

# Economics / Finance

When you open a newspaper or watch the news on TV, you may not understand a single word of what the political and economical elites are saying. Notions such as "credit fee" or "TTIP" rain down on you, and a feeling of powerlessness takes over. Many people find fault with themselves: They feel uneducated and avoid political arguments.

serious, you have to lie", has become the imperative mantra for all political action. Hordes of PR agencies make a nice packet from misleading citizens.

But there is a method to this "code of power". The elites deliberately use a language that excludes citizens, manipulating them into the desired direction. "When it gets

Bestselling author Michael Maier decrypts the code of power and shows how manipulation and staging serve mostly to conceal the actions of a small group in the innermost circles of the financial world who, in the final analysis, have only one single aim: robbing citizens of their money. Only once you understand the code of power can you defend yourself.

### KEY SELLING POINTS

- Translator of the daily codes used by the financial elites as well as the power and finance interests hiding behind them
- An eye-opening decryption and an appeal for you to take practical steps for yourself
- Bestseller-effect from the initial impact created by book advertising on *deutschewirtschafts-nachrichten.de*, which has more than 2 million readers every month

*"Michael Maier has written a book which describes the criminal financial politics of our day as a Faustian heritage. (...) Despite its sparkling rhetoric, Michael Maier didn't write a book of the radical left. He does not want to abolish capitalism but downgrade it to a human dimension."*

Michael Angele, *Der Freitag* [The Friday], on *The Plundering of the World*



Translations rights sold to Slovakia

ISBN 978-3-89879-853-2  
19,99 €



- After *Die Plünderung der Welt* [The plundering of the world], the financial elite's wheelings and dealings are unmasked here



MICHAEL MAIER is the publisher of *Deutsche Wirtschafts Nachrichten* (German Economic News). After studying Law in Graz, Austria, he was the business manager of the Afro-Asiatic Institute in Graz, then Editor in Chief of *Presse* (Press, Vienna) and columnist at the *Standard* (Vienna) as well as Editor in Chief of the *Berliner Zeitung* (Berlin Newspaper), the *Stern* and the

*Netzeitung* (Net Newspaper). He was a fellow at the Shorenstein Center of the Harvard Kennedy School for Government (Research topic: The environment and citizen journalism) as well as a guest at the Koebner Institute for New German History at the Hebrew University of Jerusalem (Professor Moshe Zimmerman), where he researched anti-Semitism in the GDR.

09.11.2015

Maier, Michael | *The Secret Code of Power* | How to decrypt the language of the elite | 250 pages | 14.8 x 21 cm | hardcover | 19.99 € (D) | ISBN 978-3-89879-941-6





"Only criminals need cash." This period of low interest rates is not the only great danger for all savers; equally dangerous is the rapidly advancing limitation of cash usage. In Italy and France, cash payments of more than 1,000 euros are already illegal, and many banks have also introduced daily limits in addition to weekly limits.

For the state, a general abolition of cash brings only advantages as citizens can no longer withdraw their

money, thus helplessly exposing them to negative interest. All financial transactions would also be totally controllable – Transparent Man becomes a reality.

In the EU, there are even said to be concrete plans for a total abolition of cash by 2018. Ulrich Horstmann and Gerald Mann have a profound knowledge of the financial industry; they show the dire consequences a ban on cash would have and how citizens can protect themselves.

## KEY SELLING POINTS

- Profound background knowledge of an elementary subject that is slowly being taken up by the media
- Compact information on the scenarios and consequences of the abolition of cash, at a low price
- By bestselling author and finance expert Ulrich Horstmann
- Translation rights have been sold to Slovakia



*"With the abolition of cash, a large gap would be closed in the state's ability to monitor the actions of each citizen."*

Friedrich Schneider, economist

*"An abolition of cash would be a massive attack on data protection with very clear economic benefits."*

Ottmar Issing



ULRICH HORSTMANN initially studied business administration in Bochum, then at Trier with a focus on finance and economy, and finally received his Doctorate in Economics and Social Sciences at the Vienna University of Economics and Business. Since 1989, Ulrich Horstmann has worked as a researcher at several financial institutes. The author can thus look back on more than 20 years of experience in the areas of economics and corporate analysis within banking. In addition, he cooperated closely with the media in this area.



