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Publication:	March 2024
Author:	Schwarzer, Jessica
Title:	The best investment strategies in the world Cleverly combined, simply implemented, for beginners and advanced investors
Pages/Cover:	256 pages, softcover
ISBN:	978-3-95972-772-3
Price:	18,00 EUR

At the beginning of their stock market career, many newcomers ask themselves how exactly they can make their investment a success. This is because every investor is different and has their own risk appetite or personal investment horizon. It is therefore important to select and apply the right strategy based on individual preferences. Unfortunately, many portfolios look more like a wild hodgepodge - no trace of strategy.

Jessica Schwarzer, one of Germany's most renowned financial journalists, shows how to find the right structure for your personal portfolio based on the world's most proven investment strategies. She explains how to select and combine the right options from the multitude of possible options and thus make your investment profitable and sustainable. Schwarzer not only explains the theory, but also uses many practical examples to show how anyone can easily implement their chosen strategy with shares or funds and ETFs for their portfolio.

The long-standing chief correspondent and stock market expert at "Handelsblatt" (2008 to 2018) now works as a freelance journalist and presenter. For more than 25 years, the graduate historian and political scientist has been reporting on events on the financial markets, current trends and long-term wealth accumulation. Schwarzer has also written several books on the psychology of investors and investment strategies.

Selling points and marketing:

- The most important rules of the world's most successful investment strategies
- Jessica Schwarzer is one of the most renowned financial journalists in Germany
- A unique compilation of all the important investment strategies on the stock market



Publication:	February 2024
Author:	Miller, Markus
Title:	Capital protection First Make your money safe again! The best strategies to protect your assets, data, property rights and personal freedom!
Pages/Cover:	432 pages, hardcover
ISBN:	978-3-95972-769-3
Price:	25,00 EUR

Many countries are heavily indebted, the global banking system is fragile and our money is becoming worth less and less "thanks" to inflation. At the same time, not only private companies but also governments are collecting more and more data from every citizen. This is accompanied by a great risk of abuse.

The systemic risks are higher than at any time since the Second World War. And yet very few people are taking measures to protect their money. Markus Miller explains how everyone can protect themselves from the impending systemic risks with simple, yet complex capital protection strategies. After all, capital worth protecting includes not only money or traditional assets, but also data and property rights. At the same time, everyone should invest in the digital transformation and the monetary systems of the future. This can be achieved through a separate banking system and the distribution of assets across different strategies, from foreign banks and blockchain wallets to mobile assets and bank-independent service providers.

With this book, Markus Miller provides his readers with proven strategies with a unique practical relevance.

Markus Miller has been editor-in-chief of the renowned investment magazine "Kapitalschutz vertraulich" since 2007 and is managing director of the media company GEOPOLITICAL.BIZ S. L. U. He is a banker and studied wealth management. As an established economic expert, his recommendations have a unique practical relevance. In his seminars and lectures, Miller familiarizes private investors, entrepreneurs, private individuals and pensioners with the entire spectrum of cross-border wealth management and uses concrete examples to show what solutions can look like.

Selling points and marketing:

- Trending topic capital protection, asset protection and privacy
- Markus Miller has decades of experience in the fields of cryptocurrencies and internet security



Publication:	April 2024
Author:	Graßmann, Simone; Raiser, Stephanie
Title:	Kids & Cash How to become financially successful and start your career while being a mom
Pages/Cover:	224 pages, softcover
ISBN:	978-3-95972-781-5
Price:	18,00 EUR

Which mother cannot relate to this: The feeling of being caught between family and work, the rush to the nursery in the morning and then to work and back again at lunchtime, the guilty conscience towards the child on the one hand and the employer on the other. Then there's the financial dependence on her husband. Fulfilment looks different.

