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AUTUMN 2018



FinanzBuch Verlag

REDLINE | VERLAG

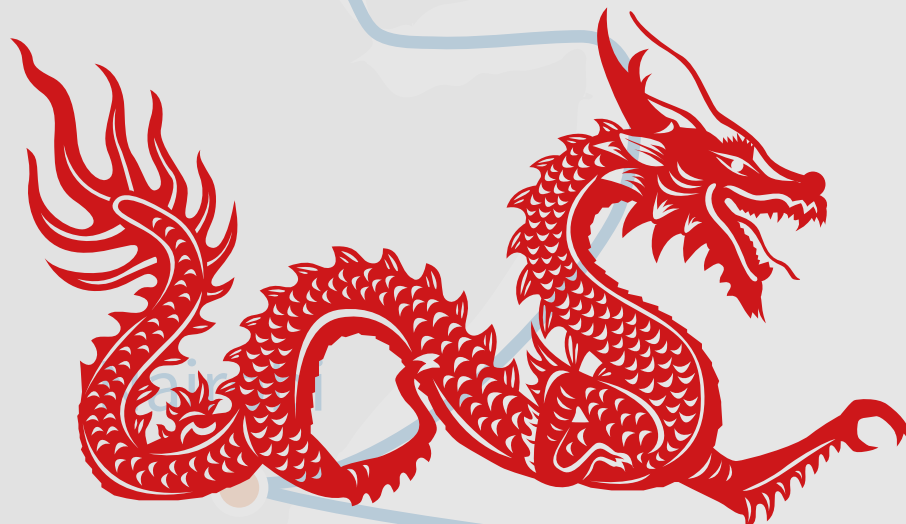


MARCUS HERNIG

Marcus Hernig, born 1968, studied sinology, German philology as well as history in Bochum and Nanjing. He has lived in China since 1992 and has had various roles in Sino-German educational and cultural work. Since 2007, he has been working as a trainer, advisor, as well as author, and leads Sino-German programs for businesses, in the creative industries but also in educational settings.

Roads, railways, ports, pipelines: China is treading ancient paths and investing close to a billion dollars building new infrastructure on historical trading routes all the way to Europe. In the most massive infrastructure project since the Marshall Plan, approximately 70 nations are becoming part of the new Silk Road. Even now, the Chinese dragon is pressing into the heart of Europe with a railroad connection to Duisburg more than 11,000-kilometers long.

Yet many nations along the trade routes feel threatened by China's speed and show of strength. Germany and Europe, too, need an equivalent to the current Silk Railroad if they want to take anything more than a passive role in the establishment of this new age. Much must change if this is to be accomplished: The route should also lead from the heart of Europe back into the center of China.



The renaissance of China's greatness



Hernig, Marcus

The Silk Road renaissance

The Chinese dragon's route into the heart of Europe

200 pages, 14,8 × 21,0 cm
hardcover
original

22,99 € (D)

ISBN 978-3-95972-138-7
Warengruppe 1970

10.09.2018



- ➔ A fascinating journey along the world's most celebrated trading route
- ➔ The consequences of the new Chinese-dominated trading routes for Germany and Europe



JULIAN HOSP

Dr. Julian Hosp, born 1986, is among other things the co-founder of the successful fintech startup TenX, based in Singapore. He is one of the world's leading blockchain as well as cryptocurrency experts, is a frequent contributor and guest at conferences, on television and radio, but also in print media.

Rights sold to Russia

**JULIAN HOSP
IS KNOWN AS ONE
OF THE BEST BLOCKCHAIN
AND CRYPTOCURRENCY
EXPERTS WORLDWIDE**



Incredible returns of 1,000 percent and more – that is what countless people have earned in recent years by investing in so-called cryptocurrencies. It is still unfamiliar territory for most people, but this book makes understanding the new world of money incredibly straightforward. What are cryptocurrencies and blockchain? How do you choose the “right” cryptocurrency? And how do you invest? Whether you want to become a cryptocurrency expert or just understand the essentials of a unique story that can no longer be ignored, this book is a

THE STRAIGHTFORWARD INTRODUCTION TO THE WORLD OF BLOCKCHAIN, CRYPTOCURRENCIES, BITCOIN, AND ICOS

>>Ich bin froh, in Julian einen neuen Freund
und den besten Krypto-Mentor gefunden zu haben.<<

Kool Savas

KRYPTO WÄHRUNGEN

Bitcoin, Ethereum, Blockchain, ICOs & Co. einfach erklärt



DR. JULIAN HOSP

Bekannt aus:

FORBES CNBC BLOOMBERG PRO7 INC.

FBV

Hosp, Julian
Cryptocurrencies

Bitcoin, Ethereum, blockchain, ICOs, and
more explained

208 pages, 13,5 x 2,1 cm
softcover
original

14,99 € (D)

ISBN 978-3-95972-137-0
Product group 1977

11.06.2018




- ➔ By far the most successful book on cryptocurrencies in the German-speaking world
- ➔ More than 100,000 self-published copies already sold



JULIAN HOSP

Dr. Julian Hosp, born 1986, is among other things the co-founder of the successful fintech startup TenX, based in Singapore. He is one of the world's leading blockchain as well as cryptocurrency experts, is a frequent contributor and guest at conferences, on television and radio, but also in print media.



Higher, faster, further—this is today's maxim for life. But, in the face of the many demands made of you, how can you personally experience perfect happiness, complete satisfaction, and soaring success?

Julian Hosp's 30-day program brings together his years of experience as a doctor, professional sportsman, blockchain expert, and leading businessman so you can achieve this change. By treating the causes rather than the symptoms, Boundless success helps you let go of old patterns every day and find your breakthrough.

This unique program will take you to the next level in your relationships, health, finances, business, and studies.

THE NO. 1 30-DAY PROGRAM –

PERFECT HAPPINESS, COMPLETE SATISFACTION, AND SOARING SUCCESS



Hosp, Julian

Boundless success

The no. 1 30-day program –
Perfect happiness, complete satisfaction,
and soaring success

450 pages, 13,5 × 21,0 cm
softcover
original

24,99 € (D)

ISBN 978-3-95972-158-5
Product group 1481

09.07.2018



- ➔ Dr. Julian Hosp's years of experience brought together in a unique 30-day program
- ➔ Day by day, take your life to the next level in your relationships, health, finances, business, and studies



ROLF MORRIEN

Rolf Morrien was editor of the Aktien-Analyse stock market research service. Since 2002 he has been leading the Der Depot-Optimierer investment optimizer service. His bestselling stock market books *Börse leicht verständlich* [Stock markets made simple], *Börse ganz praktisch* [Stock markets made easy] and *Verschenken Sie kein Geld!* [Don't give your money away!] have all appeared as FinanzBuch Verlag publications.