GERALD MANN is professor of economics and director of bachelor studies at the FOM University of Applied Sciences in Munich. He previously worked as a business analyst at a large bank, and then as CEO and consultant in publishing. In 2006, he received his doctorate on transatlantic trade policy at the University of the Federal Armed Forces (German Army) in Munich. He worked as a freelance lecturer and as a guest lecturer in the People's Republic of China. In 2012, he was awarded the BCW (education centre for trade and industry) foundation prize for outstanding teaching.



just  
6.99 €

- The first book to inform and alarm us of the new trend for expropriation and monitoring

08.06.2015

Horstmann, Ulrich; Mann, Gerald | **The ban on cash** | All you need to know about the abolition of cash | 120 pages | 12.5 x 18.7 cm | softcover | 6.99 € (D) | ISBN 978-3-89879-933-1



In Doc Andersen, a medical practitioner, and electrician Johnny, we have two very different investor types. Although, initially, their investments have little in common, their views change over time when, slowly but surely, Johnny, the Porsche-driving electrician, manages to persuade his sceptical friend that the world is constantly changing. And change comes fast and above all per-

manently. Energy supply, technology and the emerging markets will shape the next few years even more than the most optimistic forecasts predict. *My electrician drives a Porsche?* is a compact guide for everyone who wants to succeed as an investor in a rapidly changing world.

## KEY SELLING POINTS

- Constant flux, continuous change – the only predictable trend
- A compact guide to investment strategies in a changing world
- An appeal for successful investors to change their approach

*“Gianni Kovačević’s artful storytelling takes curious investors on an exciting journey around the world to examine the trends of urbanization and the emerging markets, and to investigate and discover their unexpected impact on the resources market. ‘My electrician drives a Porsche?’ is a fascinating allegory of human progress and of human performance capabilities.”*

Frank E. Holmes, CEO and Chief Investment Officer U.S. Global Investors

*“At last. A common-sense insight into the importance and effect of the emerging markets that is worth the money. Long overdue.”*«

Don Lindsay, CEO Teck



GIANNI KOVAČEVIĆ has been intensely involved with investments in the area of raw materials and the subject of the emerging markets, China and realistic environmental protection for more than 15 years. In

demand as a speaker, he lives mostly in Vancouver, Canada, but also spends a lot of time in Europe. Kovačević is a fluent speaker of English, German, Italian and Croat.



- The one thing that’s constant is change
- An exciting insight into the most important technological trends

17.04.2015

Kovačević, Gianni | *My electrician drives a Porsche?* | How to profit from the longest-lasting trend in human history | 192 pages | 14.8 x 21 cm | softcover | 17.99 € (D) | ISBN 978-3-89879-921-8





Villains, heroes or ordinary people? The story of enterprise is as exciting as it is paradoxical. At times, businessmen seem to be great heroes, at times cunning profiteers. But who are these people who are so important yet at the same time largely ignored by the traditional economy?

Based on his analysis of history and economics, Rahim Taghizadegan shows a new interpretation of enterprise from the point of view of the Austrian School, with numerous surprising insights. He not only unveils the

historical figure of the entrepreneur, he also offers numerous lessons for today's business people.

But what is it like today? Do you have to be mad to want to start a new enterprise in Europe today? How do you become a successful businessman and remain one despite adverse conditions? This book will open the eyes of all current and would-be entrepreneurs. The time for entrepreneurs has passed. The future belongs to the contrepeneur – the entrepreneur who swims against the stream.

## KEY SELLING POINTS

- Why contrepeneurs are the new entrepreneurs
- A portrait of innovative and surprising interpretations of enterprise
- By one of the most renowned experts from the Austrian School

In total, **more than 30,000 books sold** on the subject of the Austrian School



ISBN 978-3-89879-856-3  
24.99 €



ISBN 978-3-89879-624-8  
24.99 €



RAHIM TAGHIZADEGAN is an economics philosopher and the founder of the independent institute for economic values ([www.wertwirtschaft.org](http://www.wertwirtschaft.org)) in Vienna. After numerous lectureships, including at the University of Liechtenstein, the Vienna University of Economics and Business and the University of Halle, Germany, he is currently lecturing at the University of Applied Sciences in Krems, Austria, and at the International Academy for

Philosophy in Liechtenstein. He is the author of several bestsellers and in demand as a speaker, especially on the subjects of enterprise and the Austrian School of Economics. His book, *Österreichische Schule für Anleger* (The Austrian School for Investors), brought him a nomination for the German business book award in 2015.