In their book, Simone Graßmann and Stephanie Raiser show how women can change this and encourage other mothers to follow their example. Working just 10 to 15 hours a week, Simone has earned over a quarter of a million euros in a very short space of time as a self-employed mother of three. She had spent a whole four years looking for a job that would make her fulfilled and financially successful without having to neglect her family. And as a mother of two, Stephanie has proven that it is possible to change the way you think about money, business, and family. The book not only shows how it is possible for every mother to find her own way, but also explains very clearly why mothers in particular have the best qualifications to achieve exactly that: a family-compatible and successful business of their own. On top of that, the book offers a recipe for success with a shortcut for what really matters.

"SPIEGEL" bestselling author Stephanie Raiser is one of the top experts on money, mindset and customer acquisition. She is a mother of two, founder and managing director of the million-dollar company "Frau Orange" and, together with Simone Graßmann, the dual head of "Millionärin von nebenan".

Selling points and marketing:

- Escaping the vicious circle of everyday life as a working mother
- How to really succeed in balancing family and career
- A family-compatible start to your career and financial success as a mom



Publication:	February 2024
Author:	Tschernigow, Sarah
Title:	Woman makes a million How to earn what you're worth – in business and in life
Pages/Cover:	352 pages, softcover
ISBN:	978-3-95972-739-6
Price:	18,00 EUR

Ladies, play big!

Women do not earn what they deserve, but what they think they are worth. This is the diagnosis of successful business coach Sarah Tschernigow. She managed to create more than one million euros in sales in just fourteen months – alone, from her living room, in sweatpants, on her laptop.

She is convinced that women only get in their own way. They keep themselves small, are too well-behaved, too frugal and prevent themselves from living a successful life with beliefs such as "I'm not good enough", "I'm not special" or "Nobody pays for that". If you think that others have it easier, more money in their bank account and better relationships, then let's change that now.

In her new, very personal book, Sarah shows you in an entertaining and practical way how you too can build the life you want. Practical tips and anecdotes from everyday life will help you as an employee to negotiate your salary and as a self-employed person to demand higher prices.

For all women who want more: more money, more freedom, more BÄM!

Sarah Tschernigow, born in Berlin in 1983, began her career in broadcasting. At some point, she no longer wanted to settle for a salary of 1800 euros and started her own business as a nutritionist. Today, she shows other self-employed women how to stop selling themselves and their services short. With the founding of BÄM! Business GmbH, she made millions in sales after 14 months from her living room.

Selling points and marketing:

- A provocative wake-up call for all working women
- Entertaining, sharp-tongued and honest
- Tangible tips for self-marketing and practical help with negative beliefs



Publication:	March 2024
Author:	Nickel, Susanne
Title:	Spoiled, sensitive, selfish Why Generation Z is jeopardizing our prosperity and forcing us to act
Pages/Cover:	224 pages, softcover
ISBN:	978-3-95972-779-2
Price:	18,00 EUR

High starting salary, strict separation of work and leisure time, four-day week - absolutely! But overtime, responsibility and presence in the office - no thanks! The affluent children of Generation Z are demanding and self-confident in their approach to the world of work, but at the same time their disposition is delicate: as soon as something goes wrong, they are angry or sad, call in sick or quit their job straight away. Conflicts with older colleagues are inevitable. Why are young people the way they are? What consequences does their attitude have for Germany as a business location? How can companies deal with this demanding generation? And how can a new understanding between the generations be reached?

Management consultant Susanne Nickel explores these questions in her new debate book. Using numerous bizarre and entertaining anecdotes from her day-to-day work, she describes Gen Z in a sharp-tongued and psychologically precise way - and doesn't mince her words. She not only wants to point out grievances, issue warnings and encourage discourse, but also find solutions and call for action. Because she believes that Generation Z and the boomers can learn a lot from each other - for the good of the country.

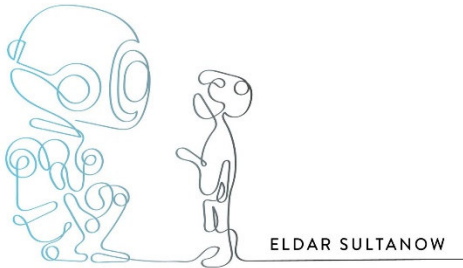
Susanne Nickel is an expert on work and change and an independent management consultant, coach and speaker specializing in new work, leadership, generation management and change. She herself is living proof of constant change. The author of several books, she studied dance with Pina Bausch and then - as a single mother - law. She was a legal spokesperson for many years and is known for explaining complex issues in simple terms. She is a practicing lawyer, studied business mediation and was a manager at the Haufe Akademie and Kienbaum for many years. Her clients include almost all 30 DAX companies. Susanne Nickel lives in Bavaria.

