

Foreign Rights Catalogue

A composite image featuring a businessman in a suit and tie on the right, holding a pen. On the left, a landscape with a lake and mountains is overlaid with a white line graph. The graph has a solid line and a dashed line, both trending upwards. The text "AUTUMN 2020" is centered at the bottom of the image.

AUTUMN
2020



FinanzBuch Verlag

REDLINE | VERLAG



Publication:	13.10.2020
Author:	Elsässer, Markus
Title:	This Book is Worth Hard Cash Why your whole life is a "deal" and you should always pay the craftsman's bill immediately
Pages/ Cover/ Format:	approx. 208 pages, hardcover, 135x210mm
ISBN:	978-3-95972-325-1
Price:	D: 14,99 EUR, A: 15,50 EUR

50 tips & tricks for success that are worth hard cash

Dr. Markus Elsässer's book "Des klugen Investors Handbuch" (The wise investor's handbook) is a bestseller, while his book "This book is worth hard cash" shows that it is the many little tricks and knacks that he has had to learn in the course of his life that make the difference.

As a top manager, he has worked for many years in Asia and Australia, and has been successful as an independent investor for more than 25 years. In an amusing and entertaining way, he reveals that you should put the topic of career on the agenda three times in your life, how best to say no and why humor is better written with a small "h".

Dr. Markus Elsässer was Finance Director at Dow Chemical Germany, General Manager for Benckiser in Sydney and Managing Director Asia-Pacific for the Storck Group in Singapore. Since 1998 he has been an independent investor and fund advisor. He is the founder of the ME funds and the sports management company Rolfes & Elsässer, together with professional footballer Simon Rolfes.

Selling points and marketing:

- Insider tips and wisdom from a successful investor and mentor
- How to achieve success in your professional and private life
- From the author of the Manager Magazin bestseller The Wise Investor's Handbook



FinanzBuch Verlag



Publication:	14.04.2020
Author:	Heller, Gottfried
Title:	The Revolution of Investment How ETFs make it easy for you to create wealth and provide for your retirement
Pages/Cover/Format:	272 pages, hardcover, 145x215mm
ISBN:	978-3-95972-373-2
Price:	D: 19,99 EUR, A: 20,60 EUR

The relaxed path to wealth with the long-time partner of stock market legend André Kostolany

Gottfried Heller is considered one of the most distinguished experts on the international financial markets. Now his bestseller is published in its 3rd, completely revised and updated edition. Heller shows how investors can incorporate shares into their investment strategy without much effort and at low cost. With ETFs at the center of attention, undreamt-of opportunities are offered to invest money with low risk and high returns at the same time. Gottfried Heller explains in easy-to-understand language how anyone can use simple methods to increase their assets and provide for old age. This applies to large and small amounts of money - for existing portfolios and savings plans alike.

Gottfried Heller, awarded the "Golden Pyramid" by the "Elite" report as one of the "most experienced asset managers", founded FIDUKA and the "Kostolany Börsenseminare", the first of their kind in Germany, together with stock market legend André Kostolany. Heller has been writing columns in press and Internet publications for decades and is a welcome guest on radio and television.

Selling points and marketing:

- Investing successfully in the stock market with simple methods - Gottfried Heller - successful in the stock market for over 50 years - shows how
- Investing without a lot of effort and at low cost, with the "revolution in investment": ETFs



FinanzBuch Verlag



WIE SCHÜTZT MAN SICH
VOR SCHWARZEN SCHA-
FEN? WIE DIVERSIFIZIERT
MAN RICHTIG? WAS IST
ZU TUN, WENN SICH DAS
RATING EINER ANLEIHE
VERSCHLECHTERT?



PETER THILO HASLER

ALLES, WAS SIE ÜBER ANLEIHEN WISSEN MÜSSEN

Attraktive Renditen erzielen
und Risiken perfekt managen



AUCH IN DER AKTUELLEN
NIEDRIGZINSPHASE SIND
ANLEIHEN ZENTRALER UND
SINNVOLLER BAUSTEIN DES
DEPOTS.

