

Foreign rights catalogue



SPRING **2019**



FinanzBuch Verlag

REDLINE | VERLAG



MAXIMILIAN GOTZLER

Max Gotzler is the founder of Flowgrade.de, a biohacker, a competitive athlete and blogger. As one of the leading German biohackers, the author offers information and products for self-optimization via his website. He also publishes the weekly Biohacking Podcast, the Flowgrade Show, with renowned guests from all different areas of society. Max Gotzler speaks regularly at events about biohacking and has already been featured in numerous broadcasting media, such as *DIE ZEIT ONLINE*, *ARD Panorama*, *Bloomberg*, *Brand Eins*, *RTL Extra* and *Die Deutsche Welle*.

In a world full of promises, we are promised instant success every day, whether it's nutrition, the stock exchange or work. As a rule, these successes are only short-lived, if at all. If you want to enjoy great success, you need stamina, a positive attitude and an eye for essentials. So what impact would it have on our lives if we were to fulfill our good intentions day after day for a whole year?

Biohacker Max Gotzler has packed the best methods and strategies of biohackers into 366 lessons – a lesson a day to shape your life according to your own conceptions. The lessons provide small tasks and interesting facts to start the day in a more motivated way, to eat healthier, to be more productive at work and to sleep better because it's the little things every day that make the biggest difference.



THE BEST METHODS AND STRATEGIES OF BIOHACKERS IN 366 LESSONS

FBV

FREE YOUR MIND

MAX GOTZLER

DER TÄGLICHE BIOHACKER

Vom
Bestseller-
autor von
*Biohacking –
Optimiere dich
selbst*

Jeden Tag leistungsfähiger,
gesünder, widerstandsfähiger,
ausgeglichener und produktiver

Gotzler, Maximilian

Your Daily Biohacker

Daily lessons for improved performance, health, immune system, well-being and productivity

380 pages, 13,5 x 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-95972-200-1
Product group 1481

19.06.2019



- Max Gotzler has been a guest on various television programmes, such as ARD Panorama or RTL Extra and is a sought-after speaker at numerous conferences, such as the Bulletproof Biohacking Conference in LA or the Biohacker Summit in London.
- The author maintains a very successful blog with almost 100,000 visitors per month, for which he interviews well-known personalities such as Dave Asprey, Kelly Starrett and many more



KARL ESS

With 750,000 Facebook fans and 171,000 Instagram subscribers as well as over 130 million clicks on his YouTube channel, Karl Ess is one of the stars of the fitness scene! Karl Ess, born in 1989 in Seattle, became enthusiastic about sports at an early age and started weight training at the age of 16. While studying industrial engineering, he started his YouTube channel in 2012 and his first online fitness programme in 2013. Part of his successful fitness programme is his complete vegan diet. In addition to his social media activities, Karl Ess is a personal trainer, markets his own online fitness programme „Bodywork 360 degrees“ and is a shareholder in the sportswear company, Gym Aesthetics. He also coaches and advises many companies.

We are the result of our habits. What we do every day consciously (and unconsciously) shows who we really are. Whoever knows what drives them to do what they do can set the decisive course to steering their lives towards success.

Karl Ess is a successful entrepreneur and one of the best known YouTube fitness and personal trainers in Germany. He has already inspired millions of people to take an interest in a fit and healthy lifestyle.

In his book, he offers a 12-step programme for the first time that will help you week by week to bring closure to negative events in the past, build on strengths and implement new positive habits in order to unfold your full potential - and thus have the best year of your life.



The ultimate success programme by one of Germany's best-known influencers



Ess, Karl

The Best Year of Your Life

12 simple steps to your personal success

240 pages, 19,0 x 24,0 cm
paperback
Original

19,99 € (D)

ISBN 978-3-95972-208-7
Product group 1481

20.02.2019



- » A unique 12-step programme to have the best year of your life
- » Karl Ess is one of the best-known German fitness youtubers and personal trainers



AARON KOENIG

Aaron Koenig has been involved in the bitcoin economy since 2011. He produces films for crypto start-ups and advises companies on the use of blockchain technology. He holds a degree in communications and has been working in the creative Internet scene since 1994. His other publications through FinanzBuch Verlag are: *Bitcoin, Geld ohne Staat - Die digitale Währung aus Sicht der Wiener Schule der Volkswirtschaft* (2015) (*Money minus State - Digital Currencies according to the Austrian School of Economics*) and *Cryptocoins - Investieren in digitale Währungen* (2017) (*Cryptocoins - Investing in Digital Currencies*).

W People who hear about bitcoins or other cryptocurrencies are often sceptical. However, if you look at the technology behind the blockchain, you will quickly notice its potential to have a revolutionary impact on the economy.

Services, previously offered by centralised institutions, such as authorities or notaries, can now be organized decentrally using blockchain technology. The big advantage is that you are not giving any power to those who could abuse it. In addition, this technology gives billions of people who previously had no bank account access to the global economy.



HOW BLOCKCHAIN TECHNOLOGY IS CHANGING OUR SOCIETY

FBV

ECONOMICS



Koenig, Aaron

The Decentralised Revolution

How Bitcoins and Blockchain Technology are changing the Economy and Society

200 pages, 13,5 x 21,5 cm
softcover

Original

16,99 € (D)

ISBN 978-3-95972-166-0
Product group 1977

20.03.2019



- » An introduction to blockchain and cryptocurrencies that is understandable even for lay people.
- » Aaron Koenig is a *manager magazine* bestselling author