Selling points and marketing:

- A debate book that polarizes and provides a talking point

SIE WERDEN MIT DEM NÄCHSTEN FREIEN CHATBOT VERBUNDEN

Wie KI unseren Alltag bereits beherrscht
und wie man sie erkennt



Publication:	February 2024
Author:	Sultanow, Eldar
Title:	You will be connected to the next free chatbot How AI is already dominating our everyday lives and how to recognize it
Pages/Cover:	224 pages, softcover
ISBN:	978-3-86881-964-9
Price:	20,00 EUR

In his book, Eldar Sultanov reveals the surprising extent to which artificial intelligence, with all its advantages and dangers, is already dominating our everyday lives. The IT expert explains how to recognize AI as such and why this knowledge is essential. Whether we are talking to Siri, watching Netflix or contacting customer service - we all use AI in our everyday lives, but often without realizing it. But how can you tell if and when artificial intelligence is involved? IT expert Eldar Sultanow explains what AI actually is, where it is used, and provides information on the often inconspicuous applications in various devices and programs.

Sultanov shows how we can strengthen our digital competence in order to use artificial intelligence safely for our own purposes and still retain control. Because despite all the ways in which it makes our lives easier, from saving time and increasing efficiency to sustainably improving our health or quality of life, we should never forget that AI and its creators "feed" on our data. His book is also an invitation to become aware of how we deal with AI, to recognize its scope, and at the same time a plea not to lose sight of the human element despite all the enthusiasm for new possibilities.

Eldar Sultanow is an IT strategist at one of the world's leading consulting firms for digital transformation. The IT guru specializes in digitalization and AI and has over 20 years of experience in software development. Sultanov is very interested in how AI can be used for good purposes, for example with regard to sustainability, climate and species protection.

Selling points and marketing:

- How AI has long since taken over our everyday lives, with all the benefits and dangers
- How we recognize whether artificial intelligence is at work
- A plea for the primacy of humanity in the digital age



Publication:	March 2024
Author:	Bieber, Sophie
Title:	The end of toxic masculinity An end to boys clubs, bro codes and alpha males in the corporate world
Pages/Cover:	224 pages, hardcover
ISBN:	978-3-86881-965-6
Price:	22,00 EUR

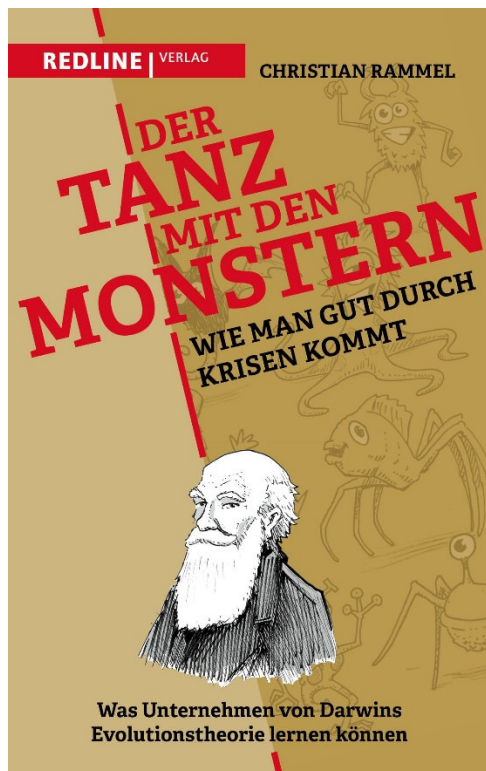
Even in times of #metoo, they can still be found in almost all companies - toxic bosses, colleagues, and employees. Sophie Bieber describes why these are anything but good for companies that can no longer afford such discriminatory structures, and how to get rid of them.

