

Investment

The financial world is in the eye of a hurricane. Yet in the business press you can usually read about "buying prices on the stock market". Stock market professionals Claus Vogt and Roland Leuschel, however, are certain: the drastic overvaluation of the stock markets, an extreme euphoria and carelessness, are the last gasps before the bubble bursts.

The consequences will not leave anyone cold: recessions, banking crises, bankruptcies, sovereign defaults and currency fluctuations right up to the demise of the European Monetary Union and the reorganization of the entire global monetary system. Yet major crises also bring great opportunities. Who will survive financially, and even profit, when the big crash comes? Two of the most experienced German stock market experts show how it's done.

IMPORTANT FOR YOUR SALES SUCCESS

- The experienced writing team has already written a successful finance book, *Das Greenspan-Dossier*
- How to profit from the bursting of a speculative bubble

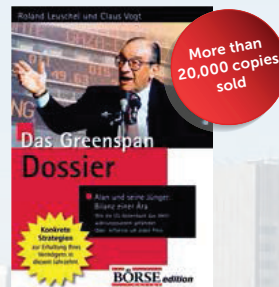
"The crash warning does not come from the belly. It feeds on the accounting books of the banks."

Deutsche Wirtschafts Nachrichten

"We all know that you cannot keep on inflating a balloon forever. At some point, you will either need to let out the air – or the balloon will burst."

Matthias Weik and Marc Friedrich, *Der Crash ist die Lösung*

Re-order now!



ISBN 978-3-89879-184-7
14.99 €



ROLAND LEUSCHEL is a former chief strategist of the Belgian Banque Bruxelles Lambert. He made his reputation as a gifted "crash prophet" in 1987 and 2000, when he very precisely predicted the global drop in share prices. Today he is a popular interviewee and the chief editor of the critical, independent and contrarian investor newsletter, KRISENSICHER INVESTIEREN.

CLAUS VOGT, a proven financial markets expert, is chief editor of the investor newsletter, KRISENSICHER INVESTIEREN. After studying business administration in Frankfurt am Main, his career after 1991 led him, among others, to the major global banks, Merrill Lynch and HSBC.



- Two of Germany's most experienced German stock market experts show how anyone can protect their assets

06. 03. 2015

Claus Vogt, Roland Leuschel | **Crisis-Proof Investments** | Escaping the European Draghid
220 pages | 14.8 x 21 cm | Hardcover | Original edition | 19.99 € (D), 20.60 € (A), sFr. 27.90
ISBN 978-3-89879-896-9 | Commodity group 1977



The Deutsche Skatbank made history in 2014,

when it became the first German bank to charge its customers a penalty fee. The basic rule of our economic system – that you get interest on the money you've saved – no longer applies. For savers, the consequences are catastrophic. After inflation, taxes and bank charges, the purchasing power of their savings decreases year by year.

But there are ways out. Solid investments that still yield returns higher than the inflation rate. The author presents in brief the opportunities and risks of corporate bonds, participation certificates, convertible securities, reverse convertibles, high-dividend stocks, real estate investment trusts, debentures, life insurance and other investments.

IMPORTANT FOR YOUR SALES SUCCESS

- Brief and concise, without jargon, the most important facts about the best-known asset classes
- With many practical examples, performance calculators and checklists that clearly juxtapose risks and opportunities
- A lot of expertise at a low price

Re-order now!



ISBN 978-3-89879-630-9
19,99 €



ROLF MORRIEN studied history, economics and politics at Münster and Vienna, and then trained as a business journalist. Morrien was the editor of the *Aktien-Analyse* service. Since 2002, he has headed *Der Depot-Optimierer* stock exchange service.

LARS GÜNTHER studied history, German and philosophy at Münster and business administration at the distance-learning University of Hagen. Since 2001 he has worked as a freelance editor and writer, and was involved in more than 60 dictionaries and reference books, mainly in the areas of his focal subjects of history, politics, economics and philosophy.



- Short and sweet: all the risks and rewards of the major asset classes

10. 04. 2015

Rolf Morrien, Lars Günther | **Do not give your money away!** | Capital investment during the zero-interest phase | 112 pages | 12.5 x 18.7 cm | Softcover | Original edition
6,99 € (D), 7,20 € (A), sFr. 11,50 | ISBN 978-3-89879-908-9 | Commodity group 1496



Apartments, building land, houses: Germans have once more discovered residential property. After more than a decade of stagnation in the market, prices have increased sharply since 2012 – especially in prime locations.

