



Published on:	10th October 2014
Author:	-
Title:	How was the evening? Emoji messages to LOL, ROFL and WTF
Pages/ Format/ Layout:	160 / Softcover 12.5 x 18.7 cm
ISBN:	978-3-86883-536-6
Pricing:	8,99 € (D) / 9,30 € (A)
Brand new title – all rights available!	

The Funniest Emoji SMS now in book form!

Smartphones have revolutionized not only our lives, but also the SMS-communication, because they provide for writing messages in addition to our alphabet an arsenal of colorful smileys, symbols and small illustrations: the Emojis.

For example with the help of an iPhone it's no problem to retell an entire movie or the life of Jesus as Emoji picture story, flirting or dumping with someone without using letters, and express the grand emotions in small images.

Emoji SMS are creative, full of emotions and sometimes confusing. They talk about love, fear, sex and booze but there's one thing that all 160 Emoji messages gather together: they're real fun.

Selling points:

- 160 funny emoji conversations from the website www.emoji-sms.de in colour
- Trend genre: funny SMS
- Follow up to the successful Webfail book

Comparative titles:

Kai Weins: *Emojis*. Der neue Rätselspaß ohne Worte, Heyne 10.2014 9,99 €

Nenad Marjanovic and Manuel Iber: *geaddet, gepostet, Webfail!* Die peinlichsten und lustigsten Facebook-Einträge, riva 11.2011, 8,99 €, copies sold (German market): 26.206

Nenad Marjanovic and Manuel Iber: *Die besten iPhone-Fails*, riva 11.2012, 8,99 €, copies sold (German market): 5.433



Published on:	12th September 2014
Author:	Norbert Bolz
Title:	Who doesn't play is weird Why football, gambling and social games are essential for us
Pages/Format/Layout :	208 / Hardcover 14.8 x 21 cm
ISBN:	978-3-86881-571-9
Pricing:	19,99 € (D) / 20,60 € (A) sFr. 28,00

Much we owe to the play:

culture, creativity, joy of life. From Lotto on game apps on the phone up to the athletic competition - today there are countless opportunities to pursue our game engine.

Norbert Bolz shows the reader clearly the different types of games - popular as controversial - and their most positive impact on us. He shows why football, gambling and social games make us strong. New developments such as the phenomenon of "gamification" - to solve real problems by transforming them into games - show clearly why gambling is so essential.

Who does not play, is weird provides a unique insight into the mysterious world of gambling and shows how it is fascinating as well as indispensable for every individual.

Prof. Dr. Norbert Bolz media researcher at the Technical University of Berlin is known for his surprising and often provocative theses, which he passionately represents in books, magazines and talk shows.

Selling Point:

- The positive, profound and provocative counter-argument to everyone who thinks that gambling makes sick
- Millions of parents breathe a sigh of relief: New media and games improve our children's intelligence



Published on:	4th April 2014
Author:	Martin Dall
Title:	Confident presenting, effective delivering
Pages/ Format/ Layout :	400 / Softcover / 17 x 24 cm
ISBN:	978-3-86881-534-4
Pricing:	39,99 € (D) / 41,10 € (A)

Presentations are the standard tool for professional communication in business - in almost every industry. But unfortunately many lectures give frequently inadequately the central concern of the speakers.

This book provides practical guidance and tools for a successful and entertaining presentations, useful for both professionals and beginners. The revised edition of this standard work appears now in a streamlined and cheaper edition - thus a handy, concise and essential reading for all those who wants to shine with the perfect presentation in their daily work.

Martin Dall founded his first coaching company at the age of 29 years. He has coached several thousand training participants personally and advises top executives in the areas of presentation and business rhetoric. As holder of the international training institute HPS, he leads a highly qualified team of coaches and counts leading companies from all sectors to his enthusiastic customers.