HEINZ VINKELAU

Heinz Vinkelau, born 1963, studied Economics and the History of Economics in Munster. He has been writing as an editor for various specialist publishers for over 15 years.



THE **NEW SERIES** FROM FINANZBUCH VERLAG

The greatest investing legends in a handy small format over 100 pages

This book for the first time shines a spotlight on the man who so often stands in the shadows of Warren Buffett on the trading floor. The essential facts about Charlie Munger's professional career, his successes, as well as his investment strategy, in a short and easy-to-understand format.

Morrien, Rolf; Vinkelau, Heinz
**Everything you need to know
about Charlie Munger**
Warren Buffett's companion
in 100 pages

112 pages, 12,5 × 18,7 cm
hardcover
original

14,99 € (D)

ISBN 978-3-95972-118-9
Product group 1977

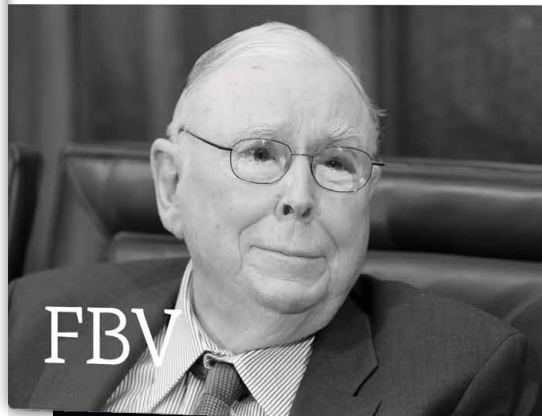
12.03.2018



Rolf Morrien | Heinz Vinkelau

Alles, was Sie über **Charlie Munger** wissen müssen

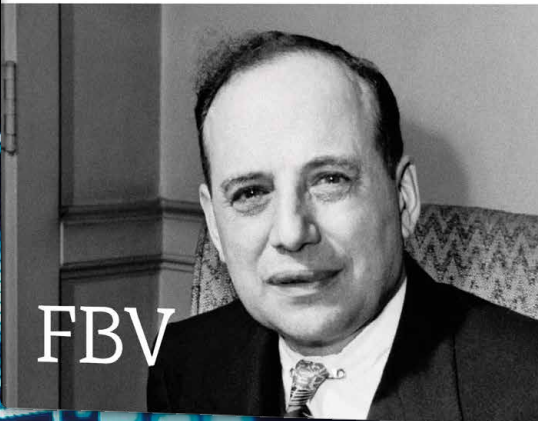
Warren Buffetts Kompagnon
auf gerade mal 100 Seiten



Rolf Morrien | Heinz Vinkelau

Alles, was Sie über Benjamin Graham wissen müssen

Der Vater des Value Investing
auf gerade mal 100 Seiten



Warren Buffett's investment strategy has made him the most successful investor in the history of the stock market and a multibillionaire. His recipe for success comes from his tutor and mentor Benjamin Graham. Graham is considered the father of the value investing strategy.

Morrien, Rolf; Vinkelau, Heinz
**Everything you need to know
about Benjamin Graham**
The father of value investing
in 100 pages

112 pages, 12,5 x 18,7 cm
hardcover
original

14,99 € (D)

ISBN 978-3-95972-119-6
Product group 1977

12.03.2018



Warren Buffett is probably the most famous and most successful investor of the modern stock market era, even though or perhaps precisely because he does everything differently to the "smart" young things on Wall Street.

Morrien, Rolf; Vinkelau, Heinz
**Everything you need to know
about Warren Buffett**
The greatest investor of all time
in 100 pages

112 pages, 12,5 x 18,7 cm
hardcover
original

14,99 € (D)

ISBN 978-3-95972-091-5
Product group 1977

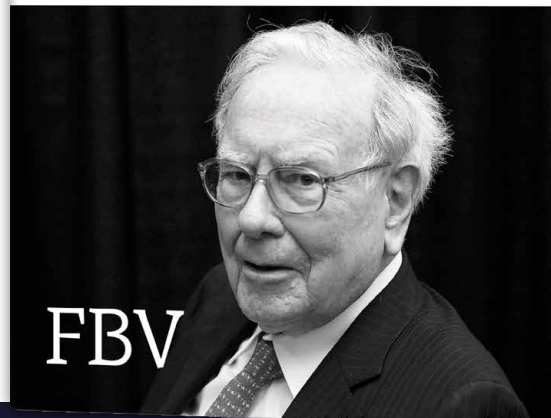
12.03.2018



Rolf Morrien | Heinz Vinkelau

Alles, was Sie über Warren Buffett wissen müssen

Der größte Investor aller Zeiten
auf gerade mal 100 Seiten



- ➔ Everything about Warren Buffett, Charlie Munger and Benjamin Graham, the most successful stock market investors of modern industrial history by some distance, in 100 pages
- ➔ A compact introduction to their investment strategy as well as their successes and failures



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.



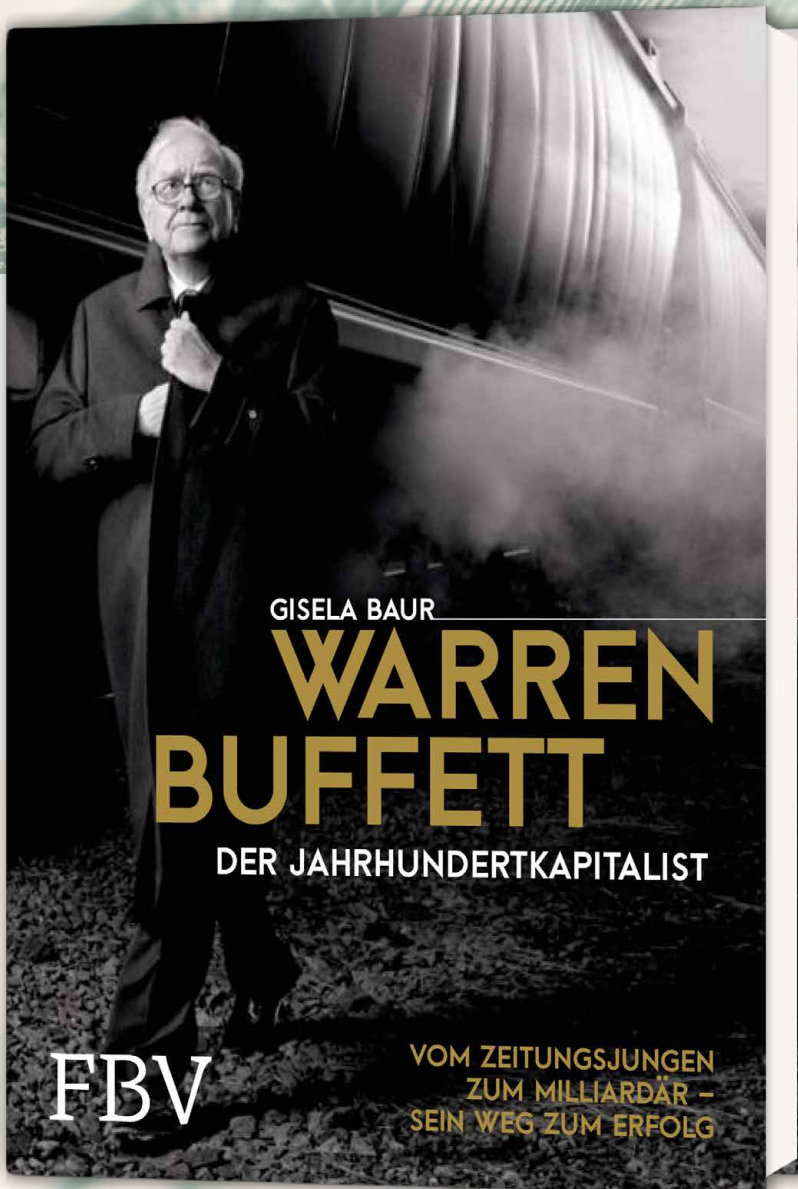
»If I'd been born thousands of years ago I'd be some animal's lunch because I can't run very fast or climb trees.«