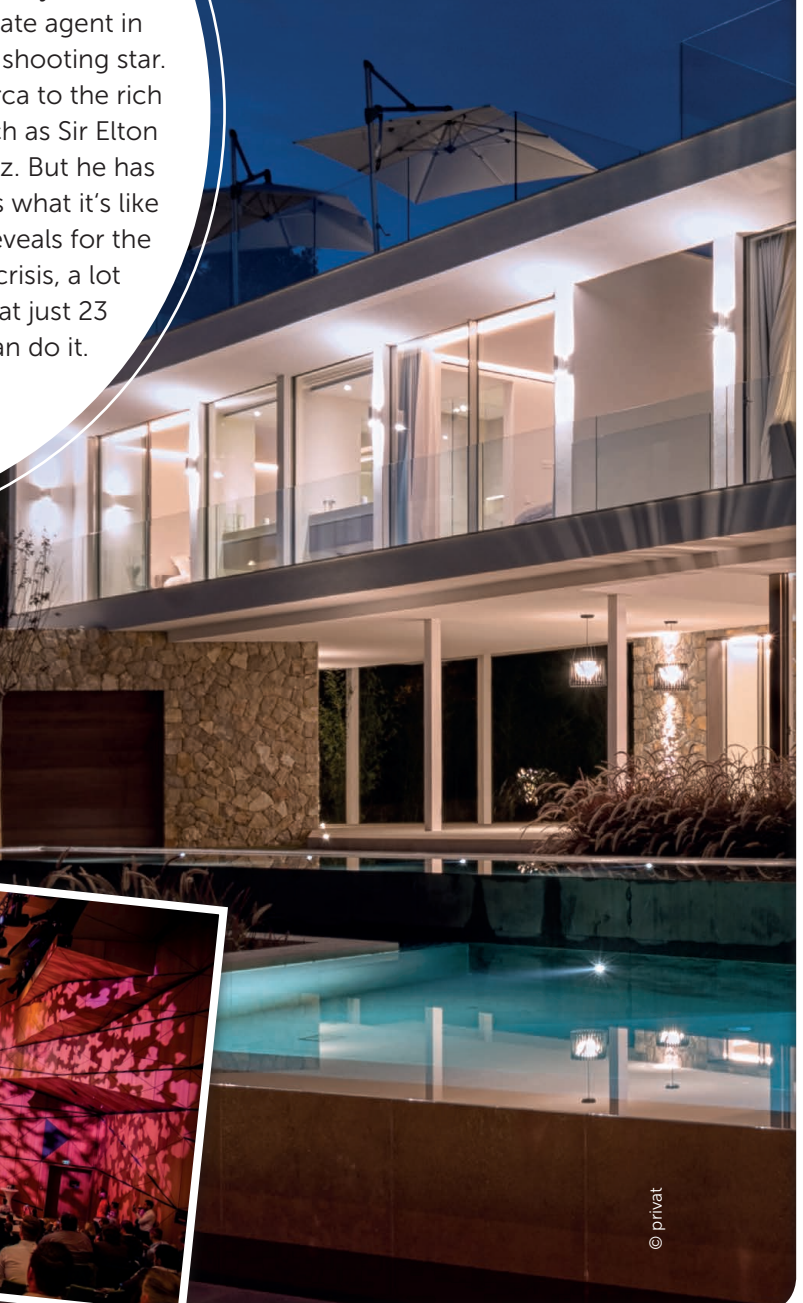


MARCEL REMUS

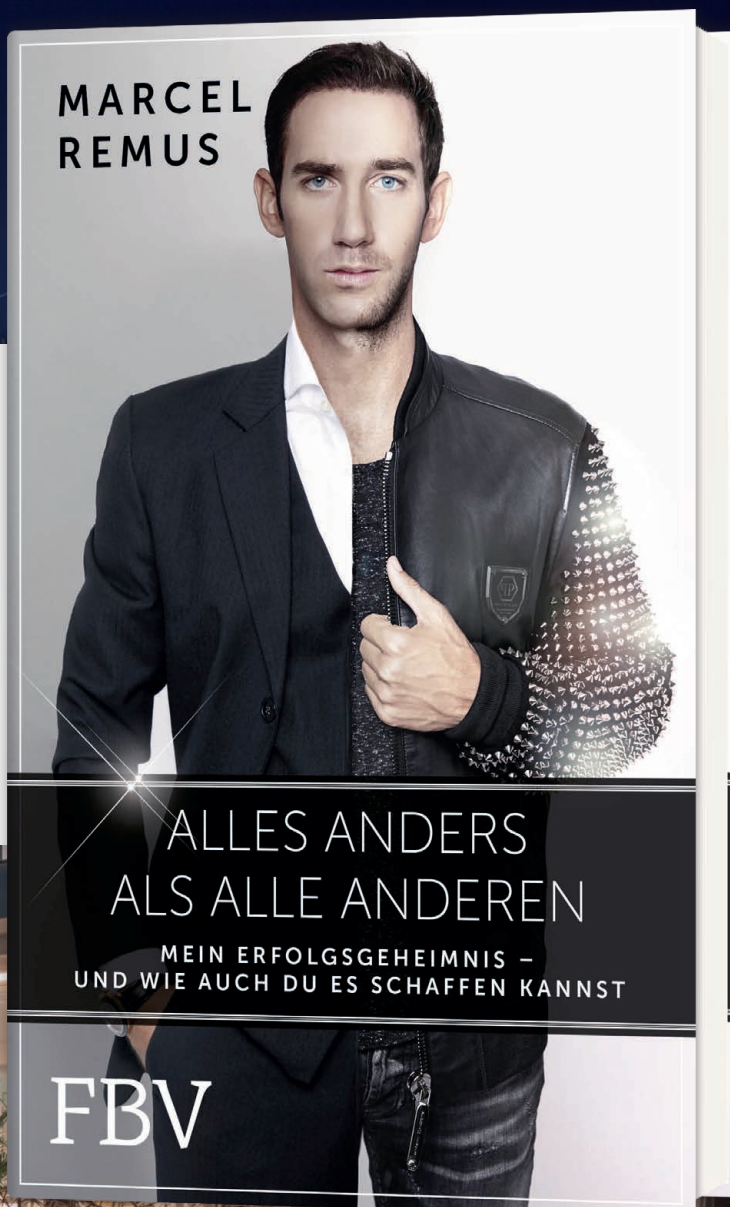
Marcel Remus is one of the best-known German real estate agents for luxury real estate. In 2006, he emigrated to Mallorca and founded his company Marcel Remus Real Estate. In his magazine, *MR Lifestyle*, he presents new properties, informs us about new developments in the sector and introduces guests to his legendary *Remus Lifestyle Night*. Marcel Remus has already hosted Hollywood stars, like Elle Macpherson or Marcia Cross.

COMPLETELY DIFFERENT

FROM OTHERS: if one had to sum up Marcel Remus' lifestyle in five words, one would probably come up very quickly with what has long been his mantra and, at the same time, the secret of his success. His career reads like a storybook: he is the youngest independent luxury real estate agent in Europe. In less than ten years, he has become a shooting star. He sells the most exclusive properties on Mallorca to the rich and beautiful, maintains contacts with VIPs, such as Sir Elton John, Elizabeth Hurley and star DJ Robin Schulz. But he has also experienced the dark side of life and knows what it's like to live from hand-to-mouth. In this book, he reveals for the first time how, despite the world economic crisis, a lot of envy and adversity, he managed to do it at just 23 years of age, and how basically anyone can do it.



THE SECRET TO THE YOUNG ENTREPRENEUR AND REAL ESTATE MILLIONAIRE'S SUCCESS



Remus, Marcel

Completely Different from Others

My secret to success and how to get there

220 pages, 13,5 × 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-95972-178-3
Product group 1977

20.03.2019



- » The author promotes the book through social media, TV, print and at events
- » With tips and tricks on how Marcel Remus made it to the top



MARKUS MINGERS

Markus Mingers is an attorney at law in business, labour law, banking and capital market law. He has been working as a lawyer for more than 13 years and is the owner of Mingers & Kreuzer Rechtsanwälte. With law firms situated in Cologne, Munich and Jülich among other cities, he and his team have won money on issues and court decisions that were previously unknown to consumers. He is an expert in reversing life insurance policies, revoking car loans and consumer loans as well the VW exhaust scandal and truck cartel. Markus Mingers is best known for his appearances on *n-tv* and *RTL* and as an expert on *FOCUS Online*.

As an attorney for consumer protection, Markus Mingers has already experienced almost everything one can experience if one stands up for the rights of consumers vis-à-vis supposedly stronger opponents, such as banks, insurance companies or car companies. In the many conflicts he has championed for his clients, he often felt like David competing against the far stronger and seemingly overpowering Goliath. One thing he has repeatedly stated is that it is not only his specialist knowledge that has helped him win these battles, but a very specific way of thinking and acting - The David Concept.

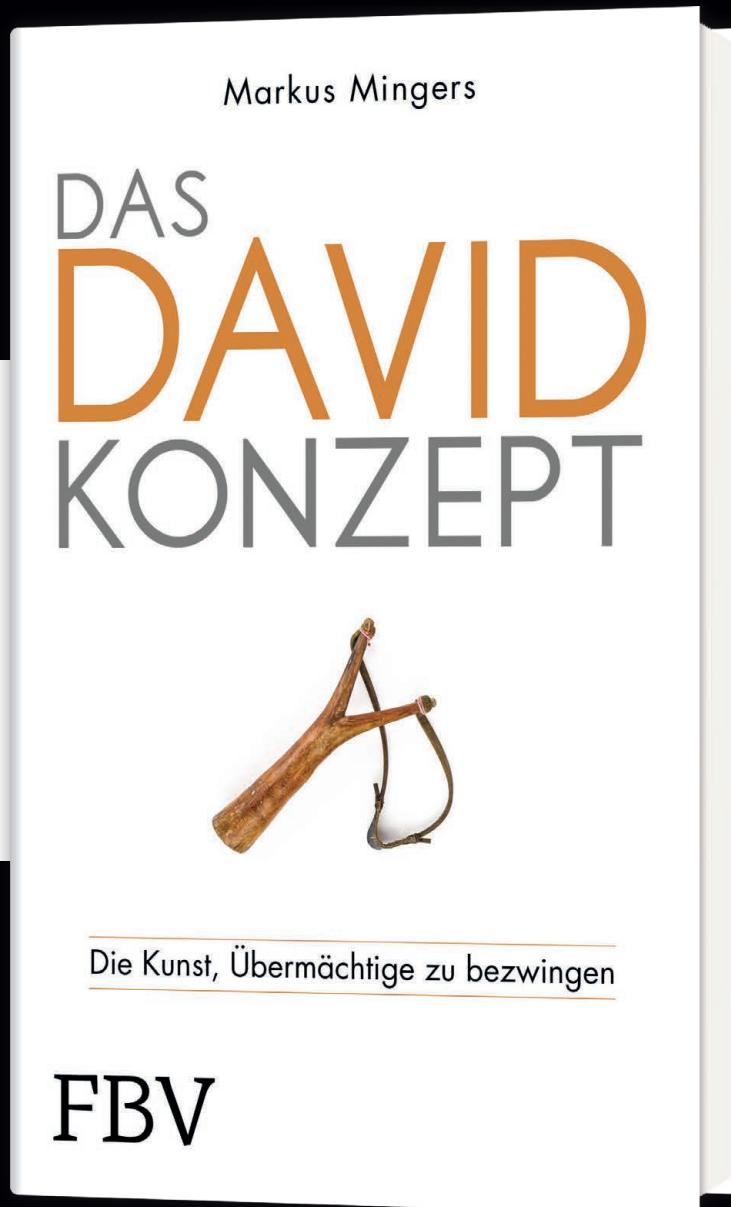
Markus Mingers' concept of 14 universal principles for success that anyone can use has been summarized in his book. In it he shows you not only which inner attitude, which ways of thinking and which kinds of action favour success, but also which attitudes, behaviour patterns and beliefs cause the opposite - and gives useful tips on how you can fight them.



How to assert yourself successfully – the 14 essential principles

FBV

PERSONAL
DEVELOPMENT



Mingers, Markus

The David Concept

The art of winning against the odds or
how to beat the big guys

240 pages, 13,5 × 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-95972-209-4
Product group 1481

20.02.2019



- » Live according to the David Concept and success will come naturally!
- » With 14 universal principles everybody can use to succeed.
- » The art of beating those more powerful and mighty. The art of winning against the odds or how to beat the big guys



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.



JUDITH ENGST

Judith Engst (MBA), born in 1970, is a business and financial journalist and mainly writes guidebook texts. For many years she was editor-in-chief of a Correspondence magazine and has numerous books on stock market topics, investment, law and taxes as well as communication. In addition she works as a lecturer at the Business School Alb-Schwarzwald. Her 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.

For almost 10 years a classic reference for entering the stock market. The Stock Market made Simple shows how basically anyone can open a securities account, which suitable securities to find, the risks involved and what one should consider when purchasing. The book is perfect for entering the stock market, even for investors without any previous knowledge.