Selling Point:

- More than 500 copies sold already
- Learn to present not only the content but yourself

Comparative titles:

Emil Hierhold: *Sicher präsentieren, wirksamer vortragen*, Redline 2002, 46,00 €, copies sold (German market): more than 2.000

Sold rights:

Emil Hierhold: *Sicher präsentieren, wirksamer vortragen*, Redline 2002, 46,00 €, Translation Rights sold to Czech Republic



Health / Nutrition



Published on:	13th June 2014
Author:	Matthias Jünemann
Title:	The Adipositas cure Start with hCG to the cause of obesity and overweight and eliminate them forever
Pages/ Format/ Layout :	176 / Softcover / 17 x 24 cm
ISBN:	978-3-95760-000-4
Pricing:	16,99 € (D) / 17,50 € (A)

In our brain is a complex, that is responsible for the accumulation of excessive fat on or in the body. A hypothalamus that "turned completely upside down" can be recalibrated by administering homeopathic doses of a glycoprotein and henceforth ensure not increase the once lost weight. It settles the so-called "Setpoint" permanently on a lower body weight.

Learn how the author has lost in this way nearly 100 kg in 313 days - without hunger, without torture and without enforced sports. With the Adipositas cure that can be performed inexpensively from home, you will lose abnormal and morbid fat while muscles, protein and structural strength remain. Find out why you have become overweight or even morbidly obese and why you can't stay permanently healthy and slim with (other) diets, sports or surgical procedures.

The Adipositas cure is based on the HCG diet by Dr. ATW Simeons, but it is heavily modernized. It is also and especially suitable in particular for very serious cases of obesity and overweight. The work of Dr. Simeons is summarized in this book, plus the complete title "Pounds and Inches" can be downloaded for free.

Advanced, structured revision in 2014 with many of their own insights, new recipes and experience gained from the Ketario.de forum. Meet the author and many more enthusiastic people practicing this cure at the Ketario.de blog.

Matthias Jünemann was born in 1971 in the former GDR and has returned back in his hometown after a few years in Nuremberg. He is an economist and was recently over 190 kg in weight, until he has lost in 2011 in a little over 300 days, almost 100 kg.



Health / Nutrition

Selling Point:

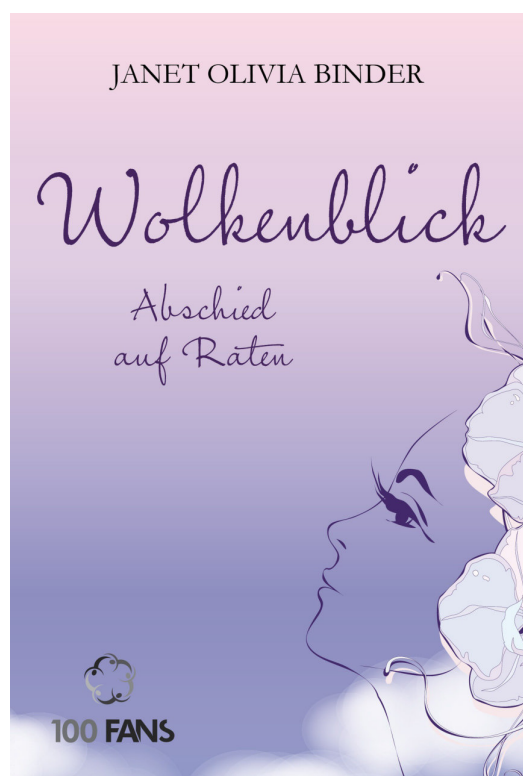
- Really effective and helpful
- In this book, Jünemann demonstrates how anyone can succeed in the same way he did
- **More than 25.000 copies sold already**

Comparative titles:

Anne Hild: *Die hCG-Diät*. Das geheime Wissen der Reichen, Schönen & Prominenten, Aurum in J.Kamphausen 12.2011, 14,95 €, copies sold (German market): more than 60.000

Anne Hild: *Das hCG Kochbuch*. Leckere Rezepte für die Diät- und Stabilisierungsphase der beliebten Stoffwechsellkur, Aurum in J.Kamphausen 03.2014, 16,95 €, copies sold (German market): more than 30.000

Matthias Jünemann: *Die Grüne Adipositas Kur*, Books on Demand 12.2013, 19,90 €, copies sold (German market): 2.500



Published on:	13th June 2014
Author:	Janet Olivia Binder
Title:	Cloud watch Farewell step by step
Pages/ Format/ Layout :	240 / Softcover / 12.5 x 18.7 cm
ISBN:	978-3-95705-002-1
Pricing:	19,99 € (D) / 20,60 € (A)

Actually, Julie's life is perfect. The adventure of her lifetime, the world trip with Till - who has finally made it after ten years concubinage, to ask for her hand - is within reach. If only these terrible nightmares wouldn't be.