FBV

ANLEIHEN VON KLEINEN
UND MITTLEREN UNTER-
NEHMEN BIETEN FÜR
DEN RISIKOBEWUSSTEN
ANLEGER ATTRAKTIVE
RENDITECHANCEN.



Publication:	13.10.2020
Author:	Hasler, Peter Thilo
Title:	Everything you need to know about bonds
Pages/ Cover/ Format:	approx. 256 pages, softcover, 135x210mm
ISBN:	978-3-95972-344-2
Price:	D: 16,99 EUR, A: 17,50 EUR

Attractive return opportunities for prudent investors

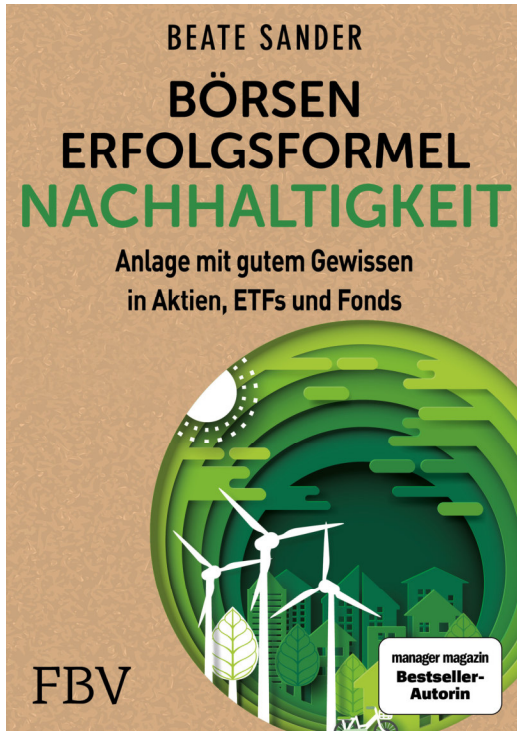
Even though bonds have been a central component of corporate financing for centuries, they are not very popular with investors in the current low-interest phase. And this despite the fact that bonds issued by small and medium-sized companies offer attractive return opportunities for the risk-conscious investor. So the question is not whether to invest in bonds, but in which ones.

Peter Thilo Hasler, a long-time stock market professional, answers the most urgent questions: How do you protect yourself against black sheep? How do you diversify correctly? And what to do if the rating of a bond deteriorates?

Peter Thilo Hasler is the founder of Sphene Capital GmbH, which offers selected companies high-quality equity and bond research. He has 25 years of experience as an analyst of small and medium-sized companies and corporate bonds. He is a lecturer in business valuation and capital market research and is a board member of the German Association for Financial Analysis and Asset Management.

Selling points and marketing:

- Offers all important information on the topic of bonds
- Peter Thilo Hasler is the successful author of numerous books, columns and blogs



Publication:	15.09.2020
Author:	Sander, Beate
Title:	Stock Market Success Formula Sustainability Invest with a clear conscience in equities, ETFs and funds
Pages/ Cover/ Format:	approx. 250 pages, hardcover, 170x240mm
ISBN:	978-3-95972-335-0
Price:	D: 29,99 EUR, A: 30,90 EUR

Trend topic sustainability in investment by "stock exchange granny" Beate Sander

Since Greta Thunberg and the Friday for Futures movement, climate change has been in the spotlight. As a result, the issue of sustainability is also becoming increasingly important for financial investments. But which investments are really sustainable and how do you find the right products? Bestselling author Beate Sander not only uses many sample portfolios and an overview of global sustainability stocks to show how sustainable investments can be made with shares, funds and ETFs, but also why shares in companies that operate ethically responsible and sustainably are the best support for their efforts to create an environmentally friendly world.

Beate Sander only began trading in shares when she retired. It all began at the age of 60 and with 30,000 euros in seed capital. In the meantime, she is a two-time millionaire thanks to her self-developed high/low courage strategy. The bestselling author is in great demand as a commentator, presenter, keynote speaker and interview partner and writes a highly regarded stock market column for BILDplus.