How to build a fortune or receive a permanent income from interest? Shares, funds, bonds, certificates - there are millions of securities and investment opportunities. Most books for beginners, however, only explain how individual securities work, or describe which strategies were effective in the past. This book fills in the gaps.

THE STOCK MARKET BESTSELLER WITH OVER 30,000 COPIES SOLD

Rolf Morrien | Judith Engst **BÖRSE**

LEICHT VERSTÄNDLICH

Von der Depot-Eröffnung zum optimalen Depot

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und erweiterte
Jubiläumsausgabe

FBV

manager
magazin
Bestseller

Engst, Judith; Morrien, Rolf
**Stock Market made Simple –
Anniversary Edition**
From your first to your optimal
portfolio

240 pages, 14,5 x 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-95972-176-9
Product group 1496

19.06.2019



- » *Manager Magazine's* bestseller in its 8th, completely revised and updated edition.
- » Ideal for stock market entry – even without previous knowledge



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.



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Protecting your stock portfolio is like influenza prevention: there is no fool-proof guarantee, but there are ways to protect yourself as much as possible. And those who know the appropriate hedging instruments will also successfully survive the next crisis on the financial markets.

In this book, investors learn everything they need to know about buying hedging instruments, controlling investment ratios and liquidity, and buying gold as an emergency hedge. In addition, the authors reveal which savings plans can be used to make attractive profits even in bad times.



AT LAST A CHANCE TO GO ON A RELAXING HOLIDAY - with a hedged stock portfolio



Engst, Judith; Morrien, Rolf

Securing your Stocks - Simplified

How to secure your own portfolio and
even profit from fluctuations in exch-
ange rates

140 pages, 13,5 × 20,5 cm
softcover
Original

14,99 € (D)

ISBN 978-3-95972-199-8
Product group 1496

17.07.2019



- » Only 140 pages for everything you need to know about stock portfolios: designed to be brief, compact and clear
- » Not only facing the next crash calmly, but also making profits in turbulent times



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.

Investment funds offer a number of practical advantages for investors and savers. But choosing the right funds from a variety of products is not always easy for beginners or even for experts.

Stock market expert Beate Sander shows how even inexperienced investors can use easy-to-understand criteria to select the right ETFs and important fund types for their personal investments. Included are investment models from 5,000 EUR to 100,000 EUR, sample portfolios, quick tests and a glossary.

More than
75 000 books
by Beate Sander
sold



ISBN 978-3-89879-965-2
29,99 € (D)



ISBN 978-3-95972-081-6
34,99 € (D)

FIND THE BEST INVESTMENT FUNDS QUICKLY AND EASILY

BEATE SANDER

WIE FINDE ICH DIE BESTEN ETFs UND INVESTMENT FONDS?

»Beate Sander ist die Grande Dame
unter den Börsengurus.«
Vogue Business

FBV

Komplett überar-
beitet und aktualisierte Neuauflage

Alles
über Arten,
Auswahl, Streuung,
Chancen, Rendite
und Kosten

Completely
revised,
expanded and
updated new
edition

Sander, Beate

**How can I find the best ETFs
(Exchange Traded Fund) and
Investment Funds?**

All you need to know about selecting,
scattering funds, chances, profit and
costs

432 pages, 17,0 x 24,0 cm
paperback, 4-farbig
Original

29,99 € (D)

ISBN 978-3-95972-173-8
Product group 1496

23.04.2019



- » By the author of the bestselling stock exchange book *Der Aktien- und Börsenführerschein (Shares and Stock Market Licence)*.
- » Everything beginners and experienced investors need to know about investment fund types, selection, diversification, opportunities, returns and costs



THOMAS ZABEL

Thomas Zabel, born 1971, is the leading German consultant for high-rise housing, a real estate entrepreneur and investor. At the age of 21, he founded his first consulting firm in Aachen. In 2016, the global real estate group JonesLangLasalle acquired his Zabel Property AG, managed by him in Berlin, with a focus on making the German housing market more international. The successful entrepreneur has been involved in various real estate companies and residential projects in Germany for over 25 years. He is also responsible for the nationwide activities of JLL Residential Development.

High-rise buildings or skyscrapers were first built in New York and Chicago, and later in East Asia and Europe. Until recently in Germany, residential skyscrapers were not that popular. But now the upward trend has also reached us. People want to live in the heart of the city, and urban living is playing an increasingly important role.

Thomas Zabel, Germany's leading expert on residential high-rise buildings, analyses the new boom in high-rise blocks of flats. Where does this trend come from and why has it taken so long for it to reach Germany? Who are the people behind it, who are the driving forces? Where do the most exciting projects come from? And can German residential skyscrapers even keep pace with international projects?



LIVING ABOVE THE CLOUDS



Zabel, Thomas
Towers of Germany
Housing Tower Blocks in Germany

200 pages, 14,5 x 21,5 cm
paperback
Original

22,99 € (D)

ISBN 978-3-95972-207-0
Product group 1973

19.06.2019



- » High-rise housing is conquering German big cities
- » The author is the leading German residential high-rise consultant and successful real estate entrepreneur and investor



THILO SARRAZIN

With *Deutschland schafft sich ab* (2010) he wrote a bestseller, which triggered a great social debate. Likewise, all of his following books reached first place on the Spiegel bestseller list. As a specialist economist and politician, he was responsible for the conception and implementation of the German Monetary Union. From 2002 to 2009 he was Senator of Finance in Berlin, then a member of the board of Deutsche Bundesbank for one and a half years.

The lagging behind of the Islamic world, the integration deficits of Muslims in Germany and Europe as well as the oppression of Muslim women are a consequence of the cultural imprint of Islam. Thilo Sarrazin shows this in his new bestseller.

Germany must also face up to these facts, as the proportion of Muslims in Germany and Europe continues to grow due to immigration and persistently high birth rates. If this trend continues, Muslims will be on their way to a majority here. Our culture and society can only be protected if the further immigration of Muslims is stopped and the integration of the Muslims living with us is promoted with robust means. Because all tendencies to reform Islam have so far largely failed. For example, there is no country in which Muslims are in the majority, where freedom of religion and a functioning democracy exist. Instead, the Islamic world as a whole suffers from explosive population growth, and its fanaticism is constantly increasing.

Thilo Sarrazin builds a bridge from the statements of the Koran to the mental imprint of Muslims, from there to the peculiarities and problems of Muslim states and societies, and finally to the attitudes and behaviour of Muslims in the immigration societies of the West.



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POLITICS/SOCIETY

THILO SARRAZIN FEINDLICHE ÜBER- NAHME

Wie der Islam
den Fortschritt
behindert und
die Gesellschaft
bedroht

FBV

**SPIEGEL
Bestseller**

Sarrazin, Thilo
Hostile Takeover

How Islam hinders progress and threatens
society

450 pages, 13,5 x 21,5 cm
paperback
Original

24,99 € (D)

ISBN 978-3-95972-162-2
Product group 1973

28.08.2018



- ➔ Thilo Sarrazin is four-time #1 Spiegel bestseller author with a total print-run of over two million copies.
- ➔ The previous title "Deutschland schafft sich ab" has sold almost two million copies



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.

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



More than
100 000
copies sold

ISBN 978-3-89879-906-5
19,99 € (D)

NEXT STOP: MARS – BILLIONAIRES ARE CONQUERING THE UNIVERSE

FBV

Nonfiction/Biography

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 × 21,0 cm
hardback
19,99 € (D)

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

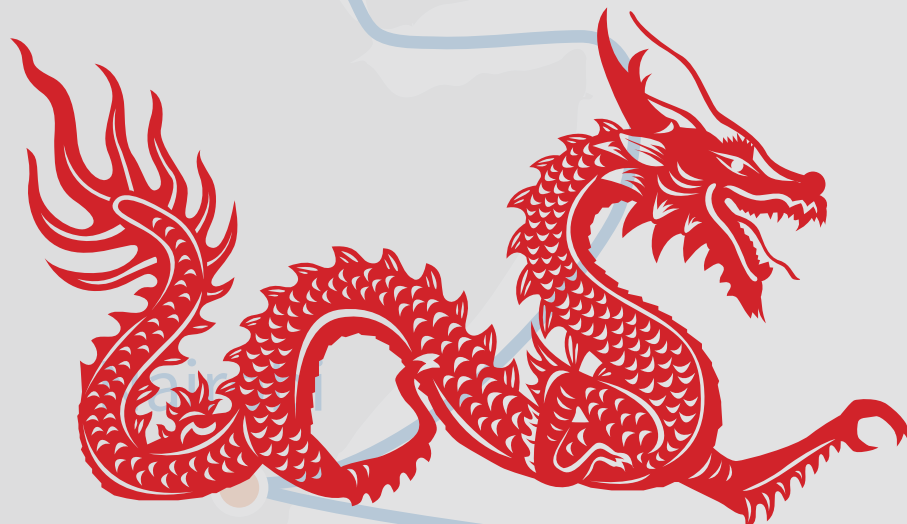


MARCUS HERNIG

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



JÜRGEN DUNSCH

Dr. Jürgen Dunsch, born in Stuttgart in 1948, has made a name for himself over the decades as a business journalist. After working for two regional newspapers and as head of department at the Börsen-Zeitung in Frankfurt, he became executive editor for companies in the Frankfurter Allgemeine Zeitung (F.A.Z.) in July 1991. At the beginning of 2007, he went to Switzerland for his final professional stage as a correspondent for the F.A.Z.. Since the end of the nineties, Dunsch has been closely following the World Economic Forum in Davos as well as its founder, Klaus Schwab. Today he works as a freelance journalist in Switzerland.