- A gripping history of enterprise from the point of view of the Austrian School of Economics

12.10.2015

Taghizadegan, Rahim | **Heroes, Villains, Visionaries** | Entrepreneurs are so yesterday – Today we have Contrepeneurs. Entrepreneurs in the eyes of the Austrian School | 250 pages | 14.8 x 21 cm | hardcover | 24.99 € (D) | ISBN 978-3-89879-931-7 |



## His trademarks are fast cars, beautiful women and fat cigars.

A millionaire aged 25, a self-made man and the former head of the financial advisers MEG. Today he is insolvent, with debts of 21 million euros. The rise and fall of an insurance agent – Mehmet E Göker.

He founded his firm in the kids' bedroom of his parents' house. In 2009, he already employed more than 1,000 people. He surrounded himself with celebrities like Günter Netzer and Carsten Mashmayer. He hosted lavish parties – but today he is being investigated. Who is this Mehmet E Göker?

His official biography gives an insight into the world of a man who had achieved everything and (almost) lost it all again. Persecuted and hunted, here he tells all for the first time. About the insurance companies who joined in, about the rise and fall of his empire, and about the here and now. True to his motto: never give up – never!

### IMPORTANT FOR YOUR SALES SUCCESS

- The rise and fall of a dazzling personality
- Part 2 of Klaus Stern's film, *Versicherungsvertreter – Die erstaunliche Karriere des Mehmet Göker*, for which he won the Helmut Schmidt Journalism Award, will be released in the spring
- Media appearances and major press reports on the film, among others in *Handelsblatt*

*"It's not an insult to call Mehmet Ercan Göker a big mouth ... We have rarely seen a person so drunk on himself as this Mehmet Göker."*

Zeit online

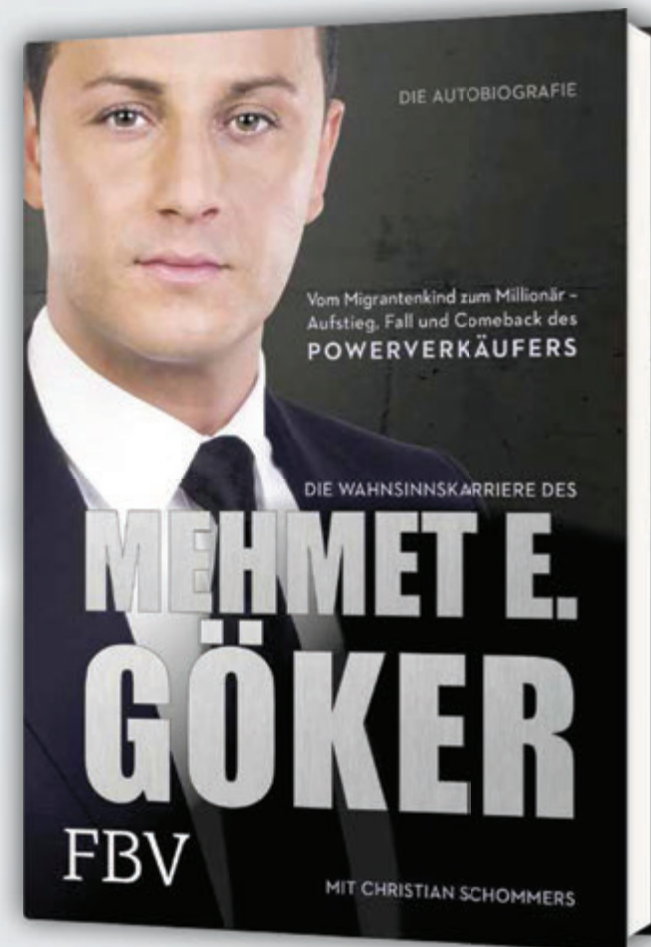
*"Expensive sports cars, lavish parties, an exemplary rise to star salesperson, pocketed commissions of millions, company bankruptcy, arrest, escape to Turkey and his own movie – that's the life of Mehmet E Göker."*

Focus online



IN 2003, MEHMET ERCAN GÖKER, son of a Turkish shoemaker, founded the MEG company, which rose to become the second largest broker of private health insurance policies in Germany. In 2009, MEG applied for insolvency. Göker now works for the Göker Consulting Group in Turkey.