Selling points and marketing:

- Sustainable investment as a strong demand of today
- By the author of the bestseller The Share and Stock Market Licence, which has sold more than 40,000 copies in Germany
- The "stock exchange granny" presents her tips on sustainable investing



Publication:	10.11.2020
Author:	Sommese, Antonio; Brückner, Michael
Title:	Everybody's Talking About the Crash - Be Cool! How to generate returns even in times of crisis and protect yourself from false prophecies
Pages/ Cover/ Format:	250 pages, softcover, 135x205mm
ISBN:	978-3-95972-362-6
Price:	D: 18,99 EUR, A: 19,60 EUR

Crisis-proof investment even in seemingly difficult times

Hardly any investor wants the crash, but everyone is talking about it. The fact is: there have always been radical price corrections on the stock market, mostly when no one issued a warning, and vice versa. So the best thing to have is an all-weather strategy that helps you stay cool, even if crash gurus are in season again.

Stock market expert Antonio Sommese and journalist Michael Brückner discuss the central challenges for investment - inflation, deflation, economic growth and recession - and explain how investors can make their portfolio crisis-proof. Depending on their risk appetite and assets, they show clearly how to put them into practice.

Antonio Sommese is owner and managing director of Finanzstrategie Sommese GmbH & Co KG, one of the largest independent financial consulting firms for investment projects. The former banker has known the financial sector for over 25 years and is frequently quoted in the press as a sought-after expert.

Michael Brückner works as a freelance business journalist and author. Before becoming self-employed, he was editor of a major daily newspaper for ten years and then editor-in-chief of the business magazine Europa and a real estate trade magazine.

Selling points and marketing:

- Author has 25 years of experience as a stock market expert and owner of one of the largest independent financial consulting firms
- Investment in any situation, be it inflation, deflation, economic growth or recession



FinanzBuch Verlag



Publication:	16.06.2020
Author:	Kreuter, Dirk
Title:	What I Would Advise My 18-Year-Old Self With this book you will learn more than in 13 years of school
Pages/ Cover/ Format:	224 pages, hardcover, 125x187mm
ISBN:	978-3-95972-345-9
Price:	D: 19,99 EUR, A: 20,60 EUR

The real guarantors of success by business mentor and bestselling author Dirk Kreuter

"Dirk! If you were 18 again, what would you do? What would you advise your 18-year-old self to do?" Best-selling author and top sales trainer Dirk Kreuter was asked this question so often that he decided to record a YouTube video about it. The huge response led him to write this book based on it, with the aim of providing orientation, guidance and guidelines for professional and private success - something that is almost completely neglected at school. Here he gives valuable assistance for personal development, career and financial independence and shows how everyone can lay the foundation for those.

Dirk Kreuter is sales trainer #1, speaker, guest lecturer at several German universities and one of the most influential thought leaders on the topics of distribution, sales and acquisition. He is world record holder for the largest sales training (Guinness Book of Records 2018) as well as YouTuber with more than 600 videos and almost ten million views. He is also an avid kite surfer and stand-up paddler.

Selling points and marketing:

- Valuable tips for personal development, career and financial independence
- What you don't learn in school: the crash barriers on the road to success
- Dirk Kreuter is sales trainer #1 and world record holder for the biggest sales training in the Guinness Book of Records



Publication:	10.11.2020
Author:	Heussinger, Werner H.; Görner, Heike; Wilk, Ralph-Dieter; Quandt, Hans-Peter
Title:	Freemasons in Germany between the World Wars Persecuted, forbidden, resurrected
Pages/ Cover/ Format:	272 pages, hardcover, 145x215mm
ISBN:	978-3-95972-363-3
Price:	D: 22,99 EUR, A: 23,70 EUR

Germany 100 years ago: Freemasonry between the German Empire, the Weimar Republic and the World Wars

Freemasonry, one of the most successful networks in the world, has been exposed to violent storms throughout history - from the trenches of the First World War to the unrest after the Treaty of Versailles and the Third Reich, where the union was banned. With the help of important freemason personalities such as Leo Müffelmann, who as a humanist opposed National Socialism, Hjalmar Schacht, former president of the Reichsbank, or Gustav Stresemann, Chancellor and Foreign Minister of the Weimar Republic, this book throws light on an eventful time and encourages new thinking, also and especially in the 21st century.