»For three days a year the world looks at the Swiss Alps: In Davos (12 000 inhabitants) THE meeting of the rich and the powerful takes place! The World Economic Forum (WEF)!«

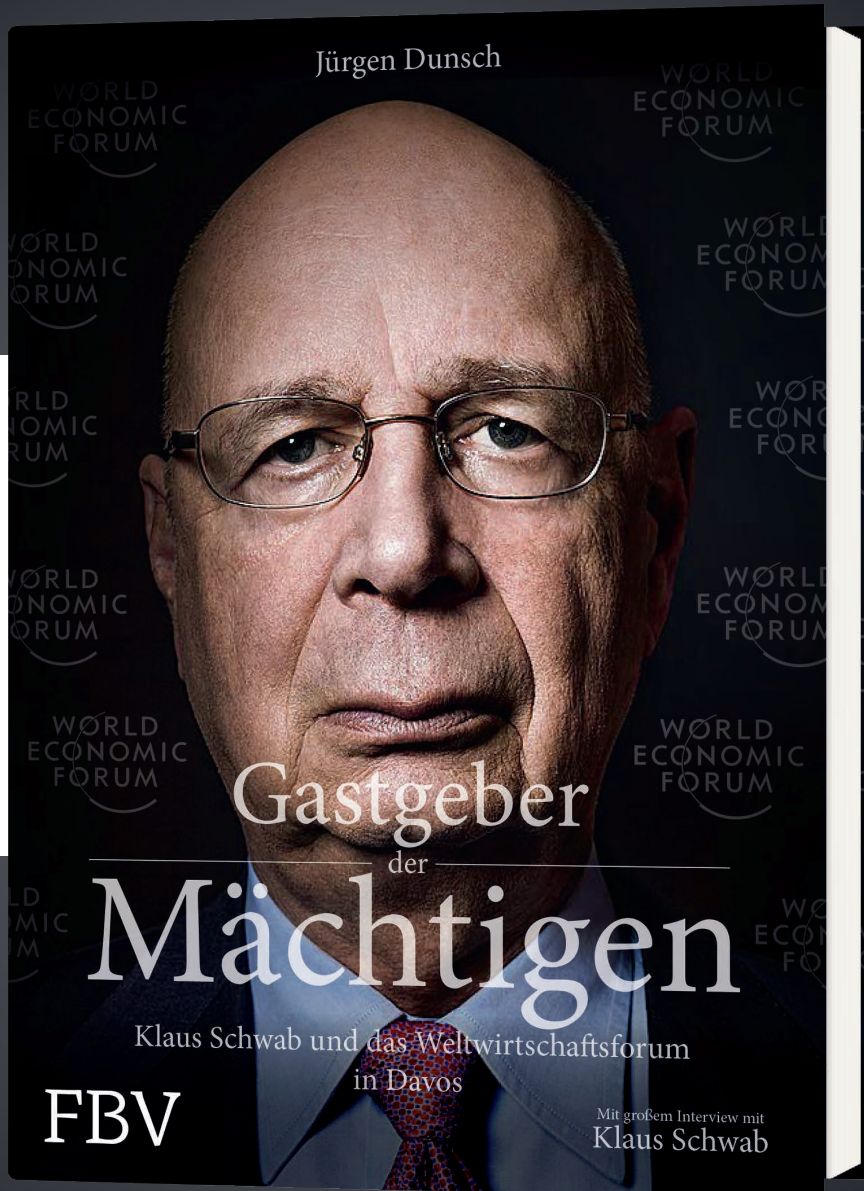
BILD-Newspaper



Hidden power in the mountains, network of the global elite, vanity fair: the World Economic Forum in Davos has many labels attached to it. Since its foundation in 1971 by the German economics professor Klaus Schwab as a managers' meeting, the "World Economic Forum" (WEF) has developed into a global organisation. Every year 2500 participants, including 40 heads of state and government, make a pilgrimage to the small Swiss tourist village for just under a week.

Journalist Jürgen Dunsch has been a regular participant since 1998. His book is the first comprehensive presentation of the WEF by an independent writer. It looks behind the scenes of the meeting of global elite - from the organisation to the informal occasions and discussions at the many exclusive private events. WEF founder Klaus Schwab supplements the book with insights into his daily routine and an extensive interview.

The first big book about the World Economic Forum in Davos



Dunsch, Jürgen; Schwab, Klaus
Hosting the Powerful
Klaus Schwab and the World Economic
Forum in Davos

250 pages, 14,8 x 21,0 cm
paperback
Original

24,99 € (D)

ISBN 978-3-89879-985-0
Product group 1974

10.10.2016



- ➔ With a 16-page, colourful picture section and exclusive, previously unpublished pictures.
- ➔ The first comprehensive presentation of the WEF penned by an independent writer.



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 x 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



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



INGO LEIPNER

Ingo Leipner, graduated economist and business journalist, is the author of critical books on the digitisation of society, such as his joint work with Gerald Lembke *Die Lüge der digitalen Bildung* at Redline Verlag. He is also a sought-after speaker on critical approaches to the digital world. The important topic of „fake news“ led him on a trail of conspiracy theorists. More at www.ecowords.de.



JOACHIM STALL

The documentary filmmaker Joachim Stall is interested in the stories behind the facades of our society. This is how films such as „High Skills“ are made, where he portrays the lives of highly sensitive and gifted people. His current film „Raymond Zimmer and the World of Bees“ had its cinema premiere on 10 June 2018.

Inspired by the rise in fake news and fueled by the Internet, conspiracy theories are booming. Take 9/11? Or the CIA? The world dominated by the few? They have reptilians waiting their turn. The Federal Republic of Germany? A fake state to keep us in line – according to the far-right movement of the Reichsbürger. There are countless conspiracy theories and many more followers who swear blindly by things that, at best, would elicit a shake of the head from others.

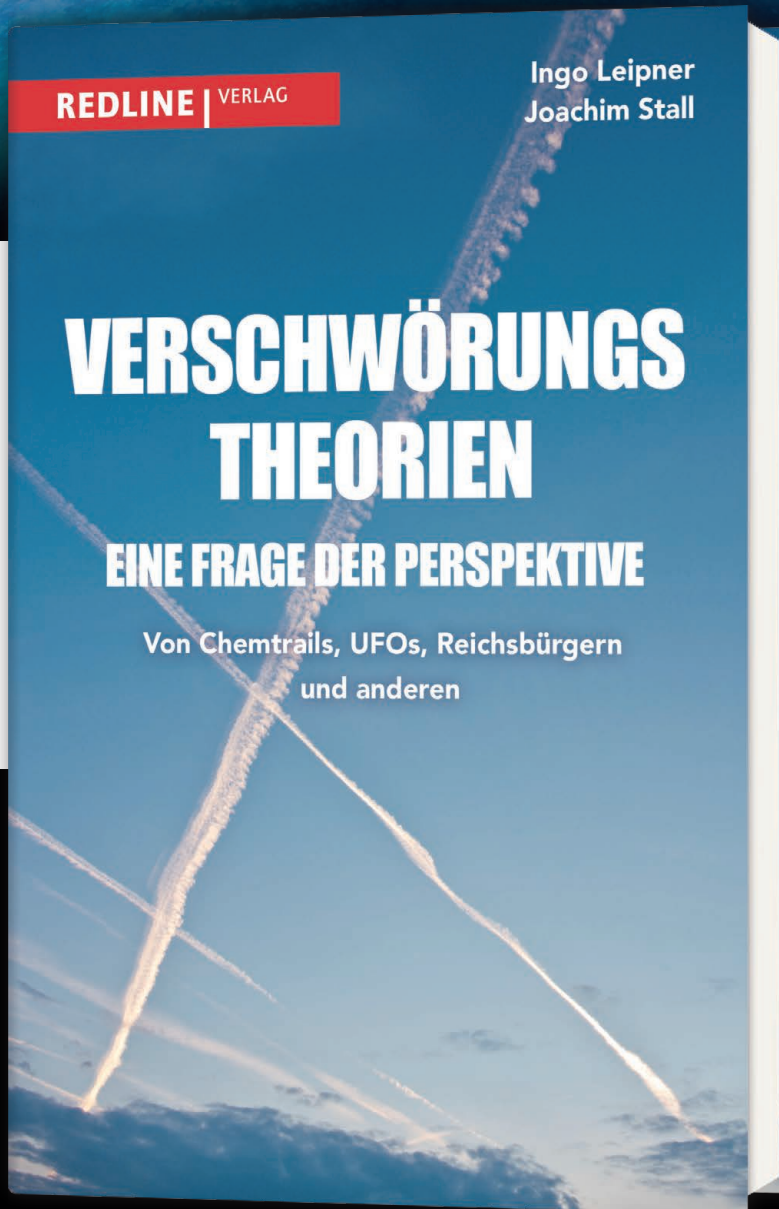
The authors Ingo Leipner and Joachim Stall have approached these followers in numerous interviews and found out what drives the conspiracy theorists and how they came to their 'off-the-wall' view of the world. Their book offers the chance to understand contemporaries who populate the Internet forums on a daily basis.

