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PETER M. SCHNEIDER

Peter M. Schneider is a geoscientist who has been working for more than twenty years as a science journalist, writing for the science magazine 'Spektrum der Wissenschaft', and for 'Welt' and 'MensHealth.de', among others. He has always been interested in planets and stars, and had his first encounter with real space travel when he interviewed the German astronaut Thomas Reiter, who was at that time working at the European Space Agency.

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.

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

ELON MUSK



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NEXT STOP: MARS – BILLIONAIRES ARE CONQUERING THE UNIVERSE

Das Silicon Valley, New Space und die Zukunft der Menschheit

PETER M. SCHNEIDER

GOLDRAUSCH IM ALL



FBV Wie **Elon Musk, Richard Branson** und
Jeff Bezos den Weltraum erobern

Schneider, Peter M.
Gold fever in space
How Elon Musk, Richard Branson and Jeff Bezos are taking over the world – Silicon Valley, New Space and the future of the human race

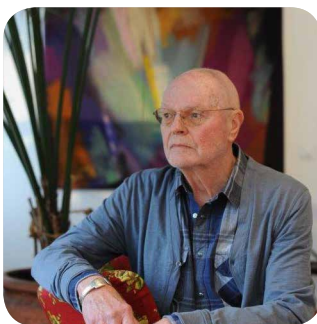
300 pages, 14,8 x 21,0 cm
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ISBN 978-3-95972-085-4
Product group 1970

12.03.2018



- ➔ 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



HANS-LOTHAR MERTEN

Hans-Lothar Merten is a banker and business economist. He is a freelance journalist focusing on finance, offshore and taxes and has been writing books on the subject for more than twenty years.

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.

THERE ARE ONLY THREE TRULY GLOBAL COMPANIES: APPLE, COCA-COLA AND THE CHURCH

SCHEIN HEILIG

DAS BILLIONEN-VERMÖGEN
DER KATHOLISCHEN KIRCHE



FBV HANS-LOTHAR MERTEN

Merten, Hans-Lothar
Sanctimonious
The Catholic Church's hidden trillions

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

ISBN 978-3-95972-089-2
Product group 1973

26.02.2018



- ➔ 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.



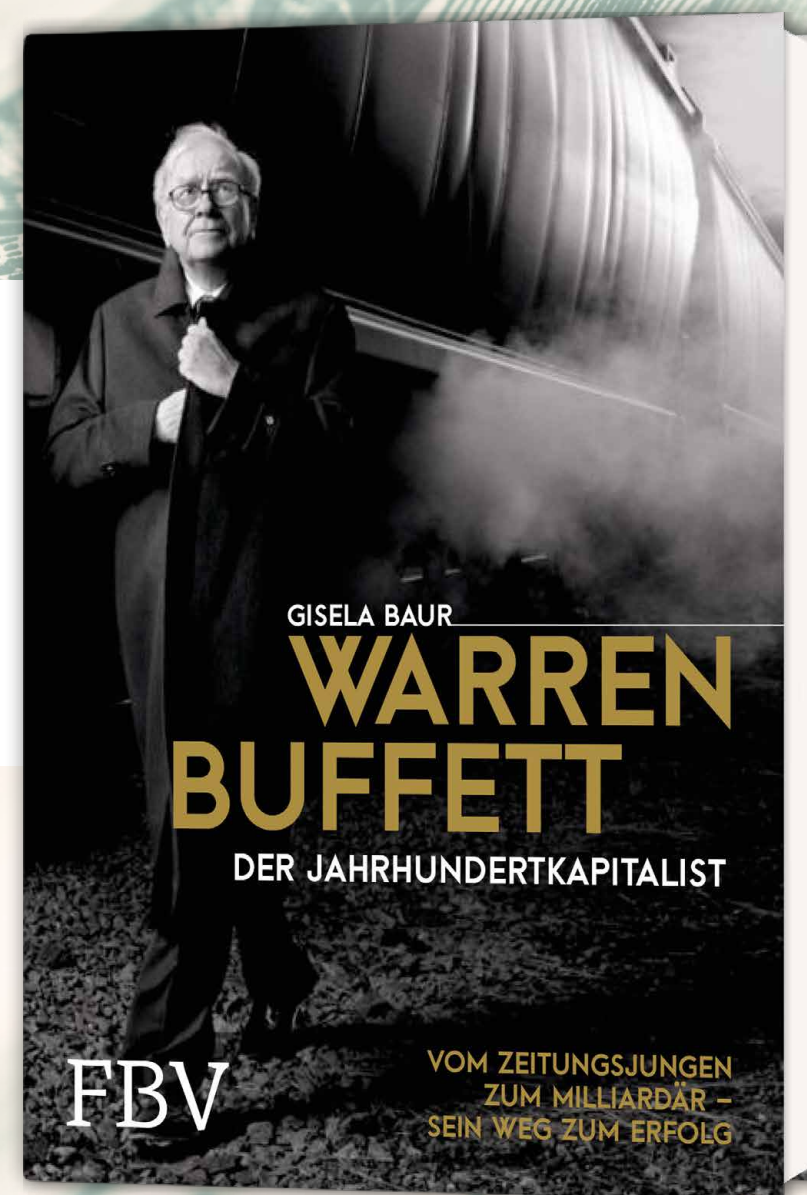
»If I'd been born thousands of years ago I'd be some animal's lunch because I can't run very fast or climb trees.«