The authors are all influential Freemasons and work in a variety of fields, from teaching to stock exchange and charitable foundations.

Selling points and marketing:

- With previously unpublished documents such as private notes, photo albums and letters that provide new insights into contemporary events
- Werner Heussinger is Manager-Magazine-bestselling author and chairman master of a Freemason Lodge



Publication:	28.05.2020
Author:	Sander, Beate
Title:	The Right Investment in Crises and Crash How to invest 5000€ to 50 000€ securely in shares, ETFs and equity funds
Umfang/ Ausstattung/ Format:	224 Seiten, Hardcover, 170x240mm
ISBN:	978-3-95972-378-7
Preis:	D: 24,99 EUR, A: 25,70 EUR

Crisis-proof investment with the stock exchange granny

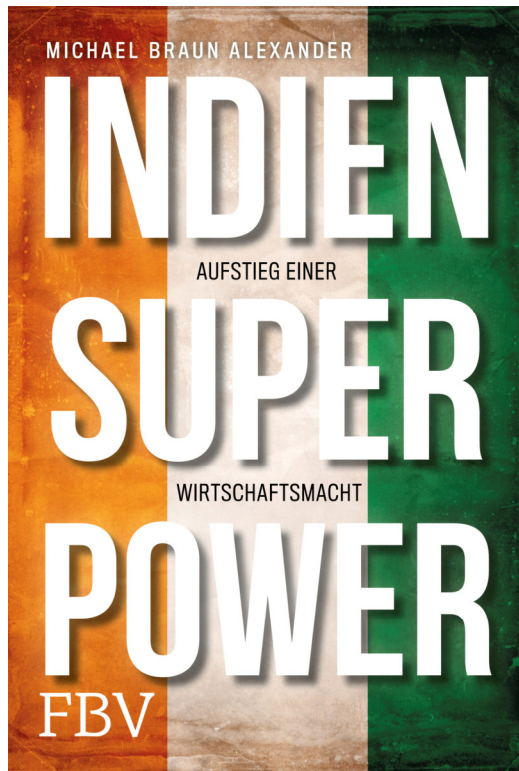
In times of crisis or during a crash, the right strategy for the loss or preservation of your own assets is crucial. Stock market expert Beate Sander has been successful on the stock market for almost 25 years and gives the best tips on how to sail your portfolio safely and confidently through turbulent stock market waters, even in stormy times.

No matter whether 5000 or 50,000 euros are available as an investment sum, the stock market granny offers investment recommendations for cautious and risk-loving investors - taking into account (prior) stock market knowledge, wallet and time. With many sample portfolios for quick implementation.

Beate Sander only began trading in shares when she retired. It all began at the age of 60 and with 30,000 euros in seed capital. In the meantime she is a two-time millionaire thanks to her self-developed high/low courage strategy. The bestselling author is in great demand as a commentator, presenter, keynote speaker and interview partner and writes a highly regarded stock market column for "BILDplus".

Selling points and marketing:

- Concrete investment tips for cautious and risk-loving investors - based on market knowledge, wallet and time
- Sample portfolios for different amounts from 5000 to 50,000 euros
- By the author of the bestseller The Share and Stock Market Licence, which has sold more than 40,000 copies in Germany



Publication:	14.07.2020
Author:	Braun Alexander, Michael
Title:	Superpower India Aufstieg einer Wirtschaftsmacht
Pages/Cover/ Format:	400 pages, hardcover, 145x215mm
ISBN:	978-3-95972-136-3
Price:	D: 22,99 EUR, A: 23,70 EUR

The rise of the new global superpower India

Soon it will have more inhabitants than any other country: India - the largest nation in history. More people live in Delhi alone than in all major German cities. India's rise to global economic power began 30 years ago with a reform big bang. Since then, the boom country has developed into the fifth largest economic region; in 2040 it is expected to catch up with the USA. In future-oriented industries such as IT or telecommunications, it has long since overtaken countries like Germany. The business journalist and India correspondent Michael Braun Alexander paints a critical, constructive and exciting picture of the emerging superpower.

