

Spring 2014

Catalogue of  MÜNCHNER VERLAGSGRUPPE

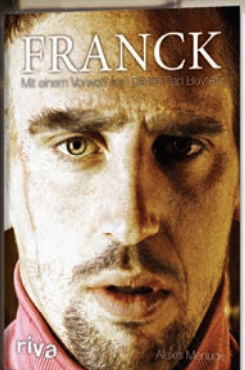
riva

mvgverlag

LAGO

REDLINE | VERLAG

 FinanzBuch Verlag



Dear colleagues,

It is my pleasure to present to you the International Rights Catalogue "Spring 2014" for the Muenchner Verlagsgruppe GmbH with its Imprints:

riva Verlag: True Crime, Lifestyle, Non-Fiction & Biography, Humor, Sport, Fitness, Beauty

mvg Verlag: Non-Fiction & Biography, Personal Development, Communication, Self-Help

Lago: Fiction, Thriller

Redline Verlag: Popular Business, Management, Economy, Politics, Job, Careers

Finanzbuch Verlag: Finance Guides for professionals and private investors: Finance Investment, Trading

Highlights in this Spring are

riva Verlag

Franck by **Alexis Menuge** – The rights to France, Poland, Hungary and Mainland China are already sold!

Between two worlds by **Karel Gott**

Botch-up in the mouth by **Tanja Wolf**

2 Days a Week are enough by **Dr. Dr. Michael Despeghel** | **Doris Muliar** – This is the recipe book to our same-titled bestseller

Advanced Bodyweight Training by **Mark Lauren**

Complete the function by **Petra Cnyrim**

mvg Verlag

Digital Decay by **Anne Sophie** | **Christoph Wöhrle**

The lovesick beagle and the 45 nightshirts... by **Dr. med. vet. Ulrike Werner**

Fuck this year by **Mona Rausch**

The Hashimoto diet by **Vanessa Blumhagen**

Your inner physician by **Prof. Dr. med. Jael Backe** | **Alexandra Reinwarth**



All books with this sign are also available as e-books.

Lago

The Tea-complot by Elke Bergsma

The Golf by Heiko Haupt

Redline Verlag

Help, our food is getting standardized! by Clemens G. Arvay

The world belongs to the bold by Jens Hilbert

When managers make crap by Klaus Schuster

Brand New by Jon Christoph Berndt | Sven Henkel

FinanzBuch Verlag

The plunder of the world by Michael Maier

Gambled freedom by Diogenes Rant

Caution, brokers! by Jens Hagen | Thomas Schmitt | Dörte Jochims

Money was yesterday by Christine Koller | Markus Seidel

Simply learn to trade by Carsten Umland

We control world rights on all new and backlist titles and I would be happy to send you reading samples on publication. I wish you an enjoyable browse through our catalogue!



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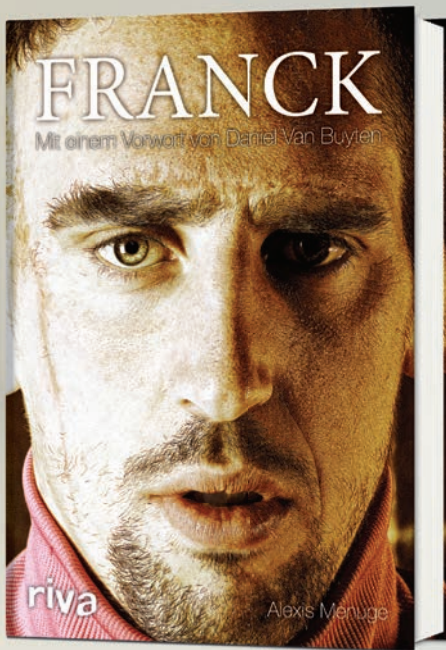
All books with this sign are also available as e-books.

riva

Preview | Spring 2014

riva

Our Highlights



Spring 2014

An intimate portrait of the European footballer of the year

The story of Franck Ribéry is unique. The beginning of his life was overshadowed by a tragic car accident. He survived, but his face was permanently scarred. For this reason, he had to face severe teasing from other children during his youth. As a young footballer he had to wait a long time before he could play among the professionals. In the beginning he played for different clubs in low-ranking leagues and earned his money on the building site. However in 2004 he had a breakthrough with the FC Metz and in the French League. After an up-and-down stay at Galatasaray Istanbul and Olympique Marseille, he landed at FC Bayern Munich in July 2007 where he quickly became a crowd-pleaser and developed a strong friendship with his fellow footballer Daniel Van Buyten. After an affair with an underage girl and a scandalous World Championship, playing for the French national team, Ribéry was going through the most difficult phase of his life. Three years later he won the Triple with Bayern and is now regarded as one of the best players in the world.