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)

ISBN 978-3-95972-055-7
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



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.



Risk avoidance seems to be the approach to all of our problems these days. Central banks drown the risks within our economic and banking system in vast quantities of money, and politics, too, seek to sweep precarious societal problems under the carpet with over-generous handouts; but without risk, there is no progress, no learning, and no discovery. We cling to the status quo and close our eyes to the approaching problems. It is a recipe for disaster.

Markus Krall, bestselling author and one of the leading experts in the risk landscape shows where undiscovered, suppressed, or hidden risks lie. He uncovers in his new book where explosive upheavals in economics and politics, rapid technological developments, as well as geostrategic mistakes may lead to potential disasters.

THE END OF ALL ORDER AS WE KNOW IT



Krall, Markus

When black swans have kids

Why we need to reorder our society

200 pages, 13,5 × 21,0 cm

hardcover

original

17,99 € (D)

ISBN 978-3-95972-151-6

Product group 1787

10.09.2018



- ➔ Why the constant pursuit of risk avoidance in politics and banking is laying the foundations for the next crisis
- ➔ One of the foremost experts in the risk landscape shows where undiscovered, suppressed, or hidden risks lie for our society



MARKUS C. KERBER

Prof. Dr. Markus C. Kerber is Professor of Public Finance and Political Economy at TU Berlin. He holds numerous visiting professorships including at the Institut d'Études Politiques in Paris, as well as at University Paris 2 Panthéon-Assas and the Warsaw School of Economics. His *Manager Magazin* bestseller, *Wehrt euch, Bürger* [Citizens, fight back!] was also published by FinanzBuch Verlag.

More and more people have the impression that Germany is slowly turning into the European Union's paymaster. And they're right on the money. Right now, the deputies in Brussels are removing the next obstacle along the road towards becoming a "mutual insurance company".

Mario Draghi, former head of Banca d'Italia, hopes to be able to rescue the near-bankrupt Italian banking sector—and with it the Euro—with a European deposit protection scheme. But this would primarily happen at the expense of the northern EU states, first and foremost Germany.

In his new book, Markus C. Kerber shows the glaring risks that lie in wait at a European level and the terrible consequences these will have for every individual citizen if we don't resist now.

How a Goldman Sachs banker is ruining Europe

FBV

Politics/Society



Kerber, Markus C.

The Draghi Crisis

How the EU plans and Germany pays

100 pages, 12,5 x 18,7 cm

softcover

original

9,99 € (D)

ISBN 978-3-95972-156-1

Product group 1973

08.10.2018



- ➔ Markus C. Kerber shows the glaring risks that await within Mario Draghi's ECB policies and the dramatic consequences these will have for us
- ➔ Within European politics, Italy and France are constantly pushing for new solutions where the northern EU nations, especially Germany, would pay



THOMAS MAYER

Thomas Mayer is the founding director of the Flossbach von Storch Research Institute in Cologne. He was previously Chief Economist at Deutsche Bank. Before moving into the private sector, he held various roles at the International Monetary Fund in Washington and the Kiel Institute for the World Economy.

The collapse of the Soviet Union once seemed a great victory of the liberal order. Today, however, liberalism is criticized from the "left" for the financial crisis and for the unequal distribution of income and wealth. From the "right", it is decried as a threat by foreign powers to national identity and prosperity. This leads to bizarre alliances of the political left and right against a common enemy: the liberal order. In the face of the enormous achievements of the liberal order, this hostility appears absurd.

Manager Magazin bestselling author Thomas Mayer shows why we owe what we have achieved and what we are to the principles of liberalism. He provides a preview of what happens when the principles of the liberal social order are no longer understood but rejected: We lose everything—our freedom and our economic prosperity.



THE PRINCIPLES OF OUR PROSPERITY

THOMAS MAYER

DIE ORDNUNG DER FREIHEIT UND IHRE FEINDE

Vom Aufstand der Verlassenen gegen
die Herrschaft der Eliten



Mayer, Thomas

The order of freedom and its enemies

On the revolt of the forsaken against the
dominion of the elites

240 pages, 13,5 × 21,0 cm
softcover
original

17,99 € (D)

ISBN 978-3-95972-127-1
Product group 1973

11.06.2018



- ➔ Why we will lose everything if we forget and demonize the foundations that once brought us so far
- ➔ Thomas Mayer is a former Chief Economist at Deutsche Bank, winner of the getAbstract International Book Award and *Manager Magazin* multiple bestselling author