Michael Braun Alexander is a journalist, columnist for the Bild am Sonntag and writer. He has lived and worked in Berlin and India for six years. He studied politics, economics and philosophy in Oxford, Bologna and Washington. Braun Alexander has worked as a foreign correspondent in Mumbai and New York and as editor-in-chief of the business magazine Finanzen/€uro.

Selling points and marketing:

- India's history and rise to the economic power of the future
- The author has been a correspondent in India for many years
- India, the country of superlatives, impressively portrayed in all its facets



Publication:	02.06.2020
Author:	Heilmann, Thomas; Schön, Nadine
Title:	NEW STATE Politics and state must change. 64 MPs & experts start with themselves - with 103 proposals
Pages/Cover/Format:	approx. 320 pages, hardcover, 170x240mm
ISBN:	978-3-95972-376-3
Price:	24,99 EUR

An inefficient state first loses its competence, then trust and finally its power!

It is not only since Corona that Germany has looked with concern at federalism, administration and international cooperation. While the world is changing at a thunderous pace, the state is reaching its limits. Projects take too long or fail completely. We are caught in the complexity trap: we are often too hierarchical, too bureaucratic and too slow.

This book shows how the state can function better again and how we can maintain our prosperity, our values, our way of life. 29 members of the Bundestag and 35 experts with razor-sharp analyses and 103 concrete proposals for a new state.

Thomas Heilmann has been a successful Internet entrepreneur for 30 years. From 2012 to 2016 he was Senator for Justice and Consumer Protection of the State of Berlin, and since 2017 he has been a member of the German Bundestag. He is one of Berlin's best-known serial entrepreneurs. In the Bundestag he works in the field of digital and social policy.

Nadine Schön has been a member of the German Bundestag since 2009 and deputy chair of the CDU/CSU parliamentary group since 2014. She is responsible for the areas of family, senior citizens, women and youth, and the Digital Agenda. During her studies she completed a journalistic training as a scholarship holder of the Konrad-Adenauer-Stiftung.

Selling points and marketing:

- Broad support for the book by more than 30 members of the Bundestag and numerous members of the administration (e.g. heads of authorities, state secretaries, etc.)
- The authors bring 76 concrete proposals on how the state can free itself from its routine and thus remain economically successful in order to secure its prosperity, its values and its inhabitants' way of life



Publication:	10.11.2020
Author:	Arlt, Wieland
Title:	Risk- and Money-Management Simplified How to improve your trading results permanently and sustainably
Pages/Cover/Format:	approx. 224 pages, softcover, 135x205mm
ISBN:	978-3-95972-349-7
Price:	D: 14,99 EUR, A: 15,50 EUR

One of the most successful traders in Germany about risk and money management

Professional risk and money management is indispensable for every trader in order to improve trading results permanently and sustainably. In the zeal of trading this is often neglected. That is why in his book, Wieland Arlt presents simple methods that can be implemented in practice with little effort.

He explains concepts for different trading styles and individually accompanies short- and medium-term oriented traders from the planning of a trade to the choice of the appropriate financial market. Practical advice shows that professional risk and money management makes trading success plannable.

Wieland Arlt is a Certified Financial Technician (CFTe®), trader as well as coach and trainer. He looks back on many years of experience in professional trading and has been able to gain valuable experience in the financial markets during this time. With his lectures and numerous articles and books he inspires listeners and readers alike.

Selling points and marketing:

- One of the few books on risk and money management
- For beginners and advanced traders who want to improve their risk management



Publication:	16.06.2020
Author:	Neumann, Franziska Ida
Title:	How to Build a Fortune with Picasso & Co. ... and why in the end (not) everybody can get rich with art
Pages/Cover/Format:	approx. 208 pages, softcover, 135x210mm
ISBN:	978-3-95972-357-2
Price:	D: 16,99 EUR, A: 17,50 EUR

The unofficial rules of the art market on an international level

The art market is an exciting parallel universe. For many people, buying art seems like a pure game of chance. But can't art also be a safe investment, a "stock on the wall" so to speak?