In these dreams, Julie foresees not only her own death, but also that a suicide attempt by Till is only going to be prevented in the last moment with the help of a mysterious box.

Externally, Julie hardly doesn't show her premonition of death. She doesn't want to frighten anyone and finally doesn't know herself what will happen. Till explains the nightmares of his fiancée with her fear of the driving and the recently re-started driving training.

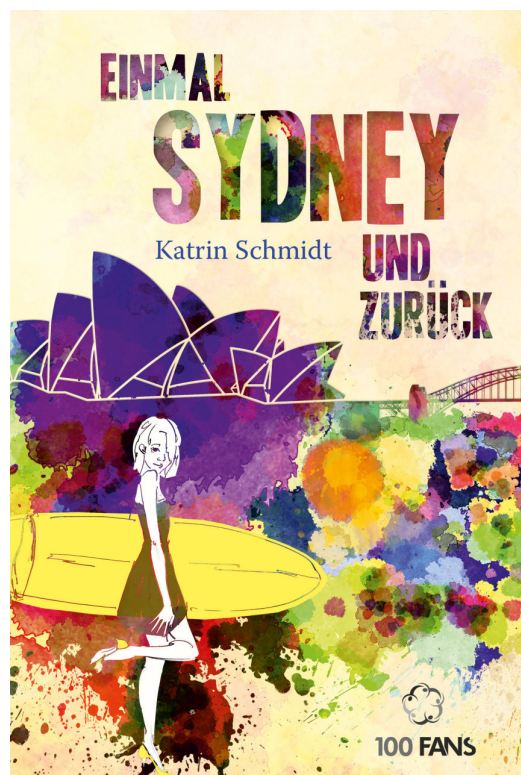
But Julie can't get rid of her vision, she secretly prepares a farewell box for Till: She plans the world trip only for him.

Some months later, Julie dies in a tragic accident ...

Janet Olivia Binder grew up in Biederbach, a small village in the Schwarzwald, Germany. After school she made an apprenticeship as an office clerk and for several years she works for a telecommunications company in Munich. She lives there with her boyfriend and her cat. Writing has always been her passion, so she studied for several years part-time at the school of writing and wrote during that time her first novel *Cloud view*.

Comparative titles:

Cecelia Ahern: *P.S. Ich liebe dich*. Fischer 05.2005, 8,99 €, copies sold (German market): almost 2.000.000



Published on:	15th August 2014
Author:	Katrin Schmidt
Title:	Once Sydney and back
Pages/ Format/ Layout :	208 / Softcover / 12.5 x 18.7 cm
ISBN:	978-3-95705-001-4
Pricing:	16,49 € (D) / 16,95 € (A)

As Chloe emigrates to Australia, she hopes that she can leave everything behind - especially her broken heart. She throws herself into her new life in Sydney, gets a job at ALICIA, the Australian fashion magazine, and lives in Manly, one of the trendiest neighborhoods in the city. Happily, she cruises daily over with the Manly Ferry at the famous Opera House and no longer thinks of her life at home. At least not until that cold winter evening when Daniel is suddenly standing in front of her and she realizes that no one can run away from its past even if it's a trip to the other end of the world.

Once Sydney and back is a story about the everyday madness Down Under and a search for what you can't find even in paradise.

Just like her heroine Chloe the author **Katrin Schmidt** lives in Manly Beach, Australia and travels almost daily over the Manly Ferry at the famous Sydney Opera House. Quite often she even used exactly those crossings to write pages for this book. *Once Sydney and back* is her first novel.