One thing's for sure: we all sit down to fake news and crude theories more often than we believe - and our step into these filter bubbles is far smaller than we want to admit.

UNDERSTANDING WHAT CONSPIRACY THEORISTS THINK AND WHAT DRIVES THEM

Redline

SOCIETY



Leipner, Ingo; Stall, Joachim

Conspiracy Theories – A Question of Perspective

On Chemtrails, UFOs, Reichsbürger and more

240 pages, 14,5 × 21,5 cm
paperback

Original

19,99 € (D)

ISBN 978-3-86881-744-7
Product group 1973

22.05.2019



- » Understanding what conspiracy theorists think and what drives them
- » Recognizing and understanding conspiracy theories and fake news



FELIX PLÖTZ

Felix Plötz is an author, entrepreneur and internationally sought-after speaker. His publishing start-up *Plötz & Betzholz* received an award from the Frankfurt Book Fair for its innovative business model and was taken over by a large publishing group 10 months after it was founded. His book *Das 4-Stunden-Startup* (*The 4-Hour Start-Up*) was on the bestseller lists for more than two and a half years. He lives in the Ruhr area as an author, entrepreneur and keynote speaker.

»His own resume proves that it works!«

Business Insider Deutschland

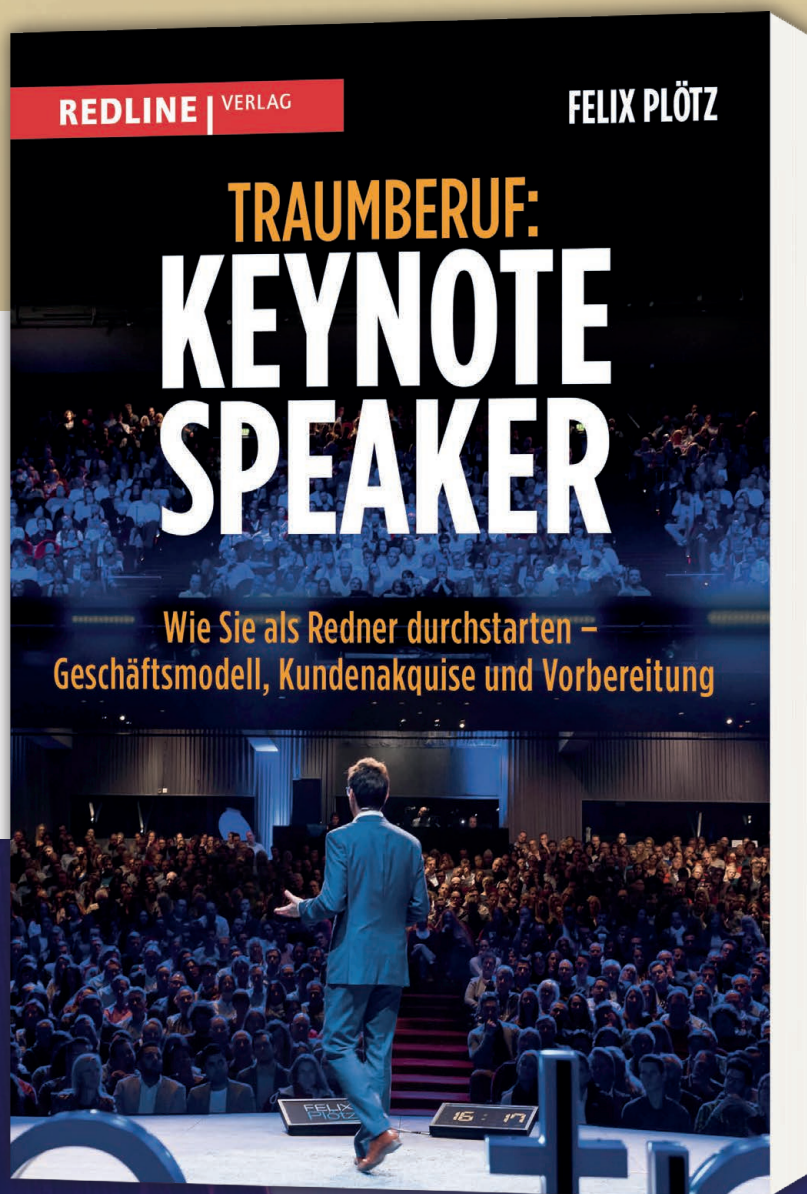
Util three years ago, Felix Plötz was still completely unknown; today he is the shooting star among public speakers. He earns more with his lectures in one hour today than he used to in a whole month and delights thousands of listeners!

In his book he gives an authentic look behind the scenes of this profession and explains how you can manage to become known quickly, which communication techniques to use, how to get to customers and which mistakes you should try to avoid. With his unmistakable „Einfach-mal-machen“ (just do it) spirit, he offers a perfect “how-to” book with lots of personal experience for everyone who wants to be successful as a speaker.

THE GUIDEBOOK FOR ALL ASPIRING TOP SPEAKERS

Redline

JOB / CAREER



Plötz, Felix

Dream Job: Keynote Speaker

How to get started as a speaker - business model, customer acquisition and preparation

220 pages, 14,5 x 21,5 cm
softcover
Original

19,99 € (D)

ISBN 978-3-86881-716-4
Product group 1786

20.03.2019



» With many practical tips, examples, original recordings and instructions



SAMER MOHAMAD

Samer Mohamad, better known as Mr Promotion, is a passionate salesman and one of the best-known social media professionals in Germany. He has already prepared many renowned companies for digital transformation as a speaker and consultant.

»I held on to my dream. And only my mistakes have made me successful«

Samer Mohamad

At the age of four he emigrated with his family from Syria to Germany to live the German dream. Later homelessness was followed by prison - Samer Mohamad's path in life is as rocky as it is unique. He succeeded in what so many dream of: despite adversities, he has become a successful social media entrepreneur.

Now the Facebook star gives an insight into the secrets of his success and in his book *Like!* He shows how to get started in business with the help of social media. He explains how to use popular social media platforms to easily create a digital brand in 90 days and how to turn customers into fans of your own brand in order to build an online empire.

FROM HARTZ IV TO SOCIAL MEDIA COACH

Redline

JOB/CAREER



Mohamad, Samer

Like!

How to earn money using social media and build your own online empire

224 pages, 14,5 x 21,5 cm
softcover
Original

19,99 € (D)

ISBN 978-3-86881-735-5
Product group 1784

17.04.2019



- » How to become a brand and build a business with social media
- » From Hartz IV to Social Media Coach



NICLAS LAHMER

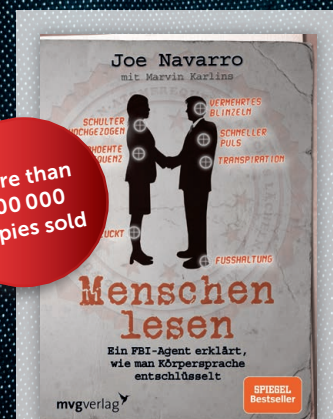
Niclas Lahmer is a speaker, consultant and trainer in risk and security management. His clients include industry, commerce, the military and other government organizations.



People lie, day for day - even in the office. Surprisingly, however, we only see through 47 percent of these lies, a really slim success rate, especially when it comes to selecting a suitable candidate, the promises made by a superior or even „just“ the assessment of colleagues.

In his book Niclas Lahmer shows how to decipher people in everyday business life. And he knows what he's writing about. As a trainer for the civilian and military sector, one of his tasks is to distinguish truth from lies. From this practice he can offer easily comprehensible techniques to expose untruths and liars and also to recognize the not obvious.

With this you cannot only gain an enormous advantage in negotiations and with customers, but also learn to better protect and defend yourself in professional life - from lies and deception, rip-offs or mobbing!



ISBN 978-3-86882-213-7
16,95 € (D)

RECOGNIZE WHEN BOSSES AND COLLEAGUES LIE

Redline

BERUF/KARRIERE



Lahmer, Niclas

The business polygraph

The practical guidebook for everyday work - that's how colleagues, bosses, applicants and customers tick

256 pages, 14,5 x 21,5 cm
softcover
Original

17,99 € (D)

ISBN 978-3-86881-740-9
Product group 1490

20.02.2019



- » Uncover deceptions, recognize lies: Practical tips from the security expert
- » Never clueless again - this is how bosses and colleagues see through things



LEILA SUMMA

Leila Summa works as a digital advisor and entrepreneur. She was one of the first sales people at Facebook Germany. She set up XING Marketing Solutions GmbH as Managing Director. In addition to her job, she trains managers as a mentor at Google. She also works with Dr Vladimir Klitschko. As founder of the start-up company „Play To Change“, she helps companies to get started in the digital world.



CHRISTINE KIRBACH

Christine Kirbach is a serial entrepreneur with many years of experience in management positions in the corporate board environment. A unique combination, that the transformation and leadership expert uses today with her company red lab, to enable organizations to adopt new behaviors in order to accelerate innovation processes. She is in demand internationally as a bridge-builder between start-ups and corporations as well as a public speaker and digital advisor.

Tech giants such as Facebook, Google etc. have shown the way: they have developed from start-ups to global players who dictate rules to industry and force traditional companies to adapt to changing market conditions. And they have developed their own methods and tools to make them successful.