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.

THE MOST PERSONAL BIOGRAPHY OF WARREN BUFFETT SINCE THE GLOBAL BESTSELLER 'THE SNOWBALL'



Baur, Gisela
Warren Buffett – The capitalist of the century

From paperboy to billionaire – his path to success

250 pages, 14,8 × 21,0 cm
hardback
24,99 € (D)

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Product group 1977

11.06.2018



- ➔ Gisela Baur has known and worked with Warren Buffett for over 20 years
- ➔ Tells Warren Buffett's life story in the context of nearly a century of economic and stock exchange history
- ➔ Reveals the secret to his success



NICLAS LAHMER

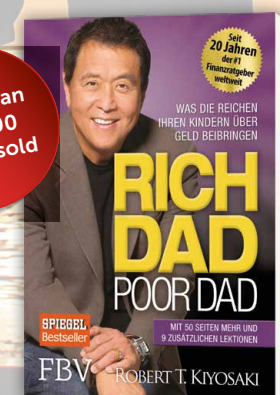
Niclas Lahmer (b. 1991) is an entrepreneur and successful author. Born into a middle-class family, he studied business management in Cologne. He is a sponsor of the German Cancer Foundation. He lives in Baden-Baden.

»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.



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THE LAW OF SUCCESS ACCORDING TO THE FINANCIAL WINNERS

Niclas Lahmer

FINANZIELLE INTELLIGENZ

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HÄTTEN LERNEN SOLLEN

FBV

The bestseller
now updated
and expanded

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Financial intelligence
What you should have learned at school

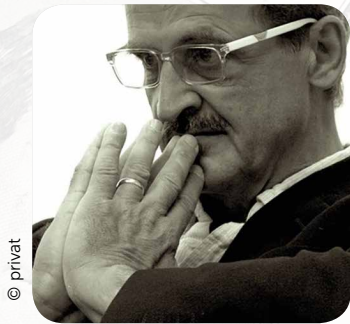
200 pages, 13,5 x 21,0 cm
hardback
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Product group 1977

22.01.2018



- ➔ 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).

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?

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HOW INVESTORS CAN EARN MONEY IN THE COMING CRASH



Homm, Florian; Ganschow, Jannis; Müller, Florian; Käschorf, Thomas
Find success in the crash
How investment ideas can help you profit from the financial crisis

208 pages, 13,5 x 21,0 cm
paperback
14,99 € (D)

ISBN 978-3-95972-116-5
Product group 1977

22.01.2018



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

Beate Sander has been working in the industry for many years and often appears as a commentator or moderator, or takes part in interviews. However complex this subject is, Beate Sander always writes and talks in her trademark style, presenting her ideas in an exciting, clear, simple and practical way.