Published on:	10th October 2014
Author:	Stefan Krill
Title:	Best of craft sayings
Pages/ Format/ Layout :	96 / Softcover / 12.5 x 18.7 cm
ISBN:	978-3-95705-006-9
Pricing:	9,99 € (D) / 10,30 € (A)

Nowhere more sayings are made than in craft and in construction. A good craftsman is not only competent, but also quick-witted – and is speaking a wise line. This book brings together the most funny sayings of the popular Facebook page *Best of Handwerkersprüche*.

"Craftsmen make no breaks, they give the tool only time to recover."

"If it jams, turn to violence. If it breaks, it would need to be repaired anyway. "

Stefan Krill was born in Bergisch Gladbach in 1968. After secondary school graduation, he learned the fine profession of carpenter and practiced it for many years before he became top fire chief at the fire department in Bergisch Gladbach in 1996. Over the years he has heard many typical craft spells and of course also made such. Most were published in his book *Best of craft sayings*.

Comparative titles:

Rolf Hohenhaus: *Ich bin ein guter Mensch, ich war auch schon zu Vollidioten nett!* Immer einen Spruch auf Lager, riva 01.2014, 9,99 €, sold (German market): more than 1.500

General Striker: *Die besten Chuck Norris Witze*. Alle Fakten über den härtesten Mann der Welt, CreateSpace Independent Publishing Platform 10.2012, 3,59 €

Markus Coenen: *Die besten Fußballsprüche*. Books on Demand 2009, 9,75 €, copies sold (German market): more than 500



Published on:	12th September 2014
Author:	Frank Schäffler
Title:	Not in our money! The crisis of our monetary system and the consequences for all of us
Pages/Format/Layout :	272 / Hardcover 14.8 x 21 cm
ISBN:	978-3-89879-652-1
Pricing:	19,99 € (D) / 20,60 € (A) sFr. 28,00

We are in the midst of a global experiment that has never been seen before in economic history. A good 40-year-long aggressive monetary policy by virtually all major central banks reached its limits. Probably not only our children will experience the drastic consequences, but we do.

The former FDP parliamentarian Frank Schäffler was one of the first who has turned consistently against this as "alternative" ennobled experiments, the alleged rescue steps and the multi-billion dollar rescue funds in the parliament. In this book he shows that the false policy of continually cheap money will only lead us back into a new, even worse crisis.

This book will shake YOU. It is not too late to reverse. There is always a way back to solid economies and good money. The fight for that is just right beginning. Therefore, YOU must get involved. It's not just our money, it's about much, much more. It's about our freedom and that of our children. So get startet. NOW!

Frank Schäffler was from 2005 to 2013 Member of the German Bundestag. During this time he was vehemently against the so-called Euro rescue and voted against all measures of community liabilities in the euro club. In the FDP in 2011, he initiated a much-publicized membership vote against the European Stability Mechanism (ESM), which he narrowly lost.

Frank Schäffler is representative of the Austrian school of economics and advocates a market-based monetary reform. In Berlin he is currently founding the classical liberal think tank "Prometheus - The Freedom Institute" which aims to revive the tradition of Anglo-Saxon think tanks.

Selling Point:

- A profound plea against the Euro rescue fund and clear position in the heated debate



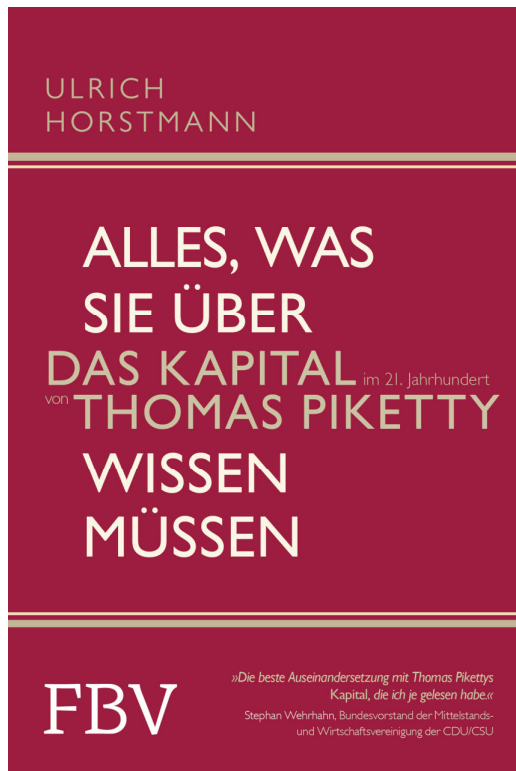
- Written by a frontman of resistance to the EU-fund
- From the caliber and potential as the best sellers of like-minded Olaf Henkel, Save our money!
- The first book of a member of parliament on the financial crisis
- Awareness of the role of politics / ECB and Bundesbank