CHRISTIAN SCHOMMERS (43) is a journalist and worked in senior positions for *Gala*, *BILD*, *Bravo*, *Sport-BILD*, *Sky*, *Bunte* and *Closer*. Today, he is a media and communications consultant, author and television journalist in Hamburg. In 2013, he published Boris Becker's best-selling autobiography, *The Player*.



- One of Germany's most enigmatic entrepreneurs tells all

08.05.2015

Mehmet E. Göker with Christian Schommers | **The crazy career of Mehmet E Göker**  
From migrant child to millionaire – Rise, fall and comeback of the power seller  
250 pages | 14.8 x 21 cm | Hardcover, with 16-page picture section | Original edition  
19.99 € (D), 20.60 € (A), sFr. 27.90 | ISBN 978-3-89879-886-0 | Commodity group 1971



**Germany is stuck in the interest rate trap.** The search for profitable returns on their savings is proving increasingly challenging for investors. German government bond yields are at historically low levels – many investors lose real money right now. What most of them do not yet realize, however, is that the lastingly low interest rate becomes a real threat for their retirement. Will life insurance companies be able to meet their guarantees? Are day accounts and fixed-term accounts really safe in the long term?

Eckhard Sauren analyses the impact of the interest rate trap and shows which types of investment are particularly affected. In addition, Bert Flossbach, Peter E. Huber and Klaus Kaldemorgen, three of the most prestigious fund managers in Germany, provide in their interviews orientation on possible ways out of the interest trap.

**IMPORTANT FOR YOUR SALES SUCCESS**

- Includes interviews with famous fund managers like Klaus Kaldemorgen, Peter E. Huber and Bert Flossbach
- Protect your pension from low interest rates

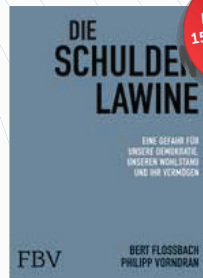
*“Fund of funds manager Eckhard Sauren is a star on the German fund scene.”*

Handelsblatt

*“Even competitors praise him.”*

Financial Times Deutschland on Eckhard Sauren

Re-order now!



ISBN 978-3-89879-653-8  
19.99 €



ECKHARD SAUREN founded Sauren Financial Services in 1991, specializing in the independent analysis of the ability of fund managers. He is responsible for the Sauren Group fund of funds and is considered a pioneer of qualitative fund (manager) analysis. As a fund manager, he has received numerous awards and in 2011, was selected one of the “heads of the decade” by Euro. Eckhard Sauren is considered a recognized expert in specialist publications and at industry conferences.



- One of the most renowned fund experts shows how conservative investments can become a real risk

13.02.2015

Eckhard Sauren | **The interest rate trap** | The new threat to conservative investors – Recognizing and avoiding risks in your portfolio | 220 pages | 14.8 x 21 cm | Hardcover  
Original edition | 19.99 € (D), 20.60 € (A), sFr. 27.90 | ISBN 978-3-89879-898-3  
Commodity group 1977





Torben Käselow comes from a simple family background, and he dropped out of school. Yet he managed to be financially completely independent by the age of only 27 years.

In his book, he shows how he was able to achieve financial independence so early in life, and he also provides the reader with a practical handbook to help each one of us achieve this goal. If you've read *Rich Dad, Poor Dad* by Robert T. Kiyosaki and have understood *Investment Punk* by Gerald Hörhan, you'll love Torben Käselow.

### IMPORTANT FOR YOUR SALES SUCCESS

- Financial independence in just a few steps
- With an exclusive preface by "investment punk" and bestselling author Gerald Hörhan



*"From zero to one hundred residential units in just a few years, a great achievement worth paying tribute to! Thorben Käselow is a classic example of how, with the right attitude, hard work, discipline and business skill, you can be very successful in Germany."*

Gerald Hörhan, investment punk and bestselling author



- All the tips and tricks of a young millionaire



**TORBEN KÄSELOW**, born in Hamburg, started work as a self-employed rep when he was not quite 18 years old. Shortly after, he began his apprenticeship as a wholesale and export merchant and founded the estate agents firm Käselow Immobilien. In parallel, he trained as "audited real estate specialist (IHK)" and, aged 27, he is today one of the youngest "do it yourself" private investors in Germany as well as the youngest member of the Immobilien Investment Club (IIC, real estate investment club).