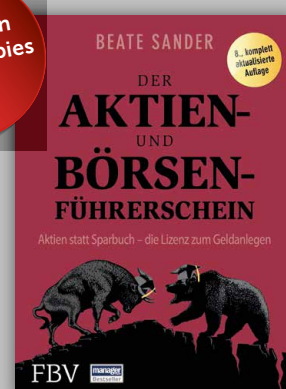


The workbook and follow-up to the bestseller 'Der Aktien- und Börsenführerschein' (The stocks and shares driving licence). Once you master the basics of the stock market, you need clear strategies in order to join those who dominate the market. With this book, Beate Sander gives numerous tips and instructions 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 med-tec, on stock exchange psychology, and the high/low boldness strategy.

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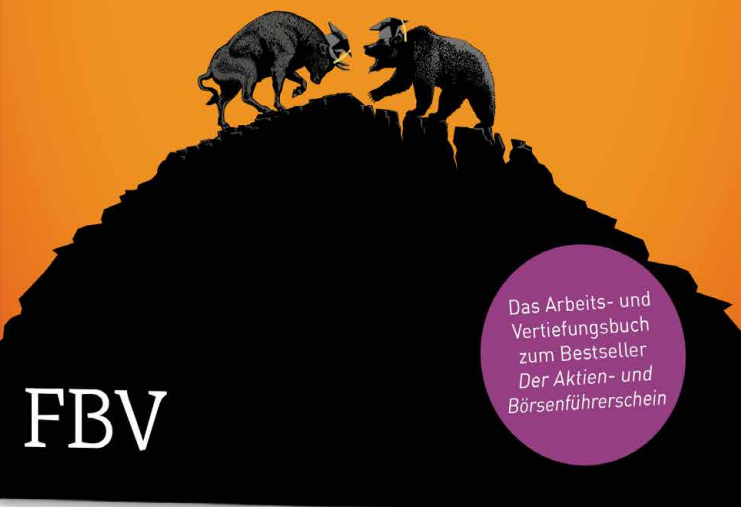
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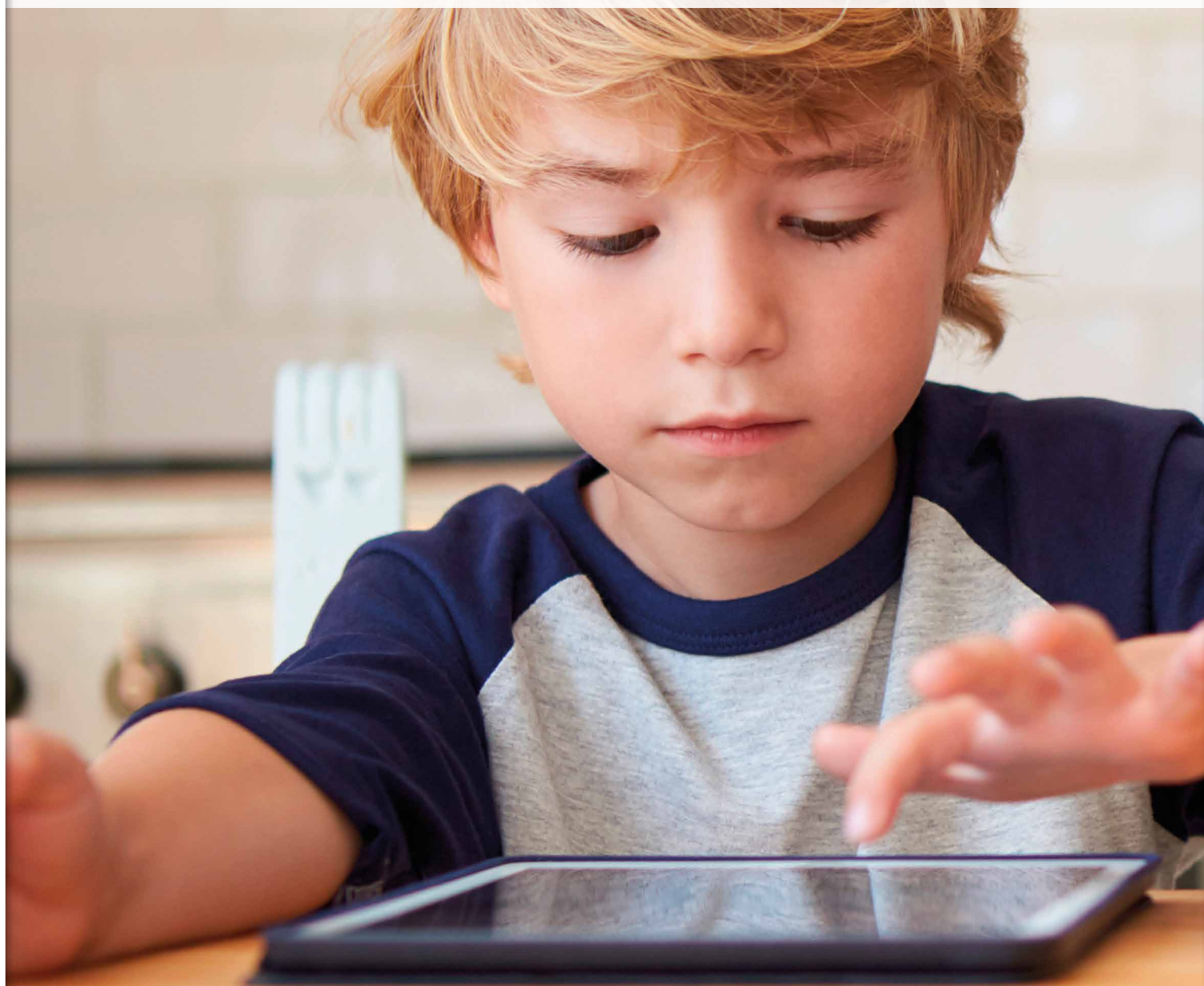


