

FC Bayern Munich

FC Bayern Munich again dominated this season's Bundesliga (German national league). Pep Guardiola's Eleven, with help from Robert Lewandowski, Xabi Alonso and Medhi Benatia, displayed sensational performances, despite numerous injuries. This comprehensive season book documents the stations to their great successes in the Bundesliga, German Cup and Champions League. Every goal is shown in photographs, every player's

success story is documented, and every game of the successful season is recorded. Celebrating their victory in the 25th German Championships, the season book also presents the greatest moments of past championships.

Featuring more than 300 photographs, this book is a unique reference album for every Bayern fan.

KEY SELLING POINTS

- Sequel to the successful title, *FC Bayern Munich Treble 2013*: 75,000 copies sold
- Quality photographic book
- Review of the 2014/2015 season



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ULRICH KÜHNE-HELLMESSEN and DETLEF VETTEN have worked as a successful duo of sports book writers in the last few years. Their titles, *FC Bayern Munich Treble 2013* and *Der Triumph von Rio* [The triumph of Rio], both have achieved top rankings in the bestseller

lists. The sports journalists have followed all the major games close up for decades; their recipe for success is to couple expertise with a good read, so that it isn't only the sports fanatics who get their money's worth.



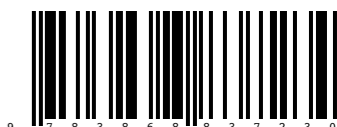
Preliminary cover

includes a great look back to 25 championships

- Official title in cooperation with the record champion FC Bayern Munich

08.06.2015

Kühne-Hellmessen, Ulrich | FC Bayern Munich: The Champions of 2015 | 180 pages | 21.5 x 28 cm | hardcover | 19.99 € (D) | ISBN 978-3-86883-723-0



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A baby is born – and perhaps a future fan of the FC Bayern! Parents who are fans of Germany's most successful football club and wish to pass their passion on to their offspring can do so with this book. Baby's first time in the FC Bayern romper suit, the first ball kicked by baby him or herself and of course the first goal scored – everything finds its place here. The book does of course also contain the classic elements of a baby album, and

thus there is room for all the major developmental stages as well as the baby's footprint – perhaps even in the colours of Bayern?

The finished, filled-in book is a superb, unique memento which the future football fan will enjoy leafing through again and again and where he or she can retrace how they have developed in parallel with their club.

KEY SELLING POINTS

- Guided fill-in album for photographs and memories
- Baby's development and adventures, from birth to the first fan experiences as a child
- With a family fan tree to fill in



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FC BAYERN MUNICH is the most successful football club in the Bundesliga: German record champion, record holder in the DFB Cup and the first place in the All-time Bundesliga Table. In the 2012/2013 season, for the first time a German team won the so-called Treble: Bundesliga, DFB Pokal and the UEFA Champions League. On the 30th matchday of the 2014/2015 season, Bayern secured the 25th championship title early – and at the same time their third triumph in the series.



Preliminary cover

- The official baby book: the ideal gift for parents-to-be for birth, christening or the first few birthdays

07.09.2015

FC Bayern Munich: When you grow up, you'll be a Bayern fan ... | The baby album | 64 pages | 22 x 25 cm | hardcover | 14.99 € (D) | ISBN 978-3-86883-751-3