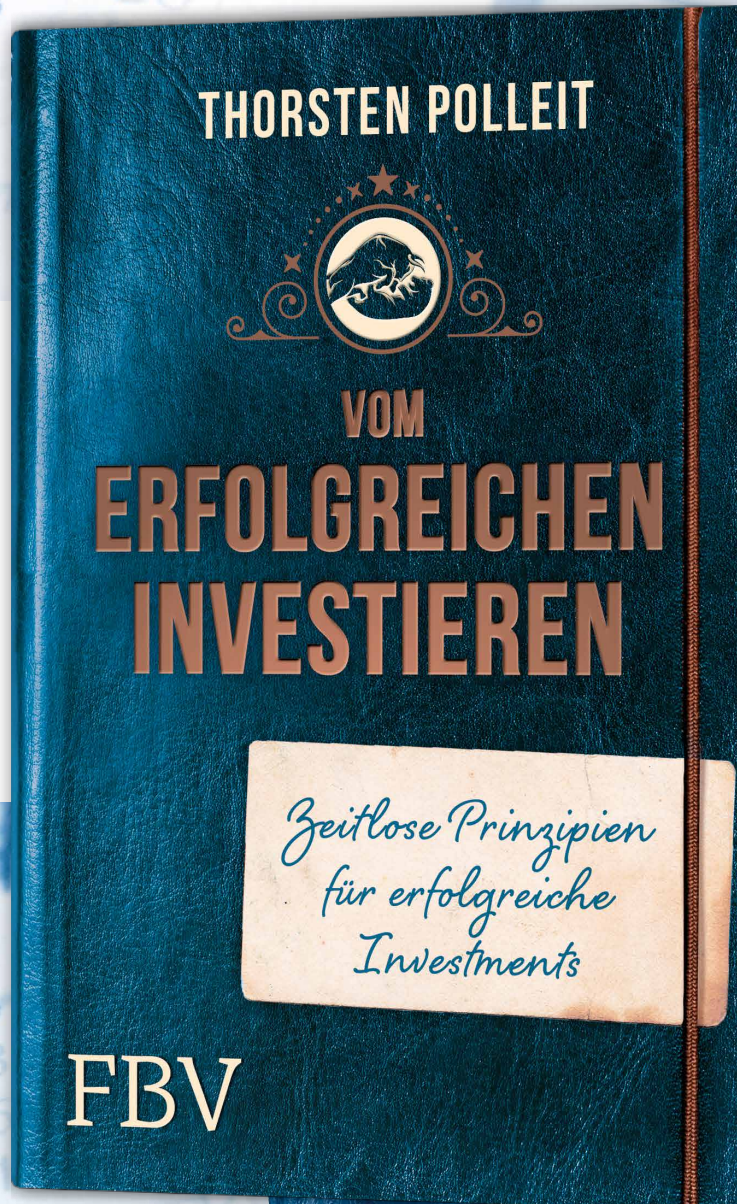
THORSTEN POLLEIT

Thorsten Polleit has been Chief Economist at Degussa Goldhandel GmbH since April 2012. Before that, he worked as an economist in international investment banking in London, Amsterdam, and Frankfurt. Thorsten Polleit has been an honorary professor at the Frankfurt School of Finance, since 2003.

Are there timeless principles for investing successfully? Thorsten Polleit—internationally experienced economist and university lecturer—says, “Yes, there are!” If you take them on board and apply them consistently, you will avoid unnecessary mistakes but also have an excellent basis for successful investing.

In *Intelligent investing*, readers will find the most essential principles for investing intelligently in an understandable and easy-to-read form. The author also demonstrates why the financial industry’s standard recommendations are not capable of delivering the investment success you expect.

TIMELESS INTELLIGENT INVESTING



Polleit, Thorsten
Intelligent investing
Timeless principles for successful investments

200 pages, 13,5 × 21,0 cm
hardcover
original

14,99 € (D)

ISBN 978-3-95972-134-9
Product group 1977

09.07.2018



- ➔ The timeless principles for successful investing in an understandable and easy-to-read form—for anyone interested in capital investment
- ➔ What individuals can learn from cautious and smart investors such as Warren Buffett, Charlie Munger, and Ray Dalio

© privat



ALEXANDER MANTEL

Alexander Mantel studied law, majoring in bank and capital market law. He has been producing the Follower Academy series of webinars for ayondo for more than two years, making him responsible for a vital part of the social trading provider's training offering.

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INGBERT MAIER

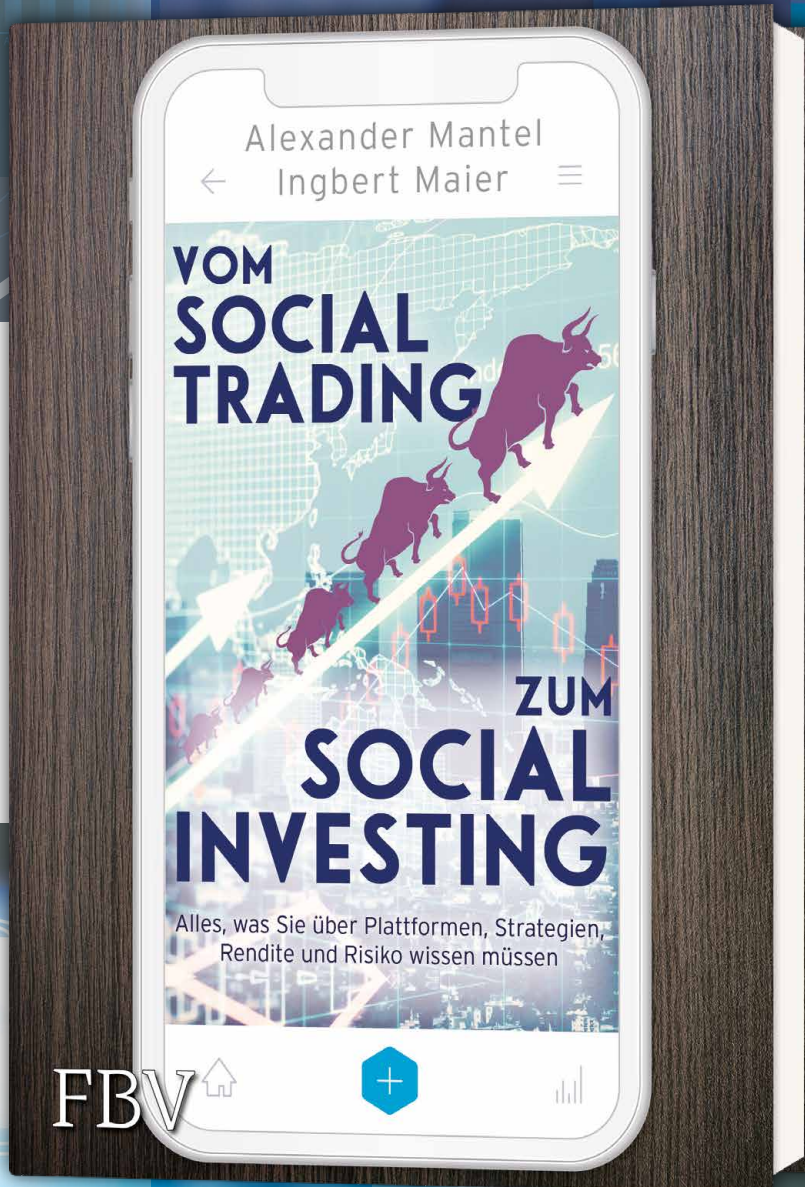
The qualified chartist, Ingbert Maier has been trading stocks and derivatives on the stock market on his account for more than 30 years. For many years, he has also been one of the top traders on the social trading platform ayondo, using the professional trading system he developed himself.