This biography, written by a friend and companion, describes the phases in his unusual life as a footballer and also shows intimate details of Franck Ribéry's private life.

With a foreword by
his friend Daniel
Van Buyten

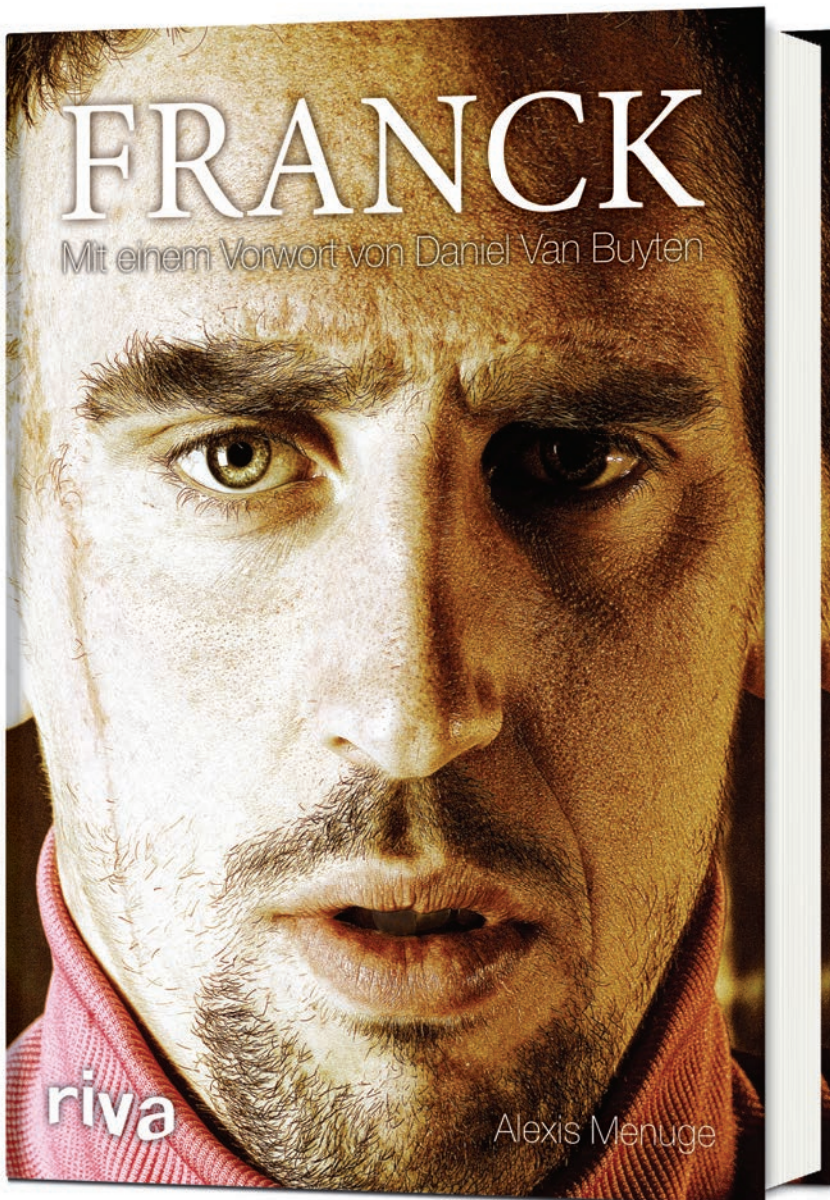


© ullstein bild - Team 2 Sportphoto



ALEXIS MENOUGE, born in Vincennes near Paris, wanted to become a sport journalist since his early youth. From 1999 on, he worked first at the online editorial office of DSF in Munich, then he started his freelance career in 2001 and became a German correspondent for the radio station Europe 1. Since 2003 he has been editing the sports journal *France Football* (in cooperation with the FIFA representative of the Ballon d'Or). Since 2004 he has been working for the French sport journal *L'Equipe* and since 2005 for the French radio station RTL in Munich where he worked together with the ex-Bayern footballer Bixante Lizarazu.