The art expert and scene insider Dr. Franziska Ida Neumann advises investors and collectors and knows: Yes, you can get rich with art! She takes the reader on a unique journey through the dazzling world of art, where flea market finds hold a fortune and millions of dollars in value are destroyed within seconds.

Franziska Ida Neumann studied law, business administration, art history and German language and literature in Germany and at the Sorbonne and the Louvre in Paris. She received her doctorate at the Caspar David Friedrich Institute in Greifswald. Since 2018 she has been the managing partner of *I date art. Art Consulting & Lecturing* and advises on questions concerning the art market and art investments.

Selling points and marketing:

- The author is an art expert and scene insider, who is well connected in the art scene
- A unique journey through the dazzling world of art, where flea market finds hold a fortune and millions in value are destroyed within seconds
- Insider knowledge from an exciting parallel universe and practical investment tips for everyone



Publication:	13.10.2020
Author:	Holtel, Stefan
Title:	AI-volution Artificial intelligence explained easily for everyone
Pages/Cover/Format:	approx. 224 pages, softcover, 145x215mm
ISBN:	978-3-86881-799-7
Price:	D: 24,99 EUR, A: 25,70 EUR

Artificial intelligence explained in an original and amazingly simple way

Everyone is talking about artificial intelligence and digitalisation. Nevertheless, very few can explain what AI actually is. Our current understanding is often simply insufficient to grasp these new dimensions. The result is meaningless buzzwords and many great sounding technical terms that nobody understands. Stefan Holtel knows: "You don't need technical expertise to understand this revolution, you usually just lack the right words, images and examples to grasp artificial intelligence. Holtel helps decision-makers and users, professionals and laymen alike, to understand AI for what it is – the automation of thinking.

Stefan Holtel is a computer scientist, knowledge manager and trainer for LEGO Serious Play. He worked in research and development at Vodafone and holds several international patents. He regularly presents, publishes and lectures on how companies can manage their digital transformation. Since 2018 he has been working as Curator of Digital Change at PWC.

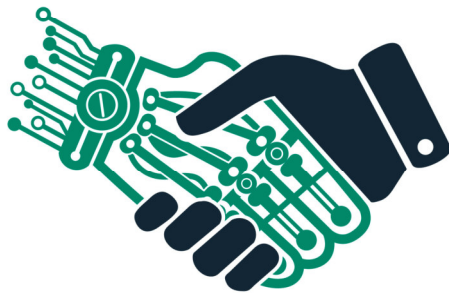
Selling points and marketing:

- How decisions are automated
- What the automation of thinking means for all of us

Sebastian Pflügler

KOMMUNIKATION FÜR DIE DIGITALE ÄRA

Wie wir heute miteinander reden –
und was dabei immer noch wichtig ist



Publication:	14.07.2020
Author:	Pflügler, Sebastian
Title:	Communication for the Digital Era How we talk to each other today - and what is still important
Pages/Cover/ Format:	224 pages, softcover, 145x215mm
ISBN:	978-3-86881-795-9
Price:	D: 19,99 EUR, A: 20,60 EUR

How our way of communicating is changing

New work, work from home and digitalisation have changed the way we work together. Teams are increasingly dispersed, global, and rarely in one place - so communication is increasingly digital. However, a new type of communication is needed to ensure that exchange, productivity and not least interpersonal relationships do not suffer.

Sebastian Pflügler explains how to communicate digitally efficiently, but also that some difficult conversations are better left face to face. And he shows that digital communication must also remain empathetic.

The communication scientist and business psychologist **Sebastian Pflügler** has been working as a consultant, coach and speaker for New Work Soft Skills for more than nine years. He founded the innovative and practice-proven communication concept New Era Communication, for which he holds a teaching position at the LMU Munich. Sebastian Pflügler is convinced of this: "The password to success in life is communication."