Comparative titles:

Max Otte: *Der Crash kommt*. Die neue Weltwirtschaftskrise und was Sie jetzt tun können, Ullstein 2008, 9,95 €, copies sold (German market): 270.108

Hans Olaf Henkel: *Rettet unser Geld*. Deutschland wird ausverkauft - Wie der Euro-Betrug unseren Wohlstand gefährdet, Heyne 11.2009, 19,99 €, HC, copies sold (German market): 59.181

Daniel Eckert: *Weltkrieg der Währungen*, FinanzBuch Verlag 09.2010, 19,99 €, copies sold (German market): more than 10.000



Published on:	15th August 2014
Author:	Ulrich Horstmann
Title:	Everything you need to know about <i>Capital in the Twenty-First Century</i> by Thomas Piketty
Pages/Format/Layout :	112 / Softcover 12.5 x 18.7 cm
ISBN:	978-3-89879-884-6
Pricing:	6,99 € (D) / 7,20 € (A)

"Piketty light and easy" - The key to understand the bestseller, the perfect preparation for the German edition

Thomas Piketty's voluminous work *Capital in the Twenty-First Century* has divided the guild of economists like almost any other book. The economy itself seems to be shaking to its foundations. Piketty's illustrious readership ranges from U.S. President Barack Obama on Pope Francis further on Nobel Prize winner Paul Krugman up to IMF chief Christine Lagarde. But his theses about capitalism splits the opinion of its readers. So what is in this magnum opus? What is it that Thomas Piketty examines? What policy recommendations - which ultimately affect all of us - he infers? How to classify his work and how to interpret?

Everything you need to know about Thomas Piketty's *Capital*, his theories and criticism, are presented and interpreted in this book by Ulrich Horstmann.

Ulrich Horstmann, studied business administration in Bochum, then in Trier with a focus at financial economic and finally graduated at the Vienna University of Economics with Dr. rer. soc. oec. Since 1989, Ulrich Horstmann is active in several financial institutions in the research. The author can thus look back on over 20 years of experience in the fields of economics and business analysis within banks. He also worked in this field closely with the media. What consequences every citizen must expect and where everyone can obtain the correct information, Ulrich Horstmann shows with his detailed, knowledgeable look at the state of the European Monetary Union.

Selling Point:

- Thomas Piketty precedes the (justified) reputation as a large and important economist and a pioneering contribution to the analysis and interpretation of



capitalism in the 21st century.

- His work has positioned itself in content and scope of the theoretical demonstratively in line with Karl Marx
- The great economist of the 19th century is idol and counterpart at the same time, Pikettys matrix for its current analysis of the status quo and the future - dynamite par excellence for professionals and the public
- After the French edition was difficult to understand for many people now with the release of the American edition on 18 March 2014, the spell was broken and opened the discussion. Since then the professional world is in turmoil, a reception and review shaft chases the next, the book is a worldwide bestseller, the English edition has been sold 8,000 times in Germany
- Many readers are now eagerly waiting and looking forward to the German edition, which will be published in October at C. H. Beck for 29,95 Euro:
- For this large target group Ulrich Horstmann's essay is the ideal reading:
- A compact, even for beginners, non-economists and non-academics clear, concise representation and derivation of content, an analysis of its assumptions and hypotheses, a critical evaluation of the work from an expert. With an extensive glossary and list of sources
- The perfect key to understanding and the ability to perfectly prepare for the nearly 1000 pages of work, to shorten the waiting time, to use it as a supplement and for better understanding of the Tome or instead are content to