In recent years, social trading—the social media version of capital investing—has become established as an alternative to traditional financing. Companies such as ayondo or Wikifolio now have hundreds of thousands of users and trading volumes of several billion.

Ingbert Maier and Alexander Mantel, both experienced social traders as well as investors, provide a comprehensive overview of the most critical providers, but also show how everyone can integrate social investing into his or her investment strategy, along with what returns you should expect.

Turbocharge your private investments with social trading



Mantel, Alexander; Maier, Ingbert
From social trading to social investing
 Everything you need to know about platforms, strategies, risk and, returns

220 pages, 17,0 x 24,0 cm
 hardcover
 original

34,99 € (D)

ISBN 978-3-95972-125-7
 Product group 1977

05.11.2018



- ➔ Experienced social traders, as well as investors, Ingbert Maier and Alexander Mantel provide a comprehensive insight into the subject of social trading for the first time
- ➔ Everything about returns, costs, trading strategies, and how anyone can integrate social investing into their investment strategy



AXEL NAUERT

Axel Nauert is an industrial and organizational psychologist. He serves as an international consultant, trainer and advisor with Dr. Rosenkranz, as a member of the German Federal Association for Burnout Prophylaxis and Prevention, as well as an NLP trainer.



Are the “hip” employers of the digital age like Jobs and Samwer any better than their suited predecessors?

In this book, Axel Nauert shows how the demise of the pinstripe in the boardroom signaled a new era of dark leadership. He writes about the narcissists in sneakers who are driving entire companies into the ground through their incompetence, ignorance, and inflated view of themselves, about boardroom tragedies and the supposedly visionary business leaders who appear to have lost all sense of restraint. The author highlights the disastrous consequences and calls for an urgent rethinking at boardroom level—for the good of companies and of everyone.

NEWS FROM HIPSTER HELL



Nauert, Axel

Bozos in sneakers

Cool, psychopathic, and ruthless – how the new generation of managers are ruining our society

224 pages, 14,8 × 21,0 cm
hardcover
original

19,99 € (D)

ISBN 978-3-86881-712-6
Product group 1784

10.09.2018



- ➔ What is going wrong at board level—and why that is critical
- ➔ Awful stories, unbelievable case studies, and severe incompetence



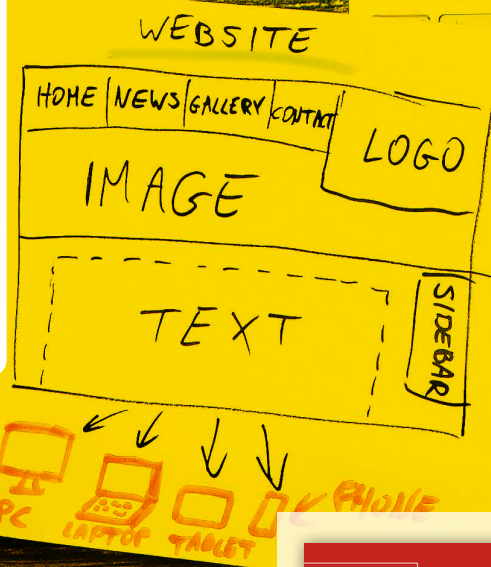
HERMANN H. WALA

Hermann H. Wala is a sought-after marketing strategist and was for a long time responsible for group marketing at Hubert Burda. The author has also worked as a consultant for Gruner + Jahr, BayWa AG, Kabel Deutschland, ProSiebenSat1, Sky, and Versatel. Redline Verlag also publishes his book *Meine Marke* [My brand].

Hermann H. Wala's proven *Wir-Marken* [We brands] concept has helped all sorts of businesses to root their products in the heads and hearts of their customers. In his new book, *Wonderfully, uniquely me*, the best-selling author as well as branding expert turns his attention to the individual and shows how you can systematically position yourself as a brand.

He explains why today, in particular, it is important to present yourself personally as an authentic brand.

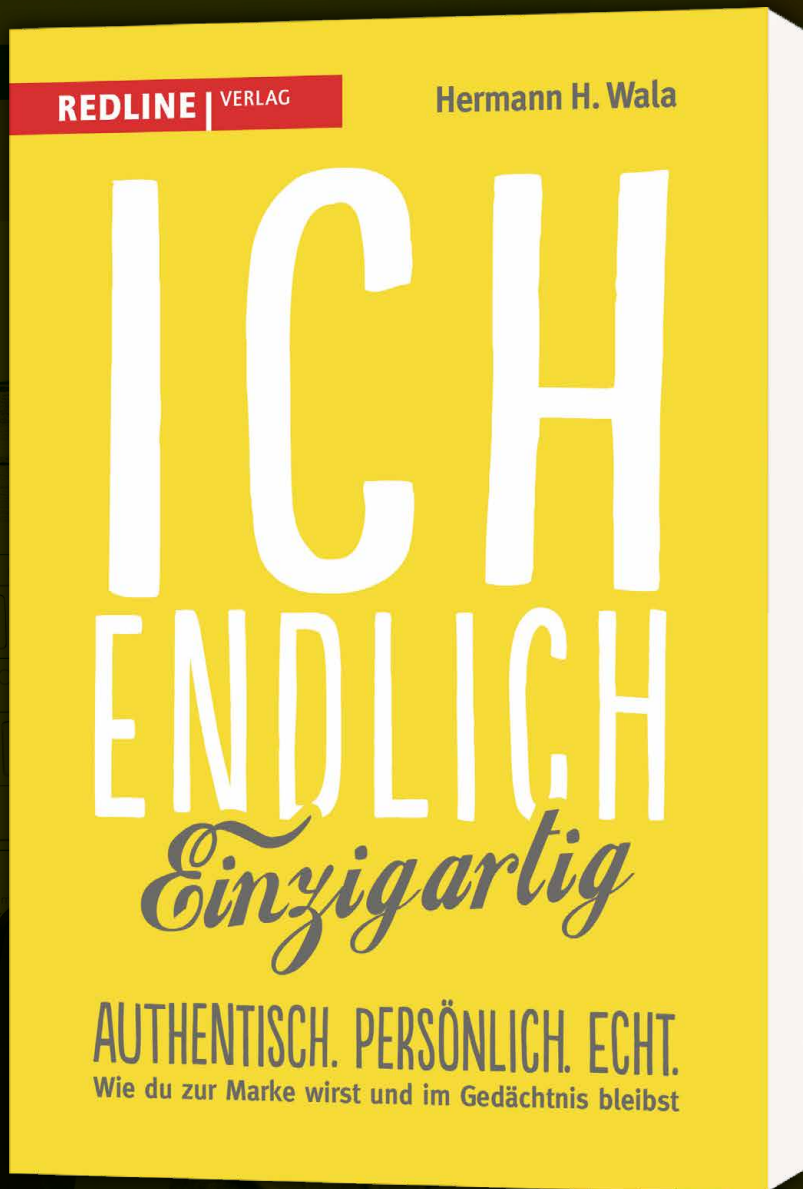
His eight essential tools will help you to sharpen your profile so you can win over others with increased self-confidence as well as a healthy and attractive personal brand!