Practice experts Leila Summa and Christine Kirbach know how the digital giants and their instruments work in business practice. They give a unique overview of the best methods and show practical ways how they can be integrated into a company's everyday life: with 33 methods for digitization - explained simply and with step-by-step instructions.

DIGITALISATION – SIMPLY DO-IT-YOURSELF

Redline

MANAGEMENT

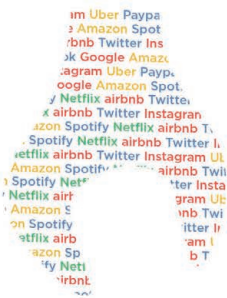
REDLINE | VERLAG

Leila Summa
Christine Kirbach



33 WERKZEUGE FÜR DIE DIGITALE WELT

Wie jeder die Methoden der Tech-Giganten
nutzen kann – Moonshot Thinking,
Team Canvas und vieles mehr



Summa, Leila; Kirbach, Christine

33 Tools for the Digital World

How anyone can use methods used by
tech giants - Moonshot Thinking, Team
Canvas and much more

240 pages, 14,5 x 21,5 cm
softcover
Original

19,99 € (D)

ISBN 978-3-86881-738-6
Product group 1784

20.02.2019



- » The reference book with 33 tried and tested tools from Google, Amazon, Facebook, and many others.
- » Methods for digitization simply explained and with step-by-step instructions



STEFAN GRÖNER

Prof. Stefan Gröner is one of the most renowned strategy consultants, executive trainers and lecturers in the German-speaking world. He has held top management positions (e.g. publishing director, managing director) for Gruner+Jahr and the Bauer Media Group. He has been working as a strategy consultant and professor and Dean of Studies for „Digital Management“ at Fresenius University for more than 10 years.



STEPHANIE HEINECKE

Prof. Dr. Stephanie Heinecke is a professor at the Fresenius University of Applied Sciences and a proven German researcher on the subject of „digital transformation“ in the media, telecommunications and IT industries. She also worked for Solon Management Consulting, one of the most renowned strategy consultancies in Germany.

Artificial intelligence is „the next big thing“ - and everyone is spellbound and anxious. Unfortunately, however, many companies have stayed in this state of shock. They threaten to miss out on change and are approaching the necessary adjustments to their business model too late and with too little consistency. They are missing the opportunities opened up by the increased use of AI machines or partners, such as Machine Learning or Deep Learning. It's becoming more and more crucial for the survival of companies to find ways to use AI - whether in planning, production or work processes, but above all when offering products and services with high level customisation.

The good news is - it's not too late yet! Even those who chose to neglect digitisation have now the chance to develop new advantages. In this book you can find out just how with many practice-oriented examples.

Jetzt
nachbestellen!



ISBN 978-3-86881-705-8
17,99 € (D), 18,50 € (A)



USING ARTIFICIAL INTELLIGENCE (AI) CORRECTLY

Redline

MANAGEMENT



Gröner, Stefan; Heinecke, Stephanie
Your AI Partner
Understanding Artificial Intelligence
and making proper use of it in business

220 pages, 14,5 x 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-86881-749-2
Product group 1789

17.04.2019



- » What is changing - and what does *Your AI Partner* mean in concrete terms for companies?
- » Practical knowledge with many examples, summaries and COSIMA principle for the redesign of products and services



BERNHARD KALHAMMER

Bernhard Kalhammer formed the basis for his current operations as a 'serial entrepreneur' when he was a member of the management board of *Deutsche Sport Fernsehen (DSF-German Sports TV)*. He now has more than 10 years of experience in the start-up sector. He is co-founder of the German market leader in e-ticketing for cinemas, *kinoheld.de (Exit CTS Eventim)*, and digital consultant for business development, sales, growth marketing and podcaster with *Startup Hacks*.

More and more people wishing to establish their own businesses are daring to take the step into self-employment and want to land the big coup with their start-up. But what does it take to turn an idea into a successful business or even a unicorn? Why does it work for some - and not for others? In his book, start-up expert and podcaster Bernhard Kalhammer provides all the relevant hacks to make a start-up a success.

With over 20 portraits of established founders, such as Michael Brehm (StudiVZ), Pia Poppenreiter (Ohlala) or Germany's best-known poker expert Jan Heitmann, the book offers inspiration, tips and practical experience. In interviews, the founders talk about their smartest success strategies, best learnings and decisive aha-experiences, but also about their worst failures.

BUNDLED KNOWLEDGE

FROM THE GERMAN START-UP SCENE

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MANAGEMENT

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BERNHARD KALHAMMER

START-UP HACKS

WAS UNTERNEHMEN
WIRKLICH VORANBRINGT

Deutsche Gründer verraten ihre
entscheidenden Erfolgsgeheimnisse,
überraschendsten Erfahrungen
und prägendsten Misserfolge

Kalhammer, Bernhard
Start-Up Hacks
What really pushes business

256 pages, 14,5 x 21,5 cm
softcover
Original

19,99 € (D)

ISBN 978-3-86881-739-3
Product group 1784

17.04.2019



Known through
the podcast
Startup Hacks

- » Best guide for founders who want to tune in to success!
- » Hacks, failures and success factors - the best practice guide book for all founders.



KISHOR SRIDHAR

Kishor Sridhar is a management consultant, coach and speaker. He supports companies and executives in complex change processes. In addition to his consulting activities, Kishor Sridhar has teaching assignments at international universities. Among other things, Redline published *Wie Sie andere dazu bringen, das zu tun, was Sie wollen* as well as *Hätte, würde, könnte, machen*. (*How you can bring others to do what you want and What you would, could, would, do*).

*»Managers would do well
to follow Kishor Sridhar's recommendations«*

Harvard Business Manager

The business world is undergoing a drastic upheaval. Digitisation, permanent change, speed, heterogeneity, constantly changing teams and stronger competition are just some of the many challenges for which completely different solutions are needed today.

Kishor Sridhar questions previous leadership approaches and methods. Which of these still fits in the digital age? Today, leadership must be more dynamic, more flexible and more adaptable. The book doesn't offer vague theory but offers clear, innovative and sustainable solutions and tips for successful leadership in all situations, from team building to conflict management.

THE REVOLUTION IN DIGITAL BUSINESS MANAGEMENT

Redline

MANAGEMENT

REDLINE | VERLAG

Kishor Sridhar

DAS EINZIGE FÜHRUNGS BUCH,

das Sie **im digitalen Zeitalter**
noch benötigen

Sridhar, Kishor
**The Only Guide You Will Need in the
Digital Age**

240 pages, 14,5 x 21,5 cm
paperback
Original

19,99 € (D)

ISBN 978-3-86881-748-5
Product group 1784

22.05.2019



- » What executives in the digital age really need to know
- » With leadership-style self-test for managers



JENS SCHADENDORF

Jens Schadendorf is a Global Book consultant and a freelance diversity researcher at the Chair of Business Ethics at the TU Munich. Prior to this, he was a programme manager for many years, including with Gabler, Econ and Herder, and studied economics and social sciences in Hamburg, Freiburg?, Singapore and Bangkok. He has received numerous awards, made media appearances and publications, including Redline *Der Regenbogen-Faktor* (*The Rainbow Factor*).

The business world is changing faster and faster: it is becoming more intercultural, more diverse, more innovative. In addition to risks, there are also great opportunities for companies - also by taking a closer look at minorities, such as gays, lesbians and other members of the LGBTIQ community.

Jens Schadendorf was the first person worldwide to follow this up - in Europe, the USA, Hong Kong and South Africa. In more than a hundred interviews, he spoke to board members and managers, HR managers, diversity experts and activists. He spoke with representatives from Allianz Global Investors, SAP, Siemens, Thyssenkrupp, Deutsche Bank and IBM, Accenture, BCG, McKinsey, EY, KPMG, Deloitte, PWC and many others. This also included representatives from global law firms, foundations, associations, universities and NGOs.

It turns out that gays, lesbians et al. have become an important success factor in the global economy. Even when faced with obstacles, it is worth hiring them, promoting them and turning them into dynamic „GaYme changers“ - with strong role models, flexible strategies, hands-on measures and innovative cooperation.

Success factor minorities • new prospects, new opportunities

Redline

MANAGEMENT

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JENS SCHADENDORF

GA^YME CHANGER

WIE EINE DYNAMISCHE MINDERHEIT
DIE GLOBALE WIRTSCHAFT VERÄNDERT

Schadendorf, Jens

GaYme Changer

How a dynamic minority is changing
the global economy

272 pages, 14,5 x 21,5 cm
paperback
Original

24,99 € (D)

ISBN 978-3-86881-736-2
Product group 1780

17.04.2019



- » How a minority like the LGBTIQ community is conquering the economy - and making it more successful
- » Many original interviews with CEOs and business people worldwide



FRANK RIEMENSBERGER

Frank Riemensperger is Accenture's CEO for Germany, Austria and Switzerland and an expert in digitisation and complex IT-supported business transformation. He is also a member of the *Senat der Deutschen Akademie der Technikwissenschaften, acatech* (Senate of the German Academy of Engineering Sciences) and the committee of the IT industry association *BITKOM* and the Federal Association of IT Users *VOICE*.



SVENJA FALK

Svenja Falk is Managing Director at Accenture in the Health & Public Division Service worldwide and sits on board of the Accenture Foundation. She is an expert for digital business models, the future of work and trends in the public sector and a sought-after speaker on the topics of digitisation and innovation.