Selling points and marketing:

- Why digital communication must also remain empathetic
- Everything from conference calls to difficult conversations



Publication:	16.06.2020
Author:	Hofer, Simon
Title:	The 95/5 Formula Why many have little and few have everything
Pages/Cover/Format:	approx. 208 pages, softcover, 145x215mm
ISBN:	978-3-86881-805-5
Price:	D: 17,99 EUR, A: 18,50 EUR

The right way of thinking makes the difference!

Many people don't know what they want and don't get ahead. Few have a clear idea of their goals and achieve them, whether financially, weight-wise or in their career. But why do some succeed and others don't? Is it the genes, the IQ or is it just luck?

Simon Hofer has already successfully messed up a number of companies and experienced this first-hand: The right way of thinking makes the difference! In his book, he explains how we can open ourselves up to new possibilities. In addition to his own experience, he provides us with the latest findings about the brain and our genes.

Simon Hofer is an entrepreneur, keynote speaker and top coach. In his first year as a speaker, he was already on stage at GEDANKENTanken and shortly afterwards won the Excellence Speaker Award. He is the founder of the Hofer Consulting Academy and a member of the German Speaker Association, as well as of the GAS radio expert team as an expert in neuroscience.

Selling points and marketing:

- A simple but clever way to more luck and success
- Enlightening scientific findings and applicable success techniques
- The power of right way of thinking



Publication:	13.10.2020
Author:	Bellone, Veronika; Matla, Thomas
Title:	It's Never Too Late to Start Your Own Business New luck with Tiny Start-ups - start up from a job or afterwards
Pages/ Cover/ Format:	approx. 224 pages, softcover, 148x210mm
ISBN:	978-3-86881-803-1
Price:	D: 17,99 EUR, A: 18,50 EUR

Break free from your routine and start again with Tiny Start-ups for 50+
 When they hear “start-up”, most people picture young people in T-shirts and sneakers. But more and more older people are also starting up companies. And often even more successfully! It is often the desire for independence and new professional challenges that leads experienced employees in particular to self-employment.

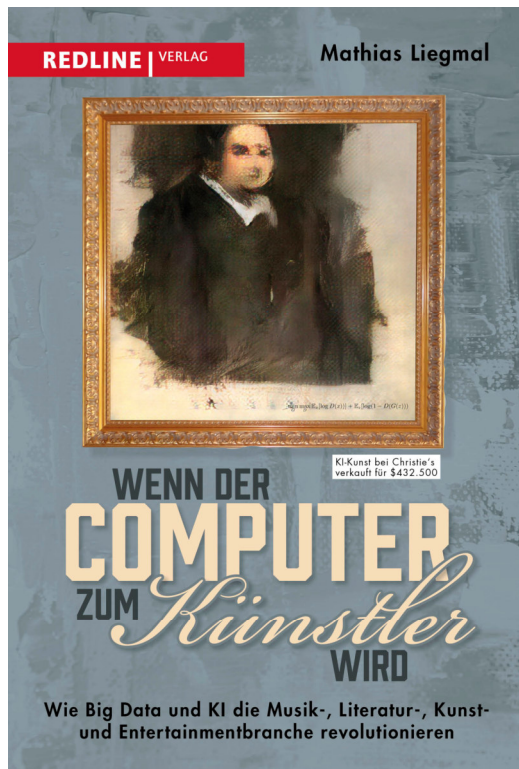
The authors explain why it is never too late to become self-employed - and why and how smart small businesses in particular are best suited for this. They show how everyone can find professional independence and a self-determined, happy life with Tiny Start-ups, especially at a higher age.

Thomas Matla has been a partner since 2008 and CMO of Bellone Franchise Consulting since 2018. He is a lecturer for the Swiss Franchise Association and regularly publishes professional articles, book chapters and books. He is a developer and jury member of the Green Franchise Award and founded the Greenfranchise Lab in Berlin in 2011.

Professor Veronika Bellone is managing director of the Bellone Franchise Consulting. Her international reference customers include Fleurop, Mövenpick and Spar. Together with Thomas Matla, she developed the Green Franchise Award, which was presented for the seventh time in 2019 in cooperation with the German Franchise Association in Berlin.