Is it only the record low interest rates and concerns about the devaluation of the euro that makes more and more people invest in concrete gold? Will the rents in many cities soon be unaffordable for average earners? Is Germany even at risk of a housing bubble that may burst like that in Spain and the United States? Hardly, because there is little evidence of euphoria among buyers. And the boom seems far from being over.

This book explains why and where prices will rise. It presents the best investment opportunities and explains the various ways you can profit from the real estate boom in Germany.

IMPORTANT FOR YOUR SALES SUCCESS

- Overview of investment opportunities in the German real estate market
- By a renowned journalist and real estate expert

“Investment trend: investors rush into real estate stocks”

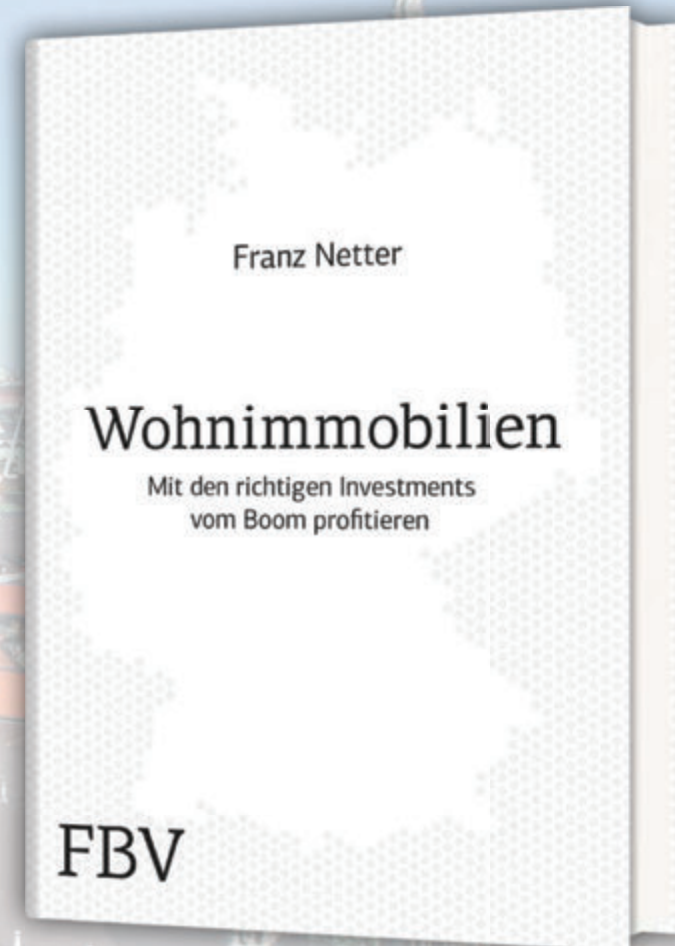
Manager Magazin-Online

“The dream of owning a home is more real than it has been for a long time: low interest rates and great increases in value make buying a property attractive.”

Handelsblatt Online



After obtaining his business degree, **FRANZ NETTER** worked for 17 years as a financial journalist including more than a decade as real estate expert at BÖRSE ONLINE. Franz Netter also understands property in his private life: he bought his first shares in 1986, and a freehold apartment in 1997. Since 2013 he has been constructing an apartment block in a joint building venture.



- How to benefit from the housing boom in Germany as an investor

10. 04. 2015

Franz Netter | Real estate | Profit from the boom by making the right investments
220 pages | 14.8 x 21 cm | Hardcover | Original edition | 19.99 € (D), 20.60 € (A), sFr. 27.90
ISBN 978-3-89879-889-1 | Commodity group 1977



Apple, Google and Facebook are among the largest and most valuable companies in the world. Those who invested their capital early on in these enterprises have often been able to increase it more than tenfold. But the ones who made the greatest profits were the investors who jumped on board before the companies were first listed on the stock exchanges. Private investors can also take advantage of this opportunity.

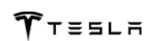
Thomas Rappold has a profound inside knowledge of Silicon Valley and is himself active as an investor. Here he explains the most important investment valuations as well as news sources for investment in start-ups, and how investors today can invest in the Facebooks of the future – long before the IPO. In contrast to the dot-com bubble, the products from companies such as BigData, cloud computing, mobile apps, the Internet of Things and driverless cars are not simply "buzz words" but concrete and important elements of the real economy.