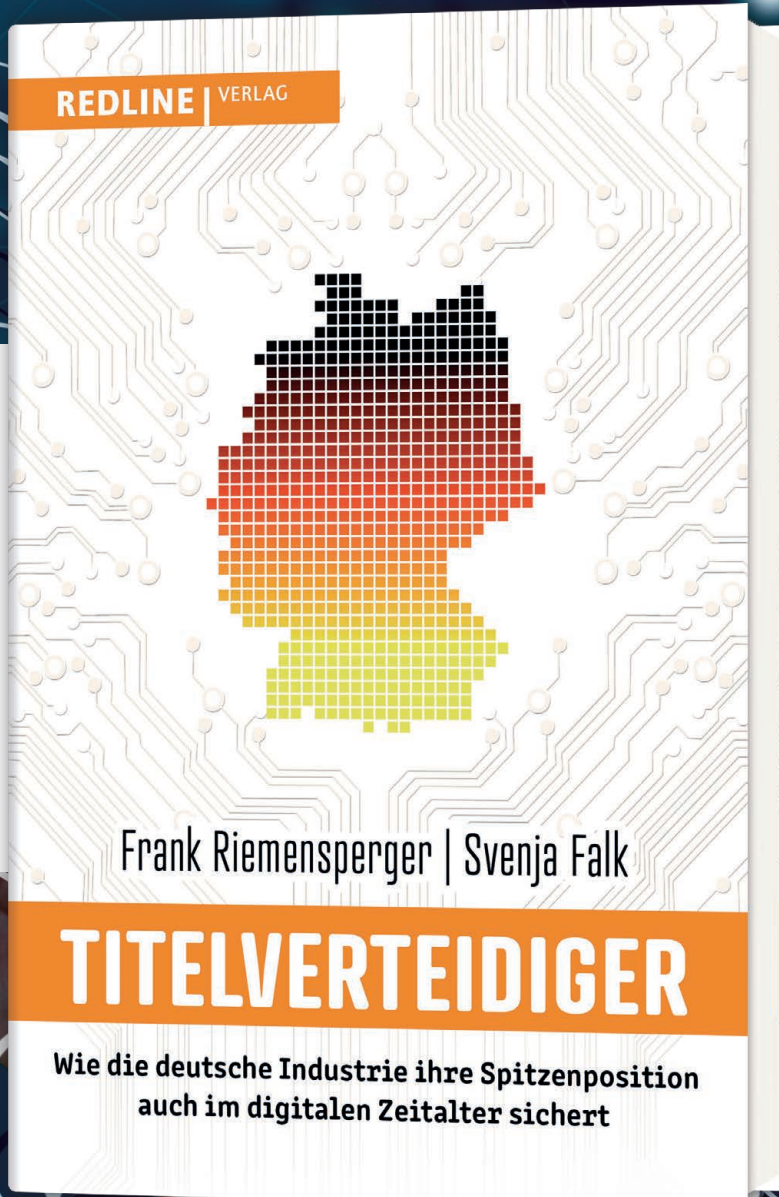
Digitisation is changing Germany's companies massively and posing major challenges for them: platform economy, artificial intelligence, smart products, big data, blockchain and much more. Frank Riemensperger and Svenja Falk analyse Germany as an industrial location in the digital era and use many examples and current studies to illustrate that if companies tap into their strengths and at the same time courageously break with outdated traditions, they can also be successful in the future, with technological intelligence, focusing and radically new digital value creation and business models.

The authors develop a vision for Germany as a digital location and its companies together with those defending their titles at the top. In this way, Germany can defend its leading position.

MISSION LEADING POSITION - SUCCESSFULLY SHAPING DIGITISATION

Redline

MANAGEMENT



Riemensperger, Frank; Falk, Svenja
Staying At The Top
How German industry is securing its position at the top even in the digital era

240 pages, 14,5 x 21,5 cm
paperback
Original

29,99 € (D)

ISBN 978-3-86881-733-1
Product group 1975

20.03.2019



- » First comprehensive inventory of the digitisation site Germany
- » How companies can master the challenges of platform economy, blockchain, artificial intelligence and Co.



VERA F. BIRKENBIHL

Vera F. Birkenbihl was the director of the Institut für gehirn-gerechtes Arbeiten (an institute for 'brain-friendly' work) and was one of the greats in the seminar field. Her main topics were brain management, i.e. thinking, teaching, learning and future viability. She was respected for her trainer professionalism, not only because she developed and systematically updated her material herself, but also because she consistently discovered new topics. More than half a million people attended her lectures and seminars. The total circulation of her books, CDs and DVDs is now over 3 million.

BIRKENBIHL ON BUSINESS!

Wherever there are people working, there will be mistakes and even top managers are not exempt from making mistakes or behaving wrongly from time to time. In the Birkenbihl classic *Birkenbihl on Management*, Vera F. Birkenbihl illuminates precisely this human side of management.

She presents methods that managers can use to assess their own qualities and apply when dealing with colleagues about employee motivation or behaviour in meetings. This classic contains case examples and self tests on relevant topics, such as incentives, meetings, organization, growth and service. The reference book for all those who are currently managers or prospective managers!

Birkenbihl on Service is a book for everyone who deals with customers and clients! In this classic, the author shows that service can even be fun - and always pays off.

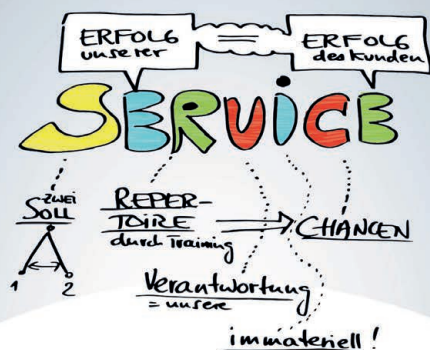
More than
1.2 Mio.
Books
sold

So instead of wasting their customers' time and nerves ignoring their actual wishes, companies and service employees must finally rethink and act. Vera F. Birkenbihl uses 47 case studies and exercises, a self-test and her proven training methods to show how it can work.

- » More success in everyday work with the extraordinary Birkenbihl method
- » The most important findings and exercises from decades of training and seminar practice.
- » Two masterpieces for brain-friendly work

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VERA F. BIRKENBIHL



BIRKENBIHL ON SERVICE

Mit 47 Fallbeispielen
und konkreten
Handlungsalternativen

Birkenbihl, Vera F.
Birkenbihl on Service
47 case studies and hands-on alternatives to manage situations

192 pages, 14,5 x 21,5 cm
softcover,
Original

14,99 € (D)

ISBN 978-3-86881-742-3
Product group 1784

23.01.2019



REDLINE | VERLAG



BIRKENBIHL ON MANAGEMENT

Irren ist menschlich –
managen auch

VERA F. BIRKENBIHL

Birkenbihl, Vera F.
Birkenbihl on Management
To err is human – but so is to manage

288 pages, 14,5 x 21,5 cm
softcover
Original

14,99 € (D)

ISBN 978-3-86881-741-6
Product group 1784

23.01.2019





JENS MÖLLER

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.

»*Learning never exhausts the mind.*«

Leonardo da Vinci

In *The da Vinci formula*, Jens Möller uncovers the secret behind the visionary innovation of the great visionary. He reveals seven previously unknown principles for success that the artist followed and developed over the course of his life but also explains how we can increase as well as harness our innovative faculties using Leonardo's principles for life and work.

Each chapter features a "coaching compass" for practical implementation—learn to think and act in a more innovative way with Leonardo da Vinci's seven principles for life and work!

LEONARDO'S STRATEGIES FOR SUCCESSFUL INNOVATION

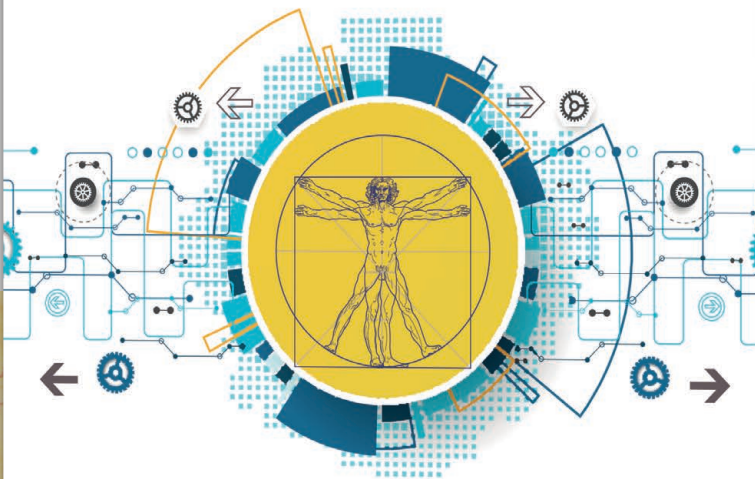
Redline

Work/Careers

REDLINE | VERLAG

JENS MÖLLER

DIE DA-VINCI-FORMEL



Die **7** Erfolgsgesetze für
innovatives Denken

Was wir vom Renaissance-Genie lernen können

Möller, Jens

The da Vinci formula

The seven secrets of innovative thinking

208 pages, 14,8 x 21,0 cm

softcover

original

17,99 € (D)

ISBN 978-3-86881-709-6

Product group 1481

06.08.2018



- ➔ The seven proven principles of the genius of the Renaissance, and how you can use them yourself
- ➔ Celebrating 500 years since da Vinci in 2019



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.