Sophie Bieber, who has been working in top positions herself for many years, takes a fascinating look behind the scenes of the still male-dominated business world in her book and uses sometimes shocking stories to reveal that discriminatory structures still prevail in many companies that systematically disadvantage and exploit women, minorities, young talents and even non-toxic men. Using the example of exemplary leaders, she explains what needs to happen to break down these toxic structures and what non-toxic companies can look like in the future - for the well-being of employees, but also to strengthen the urgently needed innovative strength and competitiveness of companies.

Sophie Bieber has worked in various industries such as automotive, pharmaceuticals, tech and others, sometimes in management positions, and worked for SAP for nine years. Since 2023, she has been active at UiPath, the leading platform for the automation of robotic processes. On LinkedIn, she is active on topics such as women in management positions, corporate culture and women in the tech industry, which has already won her over 15,000 followers.

Selling points and marketing:

- How toxic bosses damage companies
- As if there was no #metoo – shocking insights into today's business reality
- A guide to a working world without discriminatory structures



Publication:	January 2024
Author:	Rammel, Christian
Title:	Dancing with the monsters - How to get through crises well What companies can learn from Darwin's theory of evolution
Pages/Cover:	208 pages, softcover
ISBN:	978-3-86881-954-0
Price:	22,00 EUR

What entrepreneurs can learn from Darwin: This entertaining book provides the evolutionary knowledge every business needs to successfully navigate through change and crisis.

Our digitalized world is changing at breakneck speed, and what worked wonderfully yesterday can be a millstone around the neck of aspiring entrepreneurs today. The result: insolvencies, rising burnout figures and helplessness.

Professor Christian Rammel knows how CEOs and founders can better arm themselves against crises in the future. He explains why and how Darwin is an exceptionally good guide, especially in the age of digital acceleration and global crises - after all, in our complex world, the cards are reshuffled every day. With a look at unusual, brilliant achievements and glorious failures in the evolutionary history of our planet, he shows how companies can continue to develop successfully in the long term and not be thrown off course by unpleasant surprises.

A checklist with ten concrete rules for dealing successfully with change helps to ensure that the next crisis does not turn into a disaster!

Christian Rammel is a scientist, author and keynote speaker. As a biologist and economist, he usually finds himself in a daring balancing act between evolutionary theory and the world of business. He is currently a professor at the Vienna University of Economics and Business.

Selling points and marketing:

- Darwin meets business: What entrepreneurs can learn from evolution
- Successfully mastering radical changes and crises
- Ten golden rules for successful crisis management



Publication:	March 2024
Author:	Lüdge, Wolf
Title:	Management by Nature 9 natural principles for everyday leadership
Pages/Cover:	256 pages, hardcover
ISBN:	978-3-86881-962-5
Price:	25,00 EUR

In his book, leadership expert Wolf Lüdge describes how managers can learn from nature. Using instructive animal examples, he shows how managers can act more authentically and effectively.

Whether it is the lion, which knows how to use its energy sparingly, the wolf, which shows its strength in a pack, or the bee, which communicates clearly and authoritatively with its fellow species - they have all developed principles and strategies that help them to survive and thrive in their environment. Nature thus offers more proven principles for success than any theory.

Wolf Lüdge describes how to make use of these in a professional context, for example to motivate your employees, lead your company safely through crises and achieve your goals in the long term. With "Natural Leadership", the leadership expert provides an innovative approach with valuable leadership principles from the animal kingdom, applicable in every industry and to every leadership position. With concrete tips and illustrative examples, he shows how the natural principles of adaptability, intuition and resilience can be transferred to everyday leadership.

Wolf Lüdge is a leadership coach. Over the past 20 years, he has worked as a managing director in various companies. He has managed the eco-brand hessnatur for more than ten years, founded start-ups and supported companies in crisis.

Selling points and marketing:

- Learning from the altruism of the elephant or the efficiency of the sloth
- Proven success principles from nature for managers
- "Natural leadership" instead of conventional leadership theory

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