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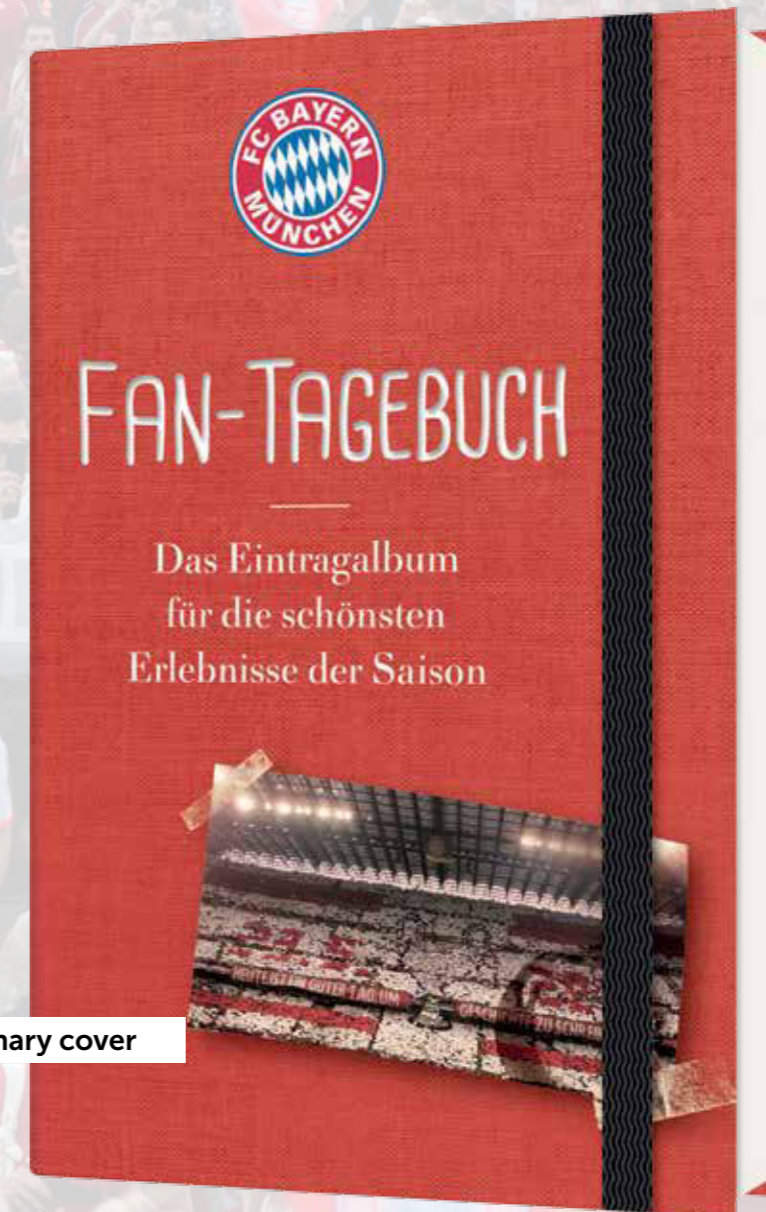
The Bundesliga season has 34 match days – and for a true FC Bayern fan each one of these days is a special event. In this book, fans can record their memories and experiences match for match. They can record where and with whom they watched the game, which players were on the field and who came off the bench, which referee was responsible and how many goals were scored. In addition, there is space for the best and the

funniest moment of the game and for adding photos, autographs and tickets. And the diary has space not only for the Bundesliga games, but also for the German Cup, the Champions League and the Super Cup.

An unforgettable memento that makes each season unique!

KEY SELLING POINTS

- Record your own football experiences match for match
- A very personal souvenir for every football fan



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➤ The official *FC Bayern Fan Diary*

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FC Bayern Munich: Fan Diary | The fill-in album of the most beautiful experiences of the season | 96 pages | 13.5 x 21cm | hardcover | 9.99 € (D) | ISBN 978-3-86883-750-6

10.08.2015



FC BAYERN MUNICH is the most successful German football club. Match for match, some 250,000 club members, 300,000 members of the fan clubs and many more fans cheer when their eleven friends celebrate their success on the pitch. Enthusiasm for Bayern is often passed down from generation to generation. The football-enthusiastic father can fill in this book and then give it to his son or his daughter. There are many fasci-

inating questions to answer: Why and since when have you been a Bayern fan? Which was your most exciting Bayern match? When did you go to the stadium for the first time? Which of Oliver Kahn's saves will you never forget? The most beautiful goal by Giovane Elber? Plus this book also has space for adding your own photographs, newspaper clips and entry tickets. A unique memento for a father and his children!

KEY SELLING POINTS

- > A memento that preserves the father's football experiences
- > The family present for Fathers' Day, a birthday or simply in between
- > FC Bayern, the sports club with more members than any other club in the world: around 250,000 club members and 3,700 official fan clubs with a total of 300,000 registered members



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- > The absolute must for every Dad and every fan of FC Bayern

12.10.2015

FC Bayern Munich: Dad, how was that again ... | The fill-in album for your most cherished FC Bayern football memories | 96 pages | 17 x 24 cm | hardcover | 14.99 € (D) | ISBN 978-3-86883-749-0