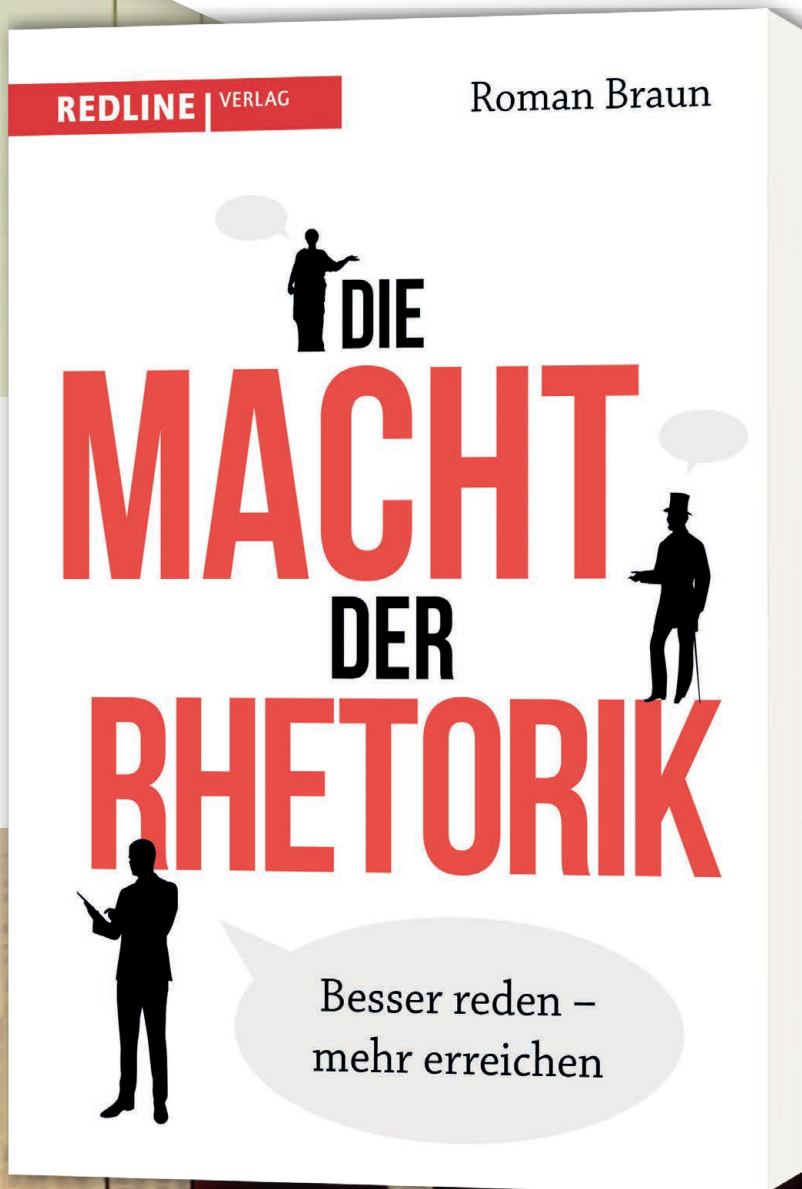


ISBN 978-3-86881-614-3
22,99 € (D)

THE NEW EDITION OF THE COMMUNICATION CLASSIC

Redline

Business/Career



Braun, Roman
The power of rhetoric
Speak better – achieve more

310 pages, 14,8 x 21,0 cm
paperback
19,99 € (D)

ISBN 978-3-86881-700-3
Product group 1498

22.01.2018



RIGHTS FOR PREVIOUS EDITIONS SOLD TO:
Korea, Czech Republic

- ➔ Proven tips and techniques from Aristotle to Hypno-Rhetorik®
- ➔ Contains new chapters on strategies for social media, Skype conversations, online interviews and more



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



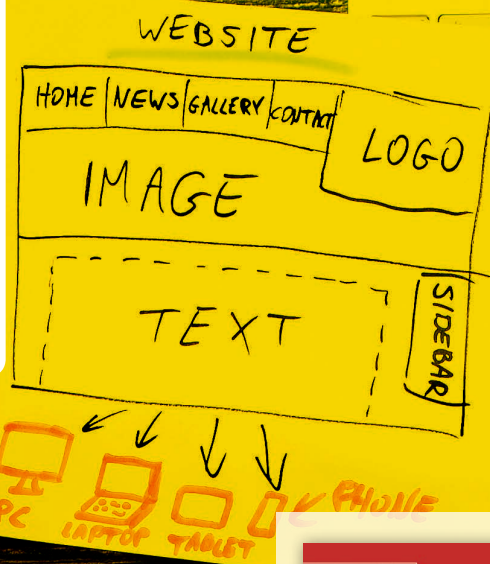
HERMANN H. WALA

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]



HERMANN H. WALA

Hermann H. Wala ist Inhaber von WALA STRATEGY & BRAND CONSULTANTS. Der gefragte Marketingstratege war lange für das Konzernmarketing von Hubert Burda verantwortlich. Der Autor fungierte darüber hinaus als Berater für Gruner + Jahr, BayWa AG, Vodafone, ProSiebenSat1 und Sky. Er hält Vorlesungen und engagiert sich als Markenkolumnist auf *Focus Online*, der *Marke41* u. a. Im Redline Verlag ist von ihm bereits *Meine Marke* erschienen.

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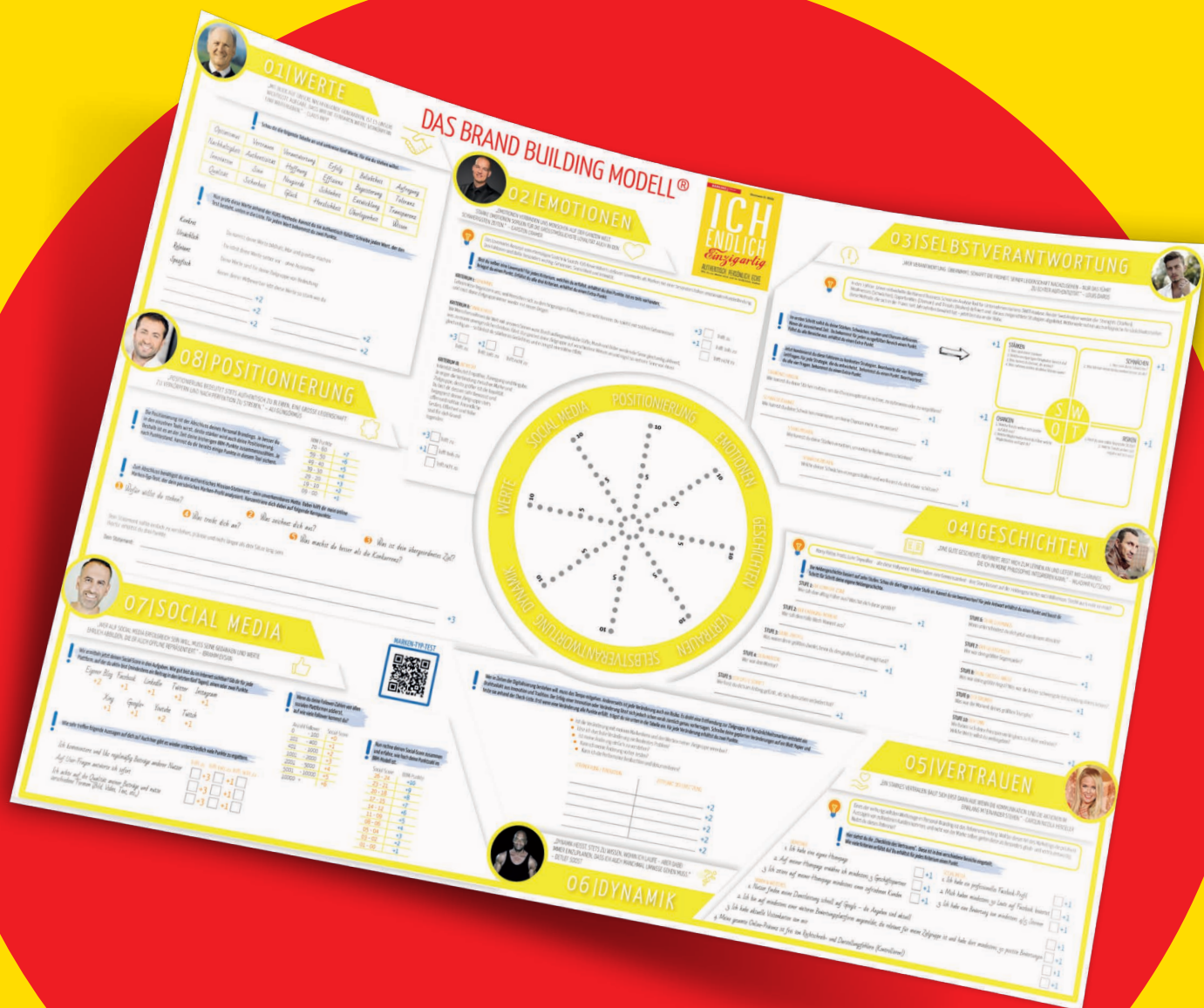
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