as the ten oddest questions the author has ever been asked.

The first practical advice book for anyone wanting to earn money as an influencer

Contains everything you need to know to get started in the job, brought to you by the expert in influencer marketing
ROMAN BRAUN

Dr. Roman Braun has several years’ experience as a rhetoric trainer, mental coach and consultant in economics and sport. He is an NLP master coach and member of the American Board of Hypnotherapy. His clients include companies such as IBM, Philips, Beiersdorf, Agip, Mobil, Opel and UNIDO, as well as Olympic athletes and World Cup winners.

The quality of your communication determines your professional success, satisfaction and general happiness. Communications expert Dr. Roman Braun illustrates how easy it is to use the power of rhetoric to your own advantage. The most important factors are how you present your qualities, resolve conflicts and build relationships. In this book, he presents proven expertise on rhetoric from the last 2500 years, from Aristotle to Hypno-Rhetorik®.

Dr. Roman Braun’s methods are based on practice, and his book contains surprising strategies, proven techniques, easy practical tips and various exercises. He explains how to avoid the simplest rhetorical mistakes, how to read and influence your conversation partner’s feelings, and gives tips on media strategies for TV, Skype and social networks.
On average, management positions will be newly filled every two to three years. High expectations, employee loyalty for the previous manager and competitive situations within the team can turn the start for a new manager into an ordeal.

In his career classic, Peter Fischer shows which initial strategies allow you to make a perfect start and how you can encourage a climate of positive change. The revised edition also features the latest findings from research and consultancy, including a number of new aspects, such as the lateral entry of women, problems with change-management processes and the difficulties faced during an acquisition phase. Concrete building blocks and examples, as well as numerous checklists, guidelines and tips help new executives to identify the factors that typically accompany a change in leadership. And make it possible to avoid common beginner’s mistakes.