Selling points and marketing:

- Professional independence with your own small business until retirement
- With practical stories and examples from experienced Tiny Start-up founders



Publication:	11.08.2020
Author:	Liegmal, Mathias
Title:	When the Computer Becomes an Artist How Big Data and AI are revolutionizing the music, literature, art and entertainment industries
Pages/Cover/Format:	208 pages, hardcover, 145x215mm
ISBN:	978-3-86881-801-7
Price:	D: 19,99 EUR, A: 20,60 EUR

How Big Data and AI are changing the art and entertainment industry

Based on customer data, algorithms can analyze razor-sharply how a promising story is written, how the perfect chart hit has to be constructed or how a blockbuster script has to look like. Artificial intelligence is also capable of implementing these requirements directly and, for example, painting pictures or composing songs - the computer becomes an active artist! But is that still art? Will the retort mainstream displace human creativity? Mathias Liegmal describes the upheavals that the entire creative sector must expect as a result of the advent of AI.

Mathias Liegmal (né Hansen) was born in Berlin in 1990 and thus belongs to the generation of digital natives. He has been writing about music for various media for years and studied cultural studies in Frankfurt (Oder) and literature in Paderborn, where he has been living ever since. In 2018 his book Homer's Odyssey: The Simpsons and Literature was published by riva Verlag.

Selling points and marketing:

- When the computer becomes an artist
- Dangers and risks for the creative sector



Publication:	14.07.2020
Author:	Summa, Harald
Title:	In the Digital Ecosystem Seven skills you need to survive
Pages/Cover/Format:	approx. 192 pages, hardcover, 125x187mm
ISBN:	978-3-86881-813-0
Price:	D: 17,99 EUR, A: 18,50 EUR

Why contacts are the decisive resource of the future

The digitalization of companies is advancing in giant strides - for many, it is a whole new world. But how do you survive successfully in this new ecosystem, which will play a far greater role in the future? What characteristics are needed for this? Harald A. Summa is convinced that it is not data but smart partnerships that are crucial for survival in the digital ecosystem. The author sums up seven characteristics and competencies that drive everyone in the network and enable society, companies and individuals to successfully shape their future digitally.

Harald Summa is the founder and managing director of eco-Verband der Internetwirtschaft, the largest association of the Internet industry in Europe with over 1100 member companies. Since 1996, he has been managing the world's largest Internet exchange DE-CIX in Frankfurt am Main, which he co-founded. In 2018 he was appointed to the Council for Digital Ethics by the Hessian Minister President.

Selling points and marketing:

- A guide for the digital age
- Entertaining, philosophical and competent

Oliver Specht
Axel Nauert

PLANET PROOFED

Wie Sie Ihr Unternehmen nachhaltig und erfolgreich in die Zukunft führen



Publication:	11.08.2020
Author:	Nauert, Axel; Specht, Oliver
Title:	Planetproofed How your company becomes sustainable and future-proof step by step
Pages/Cover/Format:	approx. 288 pages, hardcover, 145x210mm
ISBN:	978-3-86881-814-7
Price:	D: 19,99 EUR, A: 20,60 EUR

Why sustainability is the new number one success factor

The climate crisis is progressing, the planet is warming up, growth and consumption are consuming our resources – a rethink is also overdue in companies. However, this is precisely where sustainable solutions that are also economically successful are needed. Axel Nauert and Oliver Specht show that environmental and climate protection are worthwhile. Entrepreneurs need a business model that is both climate-neutral and successful. The authors explain how to develop a long-term business strategy and an innovative business model, contribute to the protection of our planet and at the same time master the challenges of the future.

Axel Nauert is an organizational and business psychologist. He works as an international consultant, consultant and NLP trainer. The author has worked for various companies for a long time and is now a self-employed consultant in Munich.

Oliver Specht was a management consultant at Horvath and Accenture until 2007 and responsible for corporate development at Media Markt and Saturn Germany until 2019. He currently works as an independent consultant with itomatics GmbH, coaches executives in the "alpha mal anders" network and has been a lecturer at Ingolstadt Technical University since 2013.

Selling points and marketing:

- Protecting the climate step by step
- Explained simply and understandably, with many concrete tips