Rights sold
to Poland
and China

ISBN 978-3-86881-518-4
24,99 € (D)

UNIQUELY SUCCESSFUL!



Wala, Hermann H.
Wonderfully, uniquely me
Authentic. Individual. Real. How you can
become your brand and never be forgotten

224 pages, 14,8 x 21,0 cm
softcover
original

19,99 € (D)

ISBN 978-3-86881-711-9
Product group 1481

10.09.2018



- ➔ How you can systematically establish yourself as a personal brand
- ➔ With eight tools for brand development—so you can be sure to be remembered
- ➔ From the author of the bestseller, *Meine Marke* [My brand]



KLAUS SCHUSTER

Klaus Schuster, former top manager and multiple bestselling-author, was responsible for the handling of a small niche bank with his team as well as for coordinating the privatization of a company with 4,000 staff. His books, *11 Management Sins That You Should Avoid* and *Der freche Vogel fängt den Wurm* [The Daring Bird Catches the Worm] are just two of his other books published by Redline Verlag.

You're not alone. If only thinking about how crazy work is, makes you want to commit murder, this is the book for you!

With *Even assholes pass!* Klaus Schuster provides irresistibly simple and effective anti-asshole strategies. They may take courage to implement, but they are the best way to successfully defend yourself long term against griper bosses, bullying colleagues, and other disturbances in everyday work.

If you want to feel more relaxed when you are at work, this is the book to read!



DON'T BE A WALKOVER, FIGHT BACK!

Redline

Work/Careers

REDLINE | VERLAG

Klaus Schuster

DER ARSCH GEHT AUCH VORBEI



Wie Sie sich gegen
schlechte Chefs und
andere Zumutungen
des Arbeitsalltags
wehren können

Schuster, Klaus

Even assholes pass!

How you can fight back against bad bosses
and other workplace challenges

200 pages, 14,8 x 21,0 cm
softcover
original

17,99 € (D)

ISBN 978-3-86881-718-8
Product group 1780

05.11.2018



- ➔ A must-read for anyone suffering due to bosses and colleagues, and who wants to make a change
- ➔ Intriguingly simple principles for better workplace happiness
- ➔ With plenty of critical, illuminating, and humorous practical examples



CHRISTIANE BRANDES-VISBECK

Having studied media and communications previously, Christiane Brandes-Visbeck leads Ahoi Consulting|Communication and Leadership in the Digital Age, a consultancy she founded herself. She teaches at FOM University, speaks publicly, and hosts workshops. In 2017, she published the specialist title *Netzwerk schlägt Hierarchie* [Network beats hierarchy].

SUSANNE THIELECKE

Susanne Thielecke is a graduate in business administration, certified Prosci® Change Manager as well as MBTI® trainer and coach. She has over 20 years of experience in human resources. Since founding LaRenzow Personal, Susanne Thielecke has advised businesses of all sizes and in various industries, from start-ups to major corporations.



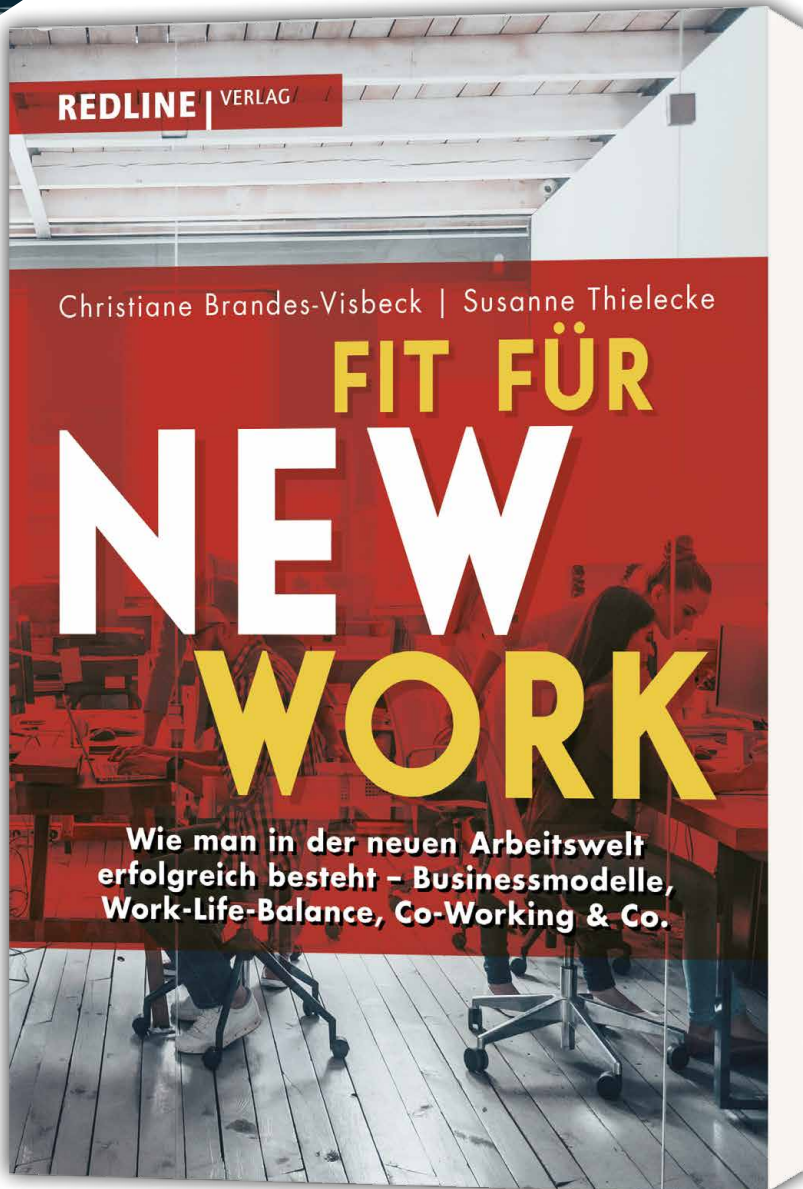
NEW WORK CHANGES OUR WORKING ENVIRONMENT

In *Fit for New Work*, the author explains everything you need to know about new ways of working—from new structures such as the home office or coworking through to the various methods such as design thinking or targeted staff retention. She discusses the new demands placed on managers in the New Work environment and how these can be fulfilled. The book provides a comprehensive overview of the new and varied Workplace 4.0 landscape, highlighting advantages and disadvantages such as dependent contracting or work-life blending, and explains what you need to watch out for if you're working in this environment.