GERALD LEMBKE

Prof. Gerald Lembke is an expert in digital media and advises companies and organisations how digitalisation can be used in a profitable way.

INGO LEIPNER

Economist Ingo Leipner is an expert in online journalism and has spent the last few years writing for various digital outlets.



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. Peda-

gogical 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.

BOOKS FIRST. DIGITAL SECOND!

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Gerald Lembke
Ingo Leipner

DIE LÜGE DER DIGITALEN BILDUNG

Warum unsere Kinder das
Lernen verlernen



Lembke, Gerald; Leipner, Ingo
The lies of digital education
Why our children are forgetting how to learn

256 pages, 14,8 x 21,0 cm
hardback
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12.03.2018



- ➔ 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



EDGAR K. GEFFROY

Edgar K. Geffroy is an entrepreneur, management speaker and bestselling author. With 30 years' experience as a business consultant, today he is one of the most successful speakers and thought leaders in Germany.

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.

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Success as an impediment to success



Geffroy, Edgar K.
The end of the business model
New strategies for a disruptive world

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hardback
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ISBN 978-3-86881-708-9
Product group 1973

14.05.2018



- ➔ 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.

GERMANY'S MOST INNOVATIVE START-UP SCENE

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ALEXANDER LANGER

SPREE VALLEY

WIE EINE VERRÜCKTE
START-UP-SZENE BERLIN
ZUM EUROPÄISCHEN
SILICON VALLEY MACHT

Langer, Alexander
Spree Valley

How a crazy start-up scene is transforming
Berlin into the European Silicon Valley

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

ISBN 978-3-86881-698-3
Product group 1975

26.02.2018



- ➔ Stories, key players, investors, wild parties – an authentic look at the German Silicon Valley
- ➔ The best-practice guide for the start-up scene and its influence on the economy



MARIE LUISE RITTER

Marie Luise Ritter is a journalist and has lived in Hamburg since 2014. She is one of the pioneers of the social media industry and an expert in influencer marketing. She works as a consultant for companies, a freelancer for various agencies and a blogger for brand cooperations, and is an influencer focusing on personal, authentic stories.

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.



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FROM BLOG TO BUSINESS – THE ROAD TO YOUR DREAM JOB AS AN INFLUENCER



Ritter, Marie Luise
Follow me!

Earn money by doing what you love – and so become an influencer

220 pages, 14,8 × 21,0 cm
paperback, 4-farbig
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Product group 1784

26.02.2018



- ➔ 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®.

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DR. PETER FISCHER

Dr. Peter Fischer is an economist and psychologist. He is the managing director of an international consulting firm with headquarters in Hamburg, and has worked as an organizational consultant and management trainer for many years. His book is based on the wealth of practical experience he has gained as a coach, seminar host and consultant.

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.

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Fischer Dr., Peter
New boss
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