13.02.2015

Torben Käselow | **The real secret of success of young millionaires** | How I became financially independent at age 27 and how you too can achieve this goal – it's easier than you think | 200 pages | 14.8 x 21 cm | Hardcover | Original edition 19.99 € (D), 20.60 € (A), sFr. 27.90 | ISBN 978-3-89879-895-2 | Commodity group 1975





## Thomas Piketty's voluminous work, *Das Kapital im 21.*

*Jahrhundert* divided economists like virtually no other book. The economy itself seems shaken to its very foundations. Piketty's illustrious readership ranges from U.S. President Barack Obama and Pope Francis via Nobel Prize winner Paul Krugman to IMF chief Christine Lagarde.

Yet opinions are split about his theories on capitalism. So what is his magnum opus all about? What did Thomas Piketty examine? What political recommendations – which ultimately affect us all – did he derive from the results? How should we rate and interpret his work?

In this book, Ulrich Horstmann has presented and interpreted everything you need to know about Thomas Piketty's *Kapital*, his theories and their criticism, in easy-to-understand language.

### IMPORTANT FOR YOUR SALES SUCCESS

- Everything you need to know about Thomas Piketty's work and its critics
- Compact summary of the magnum opus
- Understandable to non-economists

*“Das Kapital im 21. Jahrhundert – without doubt, the magnum opus of the French economist Thomas Piketty is the most important economic work of the year, if not of the decade.”*

Paul Krugman, Nobel Prize Laureate and bestselling author

*“Anyone not wishing to plough through the 816-page tome will here find a presentation of its main contents – and at the same time good proof for everything that is wrong or based on wrong facts. A practical book for those who want to be competent to join in the discussion.”*

Börse online



The new Economic Superstar – Thomas Piketty



ULRICH HORSTMANN initially studied business administration in Bochum, then with a financial economic focus in Trier and finally graduated from the Vienna University of Economics with a PhD in Social and Economic Sciences. Since 1989, Ulrich Horstmann has worked in research for several financial institutions. Thus, he looks back on more than 20 years of experience in the fields of economics and business analysis within banks. He is a welcome guest at conferences and in the media. The FinanzBuch Verlag has previously published the following of his titles: *Die Währungsreform kommt; Womit wir morgen zahlen werden; Die geheime Macht der Ratingagenturen; Alles, was Sie über »Das Kapital im 21. Jahrhundert« von Thomas Piketty wissen müssen; Zurück zur sozialen Marktwirtschaft.*



- The most talked-about business book of 2014 has featured in the *Spiegel* bestseller lists since its release in October

05. 01. 2015

Ulrich Horstmann | All you need to know about 'Capital in the 21st Century' by Thomas Piketty | 112 pages | 12.5 x 18.7 cm | Softcover | Original edition  
6.99 € (D), 7.20 € (A), sFr. 11.50 | ISBN 978-3-89879-884-6 | Commodity group 2976





**Money without a state?** When in 1976 the Nobel laureate Friedrich August von Hayek called for a free competition of the currencies, he was not taken seriously. But since then the world has changed a lot. Today we have the opportunity of putting Hayek's vision of a "currency without a state" into action. But how?

One answer may be bitcoin, probably the best-known and most successful non-governmental currency. Yet bitcoin is only the tip of the iceberg. Already there are hundreds of private decentralized currencies that are based on the bitcoin principle.

This book explains the phenomenon of bitcoin and gives practical tips for bitcoin beginners. Short interviews with insiders examine the future prospects of the bitcoin market.

### IMPORTANT FOR YOUR SALES SUCCESS

- An introduction to bitcoin, the new digital payment system, and its importance to the economy and society
- Many interviews with bitcoin insiders



With an exclusive preface by Frank Schäffler

➤ Bitcoin for beginners – easily and clearly explained



AARON KOENIG has been involved in the bitcoin economy since 2011. With his company Bitfilm, he has produced numerous films for bitcoin start-ups. Koenig organizes a bitcoin film festival and a monthly bitcoin exchange in Berlin. He has a degree in communications management and has worked in the creative Internet industry since 1994.