**WITH PROVEN METHODS AND TOOLS
INCLUDING DESK SHARING,
CLOUD WORKING, NETWORKS,
AND SO FORTH**

Redline

Management



Brandes-Visbeck, Christiane;
Susanne Thielecke

Fit for New Work

How to survive in the New Work world –
business models, work-life balance, cowor-
king, and so forth.

224 pages, 14,8 × 21,0 cm
softcover
Original

17,99 € (D)

ISBN 978-3-86881-724-9
product group 1784

10.09.2018



- ➔ By the author of the book *Netzwerk schlägt Hierarchie* [Network beats hierarchy].
- ➔ Everything you should know about the new world of work

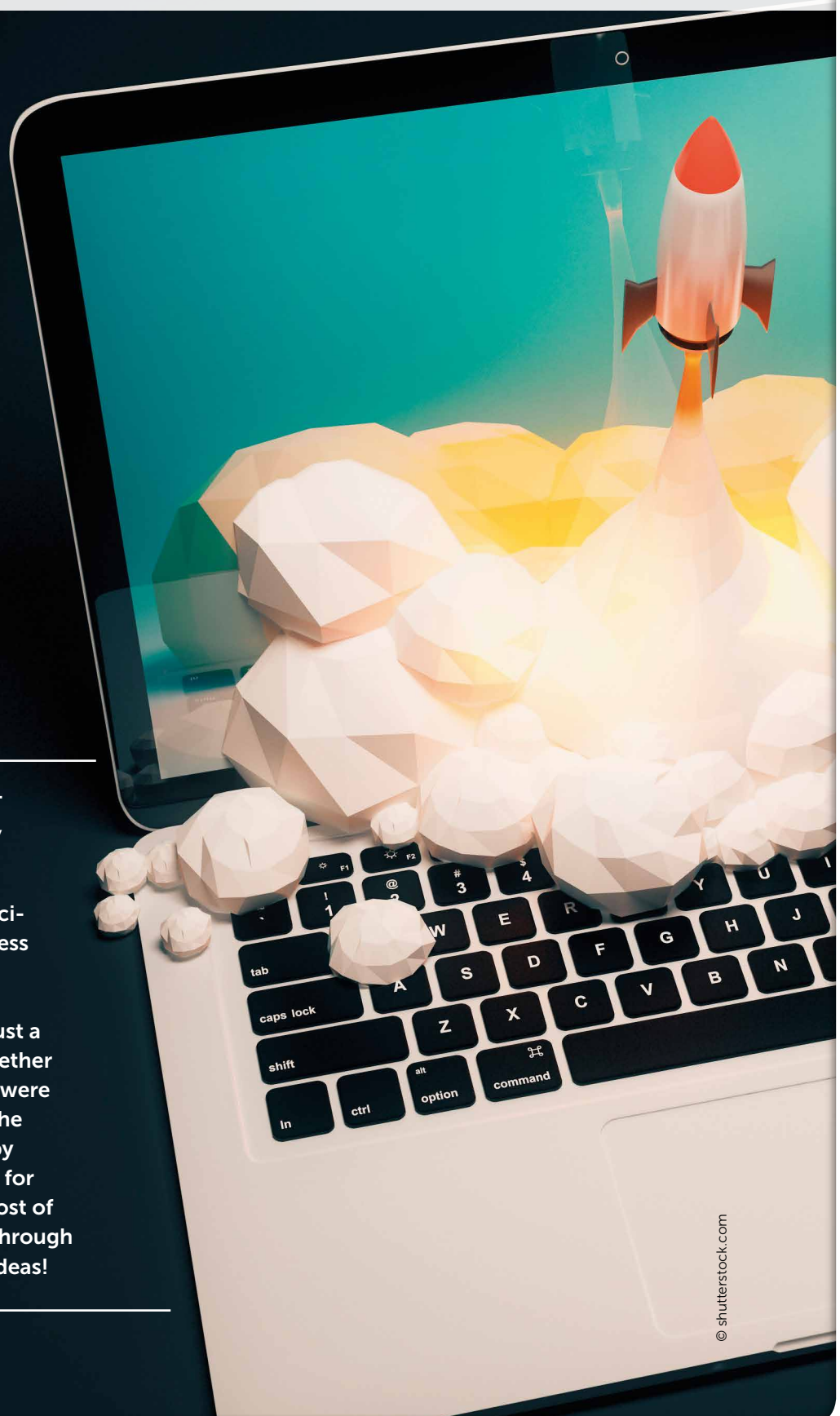


ERIK RENK

Erik Renk was just 19 years old when he founded his first business. He has established various start-ups since then, buying and selling companies as well as gaining a wealth of experience. He shares this via his blog—and, in particular, through his company *einfachstartup* [just start-up]—with anyone planning on starting a business.

Artificial intelligence, networking via the Internet, and many other digital tools have formed part of the start-up scene for some time now. Digitization facilitates entirely new forms of business establishment.

Erik Renk shows how today with just a handful of people you can put together a business where several hundred were required before. He writes about the specific opportunities generated by the new Internet age; a must-read for anyone who wants to make the most of business opportunities and breakthrough in the digital age with innovative ideas!