IMPORTANT FOR YOUR SALES SUCCESS

► Thomas Rappold has a profound insight into Silicon Valley and invests there himself

"Investing like a technology tycoon. [...] 14 years after the dotcom crisis, Silicon Valley and conservative asset managers have met midway."

THE WALLSTREET JOURNAL



THOMAS RAPPOLD has been a successful Internet entrepreneur, investor and founder of Internet start-ups like Numbrs AG and the art portal UNAVAILABLE.org for more than 10 years. He has a profound knowledge of Silicon Valley and participates actively in Silicon Valley start-up investments.

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► Finding the best as yet unknown start-ups before their public listing and investing in them

10. 04. 2015

Thomas Rappold | **Silicon Valley Investing** | Investing in the superstars of today, tomorrow and the day after | 220 pages | 14.8 x 21 cm | Softcover | Original edition
17.99 € (D), 18.50 € (A), sFr. 25.40 | ISBN 978-3-89879-897-6 | Commodity group 1977



SINCE THE FINANCIAL AND PROPERTY CRISIS, there seem to be few safe havens for the money you've saved. The Germans take refuge in residential property, life assurance and bank balances. But demographic trends mean these investments may not be safe havens – unless one understands and takes into account the relationship between population growth and economic development, as advocated by Guido Lingnau.

With sound facts and evidence, he shows how the generation of 1960s baby boomers determine the pace of our economy – and thus the activities of the stock markets. Thanks to their large number, they trigger trends, cause crises in the stock and property markets and are crucial in determining whether there is deflation or inflation, boom or recession. Demography is the optimal map for personal investment. It helps to protect your own money from a possible complete loss due to inflation, monetary reform, bankruptcy, an ageing population and population shrinkage.

KEY SELLING POINTS

- Demographics for investment advice, with valuable practical tips
- With many useful facts and tips for investment opportunities worldwide
- With information about the situation in other countries: who benefits and who suffers from demographic developments?

“By 2050, Germany’s population will have shrunk by around 7 million people to a total of 75 million ... it applies to the whole of Germany: there will be less and less to distribute. The pressure on the growing political and social structures will increase.”

www.bpb.de



GUIDO LINGNAU has been working for more than 15 years on the relationship between demographics and the financial markets and is considered a demographics expert. He is the founder and co-owner of the Guliver investment advice company in Berlin and blogs on www.demografie-und-finanzmaerkte.blogspot.de



- An important context that has been underestimated so far: demographics and return

10.10.2014

Guido Lingnau | **Even Safe Havens are at Risk** | Protect your assets from the demographic disaster | approx. 220 pages | 14.8x21.0cm | Hardcover with dust cover | 24.99 € (D), 25.70 € (A), sFr. 34.70 | ISBN 978-3-89879-869-3



ANYONE WHO WANTS TO SAVE IS FACED WITH

one main question: how do I best invest my money? The good old classics, such as savings accounts, fixed-term deposits or government bonds now often offer less than one per cent interest a year. But there are alternatives that don't present too great a risk.

For almost 40 years, Uwe Lang has engaged intensively with what happens on the stock markets. He has experienced virtually every market phase and knows how every saver can invest their money soundly and without much risk. Whether 5,000 or 50,000 euros, Uwe Lang provides practical tips on which investment products are worth looking at and which ones you should avoid.

KEY SELLING POINTS

- The major investment types – savings account, fixed-term deposits, building loan contract, real estate, forest, life assurance, gold, bonds, shares and funds – critically examined
- Uwe Lang – known as “the stock-exchange priest” – contributes to numerous papers and journals, among others the *FAZ*, *Süddeutsche Zeitung*, *WirtschaftsWoche* and *Spiegel*

“Very good, well worth reading, more useful than dozens of other books on the stock market.”

André Kostolany about Uwe Lang

“The author is pleasantly different, because he does not tell legends and stories, but instead provides sound, verifiable material from which he draws logical and insightful conclusions.”

WirtschaftsWoche



UWE LANG has intensively studied stock-market behaviour for nearly 40 years and has edited one of Germany's most successful stock exchange briefings, the *Börsensignale*, for more than 25 years. FinanzBuch Verlag has also published his *Die besten Aktienstrategien (The Best Equity Strategies)*.