08.05.2015

Aaron Koenig | **BITCOIN – Money without a state** | The digital currency from the perspective of the Vienna School of Economics | 220 pages | 13.5 x 21 cm | Softcover  
Original edition | 16.99 € (D), 17.50 € (A), sFr. 24.00 | ISBN 978-3-89879-911-9  
Commodity group 1976



**THEY'RE CANNY; THEY'RE INTELLIGENT.** They are multi-millionaires and absolutely unscrupulous. Oliver, Marc and Alexander Samwer: the most successful internet entrepreneurs in Germany.

With the eBay clone *Alando*, which they sold for 43 million US dollars, and the ringtone provider *Jamba*, which changed hands for \$273 million, the Samwer Brothers laid the foundations for their empire. It now comprises some of the biggest retail websites in Africa, Latin America, India, Russia and Southeast Asia, with approximately 27,000 employees in over 50 countries. In Europe, *Zalando* teaches the terrestrial trade the meaning of fear.

But what is the secret of the Samwer brothers? Who are this trio, whose company Rocket Internet has earned them millions and which produces new start-ups as if on an assembly line? Joel Kaczmarek has observed them for years; he has spoken with many of their confidants and with the brothers themselves.

## KEY SELLING POINTS

- Exclusive insight into the business practices of the most successful internet entrepreneurs in Germany
- A unique and critical look behind the shiny facades of these internet warriors

### Who are the Samwer Brothers?

With *Alando*, *Jamba*, *eDarling*, *Home24* and, most recently, *Zalando*, Alexander, Oliver and Marc Samwer have been among the most famous and successful German start-up founders for more than a decade. Since 1999, they have turned over a total of 1 billion US dollars.

*"I would die to win, and I expect the same of you."*

Oliver Samwer to his staff



- The first biography by a long-time observer and expert on the Samwer brothers and their world



From 2009 until May 2013, JOEL KACZMAREK was the editor-in-chief of the online magazine *Gründerszene*. Since then he has worked as its publisher. With 1.8 million site views a month and over 53,000 fans on Facebook and Twitter, *Gründerszene.de* is by far the most important German portal about the internet and entrepreneurship. Kaczmarek has a Master of Arts in European Media Studies and studied Design Thinking at the Hasso Plattner Institute's School of Design Thinking.





EVER SINCE THE FINANCIAL CRISIS, so-called experts have showered the public in discussions with questionable knowledge, with hopeless confusion about the simplest of terms. What do the banks do? What is money? And what exactly is an asset? The high priests of economics at the universities and central banks believe they have a monopoly on the interpretation, and they respond with affront when fundamentals are questioned.

Thomas Mayer dares to counter this conceited way of thinking – because the complicated world model of supposed experts, made scientific by mathematics, has long since lost touch with reality.

His answer to the search for a better monetary order is a monetary reform that copes with the crisis of our monetary system in an evolutionary way – if only the politicians and decision-makers wanted it to.

### KEY SELLING POINTS

- A profound plea for a radical reform of monetary policy

*“Thomas Mayer was the chief economist of Deutsche Bank – and difficult.”*

Der Tagesspiegel



Thomas Mayer writes a weekly column in the FAS, entitled “Mayer’s Weltwirtschaft” (Mayer’s Global Economy).



THOMAS MAYER is senior fellow at the Center for Financial Studies of Frankfurt’s Goethe University and advisor to the Deutsche Bank Group. From 2010 to 2012, he was chief economist of the Deutsche Bank Group, and before that he worked at Goldman Sachs and Salomon Brothers in London and Frankfurt. Before moving to the private sector, he held various positions at the International Monetary Fund in Washington and at the Institute for the World Economy in Kiel. He is a columnist for the *Frankfurter Allgemeinen Sonntagszeitung*.



- One of Germany’s most renowned economic experts questions the very foundations of our monetary system

10.10.2014

Thomas Mayer | **The New Order of Money** | Why we need a monetary reform | 250 pages | 13.5x21.0cm | Paperback | 17.99 € (D), 18.50 € (A) sFr. 25.40 | ISBN 978-3-89879-840-2