Comparative titles:

Stephan Kaufmann and Ingo Stütze, *Kapitalismus*. Die ersten 200 Jahre, Thomas Pikettys »Das Kapital im 21. Jahrhundert«: Einführung, Debatte, Kritik, Bertz & Fischer 10.2014, 7,90 €



Published on:	12th September 2014
Author:	Martin Limbeck
Title:	Why No One Wants You to Get to the Top ...and how I made it anyway
Pages/Format/Layout :	208 / Hardcover 14.8 x 21 cm
ISBN:	978-3-86881-235-0
Pricing:	19,99 € (D) / 20,60 € (A) sFr. 28,00

Anyone can do “easy” – only obstacles

make you strong. A contradiction? Not according to Martin Limbeck. And he should know! With his bestselling title, *Nicht gekauft hat er schon* (No is short for next opportunity), which sold out on the very day it was published, he conscripted a huge army of fans and readers who loved his directness and personal stories. In his new book he describes, with his customary unsparing style and anecdotes, his not-so-easy rise from a no-name in the Ruhr to a well-known and sought-after top speaker.

Martin Limbeck tells how he had to face countless obstacles on his way up to the top, from envy to self-sabotage to false friendships – obstacles that many people recognise and experience. Except that Martin Limbeck didn't let these hold him back; he was unstoppable.

Today he is at peace with himself and is able to pass on his experience and his message: if life says “no” to you, it means simply that you're not yet at your destination. Often, just one more small step or a little more effort is needed to achieve your goal and overcome the stumbling blocks. With this philosophy, Martin Limbeck has gone far. In his fascinating book, he shows how anyone else can do so too. It's an encouraging call to everyone who wants to get more out of life, even though – or precisely because – they don't find it easy!

Martin Limbeck is one of the most sought-after sales experts in English and German speaking countries. For more than 20 years, he inspires with his insider know-how and practical strategies employees from management and sales. He has presentations in more than 20 countries around the world, yet. Not only in his provocative and motivational lectures, but also in the implementation-oriented training the goal is on progressive and successful Sell. This has made him in recent years become one of the most effective speaker and trainer for the years 2008 and 2011.

International German Training Award in bronze in 2006 and 2011, 5 Years Award in Bronze (BDVT) 2008, Conga Award 2009 and 2010, Lecturer in Sales Management at ESB Business School Reutlingen, Lecturer in Executive Education at the University of St. Gallen, Certified Speaking 2011 Professional (CSP), International Speaker of the Year in 2012 and

Top Speaker in 2014 - his list of achievements and awards is long. It shows: Martin Limbeck is one of the most successful and renowned business speaker and sales expert at international level.

Despite all his success, he has kept both feet firmly on the ground – and the hard seller also has a soft side. His family is sacred to him, and he is totally devoted to his son. He seeks relaxation in nature – fishing, walking or jogging; and he loves mountain-biking, skiing and watching football in the stadium. More information at www.martinlimbeck.de.

Selling Point:

- Never give up – a genuine and encouraging plea
- The success story of Martin Limbeck. His path to becoming an entrepreneur, a successful trainer, a top speaker and a TV coach
- In this witty and well-paced book, he demonstrates how anyone can succeed
- The bestselling author – now up close and personal!
- Martin Limbeck, well-known speaker and coach (e.g. at ARD, SWR, RTL and ProSieben)

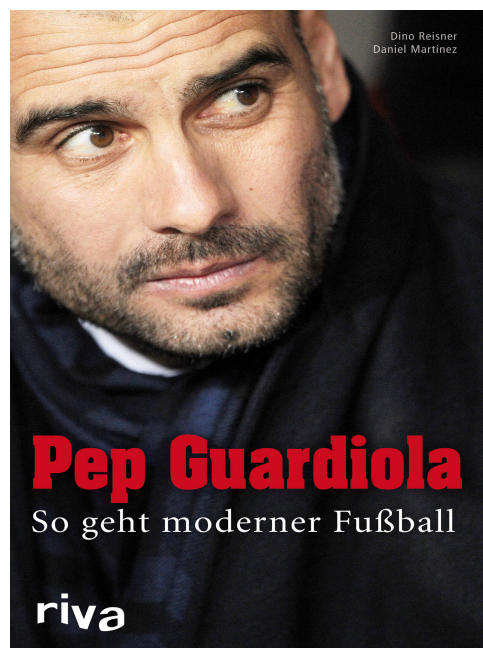
Comparative titles:

Martin Limbeck: *Nicht gekauft hat er schon*. So denken Top-Verkäufer, redline 03.2011, 19,99 €, copies sold (German market): more than 60.000

Sold rights:

Martin Limbeck: *Nicht gekauft hat er schon*. So denken Top-Verkäufer, redline 03.2011, 19,99 €, copies sold (German market): more than 60.000

Translation Rights sold to Czech Republic, Slovenia, Korea and the Arab World



Published on:	8th May 2013
Author:	Daniel Martínez / Dino Reisner
Title:	Pep Guardiola That's how modern football works
Pages/ Format/ Layout:	200 / Softcover 13.5 x 21 cm
ISBN:	978-3-86883-323-2
Pricing:	9,99 € (D) / 10,30 € (A) sFr. 14,50

Rights already sold to the Czech Republic and Hungary!

More than 8.000 copies already sold!

Everything what's modern in football, yet, is based on one concept: to use the spaciousness of the field, the desire to always keep the initiative, the possession as a condition to get a goal, the quick conquest over the ball. One man is the mastermind of this philosophy: Pep Guardiola. He is the epitome of modern football - as a player and as a coach. At the beginning of the nineties, he won title by title as a midfielder of the legendary "Dream Team" under Johan Cruyff with Barça. As a coach, he has refined the short passing game and raised to a new level of success. With early 40 he has achieved everything: even the Sextuple 2009 - the victory in six different competitions. Who is the Bayern Munich coach really and what is the secret of his success? The authors have researched the phenomenon Pep Guardiola. They've spoken to his companions and friends including the world champion coach Vicente del Bosque. They tell a story that no one would have expected.

Dino Reisner is a freelance sports journalist and author. He worked among others for *BILD*, *Kicker* and *Sky* and has written biographies of Dirk Nowitzki and Michael Ballack.

Daniel Martínez reported for years as a freelance sports journalist and author for various media from Spain and Latin America over the German football.

Selling points:

- Competence is the key - the best preparation for the era Pep
- All about the really interesting thing about the person Pep: his genius as a coach
- With comments from Vicente del Bosque, Juan Manuel Lillo mentor of Guardiola, Bernd Schuster, Udo Lattek and others
- Written by renowned sports journalists
- **Daniel Martínez is able to update the content as well as to write an additional chapter about the first year of Pep Guardiola coaching FC Bayern Munich**

Comparative titles:

Guillem Balagué: *Pep Guardiola*. Die Biografie, C. Bertelsmann 06.2013, 19,99 €, copies sold (German market): 33.124

Albert Jumilla: *Tu, was du kannst - und sei mutig*. Pep Guardiolas Erfolgsgeheimnis, Blanvalet 05.2013, 7,99 €, copies sold (German market): 6.851

Dietrich Schulze-Marmeling: *Guardiola*. Der Fußball-Philosoph, Die Werkstatt 01.2014, 14,90 €, copies sold (German market): 2.856

Ricard Torquemada and Jürgen Löhle: *Formula Barça*. Der FC Barcelona und Pep Guardiola, Hampp 10.2012, 12,90 €, copies sold (German market): 1.892

Miguel Angel Violán: *Pep Guardiola*. So geht's anders! Meyer & Meyer 07.2013, 14,95 €, copies sold (German market): more than 500

Sold rights:

Daniel Martínez and Dino Reisner: *Pep Guardiola*. So geht moderner Fußball, riva 05.2013, 9,99 €, copies sold (German market): more than 8.000

Translation Rights sold to Hungary and the Czech Republic