KLAUS HAIDORFER studied engineering and business administration. Since his youth, he has been interested in the subject of investment and has worked full-time in this field since 1991. He has been Uwe Lang's business partner for more than 20 years and is the managing director of SWISS INVEST.



MARTIN BLASCHKE studied political science in Berlin and has worked as a journalist at PPS Presse Programm Service / TV-SETzen for 10 years. In 2007, he joined the editorial staff of *Börsensignale*, the investor newsletter published by SWISS INVEST.



- Practical investment tips for 5,000, 15,000 and 50,000 euros and for any age

11.07.2014

Uwe Lang / Klaus Haidorfer / Martin Blaschke | **The Savers' Primer** | All the tips and tricks on investing your money well | approx. 120 pages | 12.5x18.7cm | Paperback 9,99 € (D), 10,30 € (A), sFr. 14,50 | ISBN 978-3-89879-873-0



THE FIRST STEPS TO FINANCIAL independence are the most difficult. Florian Mock, an experienced financial advisor, takes savers by the hand and shows them how and where they can save.

Whether it's a matter of getting a grip on monthly expenses, reducing debts, providing for their own children or simply knowing how to save properly, Easy Money shows in easy step-by-step instructions how to create wealth.



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FLORIAN MOCK has been a financial advisor for almost 20 years and has developed an individual coaching programme from his own experiences to accompany investors on the road to financial independence.

- The first steps on the road to financial success
- Step by step to creating wealth
- With numerous examples from monthly savings to reducing your debts

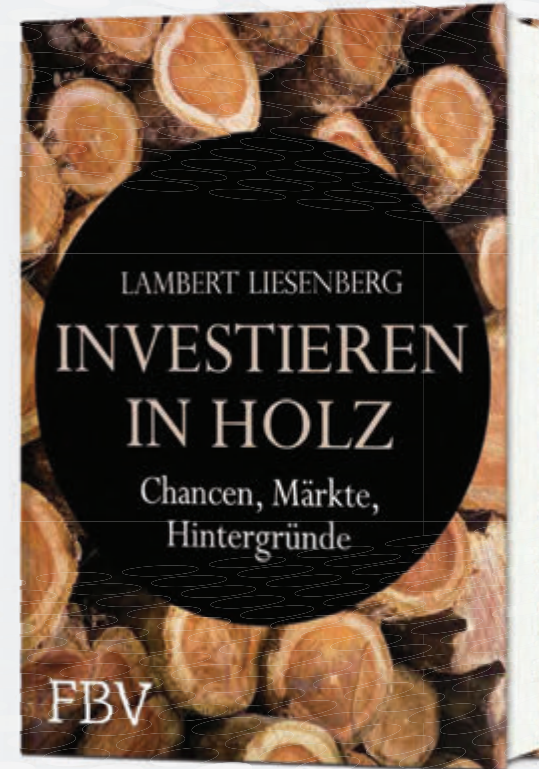
13.06.2014



Florian Mock | **€asy Money** | Your road to financial success | 144 pages | 13.5x21.0cm
Paperback | 14.99 € (D), 15.50 € (A), sFr. 21.40 | ISBN 978-3-89879-804-4

TIMBER INVESTMENT IS BOOMING, and it's considered "green" and sustainable. Moreover, wood is the third largest commodity market in the world after oil and gas. However, not all investment models are equally suitable. So what should investors look for?

Liesenberg explains what should be considered when making a timber investment, what types of investments exist, and how investors can assess risk and return, using practical checklists for the most important factors.



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LAMBERT LIESENBERG studied law and economics in Freiburg before founding a consulting company. In 2009, he took over the management of the Life Forestry Switzerland AG, which grows quality FSC®-certified teak in Costa Rica and Ecuador.

"As a leading provider of high-quality teak reforestation in Costa Rica und Ecuador, the federal Life Forestry Switzerland AG brings transparency to this highly attractive market for investors."

Participation report 1-2013, Fachmagazin für Sachwertanlagen (specialist magazine for tangible assets)

- Risk and return perfectly in control thanks to practical checklists
- Timber investments – a sustainable and inflation-proof building block for the portfolio
- From a practitioner and forest investment expert

10.10.2014



Lambert Liesenberg | **Investing in Timber** | Opportunities, markets, background approx. 220 pages | 14.8x21.0cm | Hardcover with dust jacket | 29.99 € (D), 30.90 € (A), sFr. 31.90 | ISBN 978-3-89879-836-5