ALL ABOUT START-UPS IN THE DIGITAL AGE

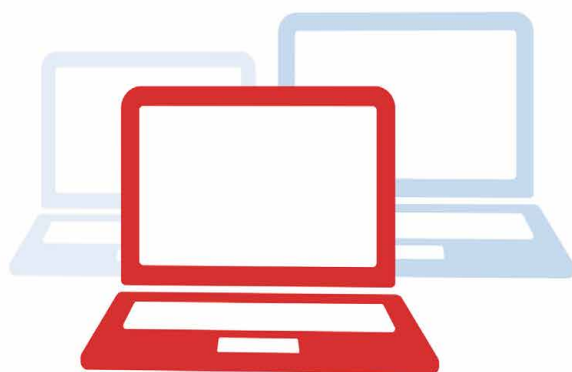
Redline

Management

REDLINE | VERLAG

ERIK RENK

DAS NEUE GRÜNDEN



Erfolgreich gründen in der digitalen Zeit
- Chancen, Tipps und Geschäftsmodelle

Renk, Erik

Starting a business today

Successful start-ups in the digital age – opportunities, tips, and business models

220 pages, 14,8 × 21,0 cm
softcover
original

16,99 € (D)

ISBN 978-3-86881-715-7
Product group 1783

08.10.2018



- ➔ New opportunities and risks, practically presented
- ➔ By the author of the bestselling *Das Feierabend-Startup* [The Weekend Startup]



FRIEDHELM SCHWARZ

Friedhelm Schwarz is the author of 65 specialist books and guides. As a qualified social psychologist and communications coach, he primarily writes on the topics of self-awareness, behavior modification, and influencing others.

Anyone can optimize one's brain performance—with the right techniques. In *Focused thinking*, Friedhelm Schwarz explains how we can improve our mental capacity by consciously using as well as adequately engaging our subconscious.

Using the latest neuroscience, Friedhelm Schwarz illustrates how we can improve our mental performance and demonstrates how we can use various methods to support our brain's neuroplasticity. We can use the recently developed "Brain-word-method", for example, to change existing patterns in the brain and initiate new thought processes.



THE BEST METHODS FOR TRAINING YOUR BRAIN

REDLINE | VERLAG

Friedhelm Schwarz

KONZENTRIERT DENKEN



Wie man die Gehirnleistung
mit Neuroplastizität verbessert –
für mehr Erfolg in Beruf und Alltag

Schwarz, Friedhelm
Focused thinking

How to improve your brain's performance
with neuroplasticity – for increased success
in your work and life

240 pages, 14,8 × 21,0 cm
softcover
original

19,99 € (D)

ISBN 978-3-86881-730-0
Product group 1497

10.09.2018



- ➔ Improved brain performance using neuroplasticity
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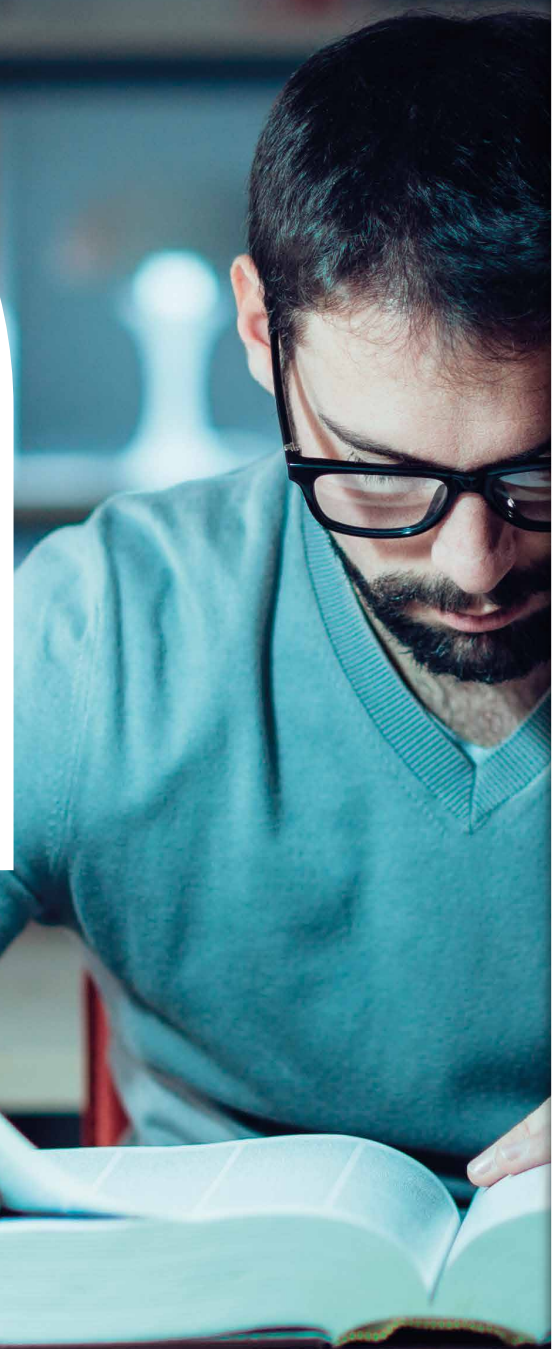


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Sven Frank has been researching the development of special techniques for effective-learning for over 20 years. He has delivered countless talks and workshops on learning in business as well as everyday life, has appeared on radio and television but also provided consultancy services to the advisory boards of international companies. He currently speaks 10 languages fluently and has been president of the Interlingua Union since 2014.

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After studying English and international economics, Jens Möller worked as a consultant and innovation expert for major corporations such as SAP, Deutsche Bank, and Deutsche Telekom, as well as for medium-sized companies and start-ups. He has been working on the life of the polymath Leonardo da Vinci for many years. As a member of the Leonardo da Vinci Society London, he regularly gives lectures on this ingenious painter, researcher, and inventor.

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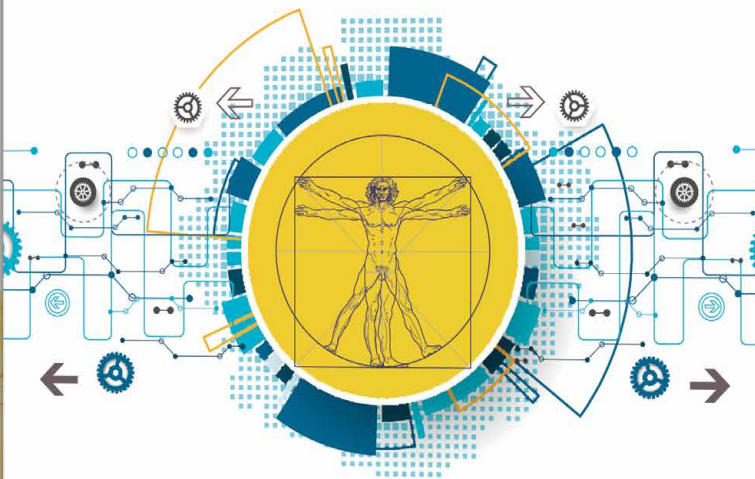
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Christopher A. Runge is a manager with BETTERTRUST GmbH. With more than ten publications on the topics of reputation management and public relations, he's one of the leading thinkers in Germany on these issues.



ALLAN GRAP

Allan Grap is a manager with BETTERTRUST and a passionate communicator. He is a member of numerous boards in the financial and digital industries.

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