© privat



The first biography of Ribéry on the market

Written by his close confidant and companion after conversations with Ribéry and his friends and family

The Polish, French, Hungarian and simplified Chinese Rights are already sold

Alexis Menuge

Franck

250 pages | 14.8 × 21 cm

Hardcover with protective cover

First edition

16.99 € [D] | 17.50 € [A] | sFr. 24.00

Also available as e-book

ISBN 978-3-86883-408-6



European footballer of the year 2013
Football World Cup in Brazil June/July 2014



9 783838 688340 86



The world star who crossed the Iron Curtain

© ulstein bild - CTK



Karel Gott at one of his legendary concerts (2013)



Karel Gott at the age of 9 (1948)

The words sound too heavy but they are appropriate. Karel Gott is one of the few world stars Europe has produced in the last 50 years. In the late 60s his concerts as European artist were already sold out in Las Vegas and he was thought to be a legitimate successor of Frank Sinatra. Ever since, he has been one of the superstars of the music scene in Germany, his homeland the Czech Republic and the former Eastern Bloc. In this autobiography he tells for the first time about his childhood, the first steps into show business, his big successes, the life before and after the fall of the Iron Curtain as well as the time of radical change after the end of communism. And of course he also recounts the years as megastar, of the, from, Biene Maja' to 'Babicka' and 'Forever Young' in a duet with Bushido.

Karel Gott is one of the most prominent artists in the music business. This biography represents a milestone and a historical document that no one else could have written. It is a must not only for the fans but also for all who want to experience the last decades one more time



© Petr Adámek



KAREL GOTT, born in 1959, wanted to be an artist but saw better opportunities for success in a singing career. His first concerts took place in the dancing halls of Prague in the 1960s. At the beginning of the 1960s he was one of the most popular artists of the country. Thanks to the political thaw in the middle of the 1960s he managed to establish himself as a singer in the West as well. Till this day he has sold approximately 50 to 100 million records, 25 million of them in Germany. Karel Gott has been awarded more than 50 diamond, platinum, gold and silver records. He lives with his wife and his two daughters in Prague.

riva

top title

Non-Fiction/Biography

9

RIVA



On the
75th
birthday

A megastar tells the story of his life

The perfect present, not only for fans

Karel Gott

Between two worlds

My life

200 pages | 14.8 × 21 cm

Hardcover with pictures

First edition

19.99 € [D] | 20.60 € [A] | sFr. 28.00

Also available as e-book

ISBN 978-3-86883-400-0



Karel Gott's 75. Birthday on 14th July 2014

We don't control the foreign rights for former USSR countries



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What is going wrong in dental medicine?

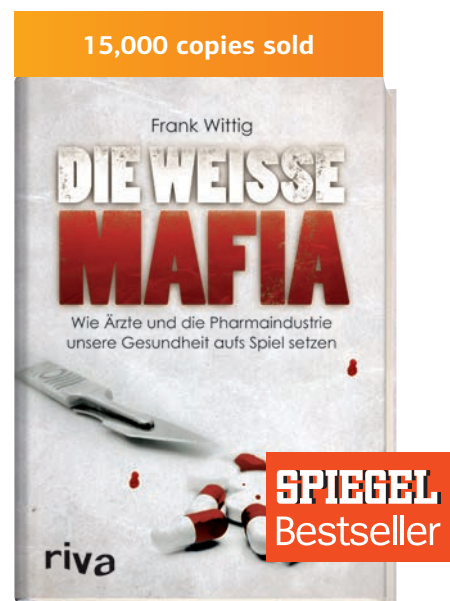
Nobody likes to sit in a dental chair. Then, if the bill is too high, or something goes wrong, patients are often angry and at the same time helpless. Implant or bridge, inlay or filling, partial crown or crown - you can hardly find out which treatment is necessary and what it should cost. The co-insurance of the patients is rising and the complicated price system offers fantastic takings to the dentists. From bleaching to braces many extras are sold. In dental medicine commercialization has gone too far. The black sheep amongst dentists write out horrendous bills and can be hardly controlled. Patients who object to this have to arduously demand their share in court and meet the costs themselves.

Tanja Wolf describes many other mishaps in dental medicine which affect all of us: hardly any quality control, no transparency in the number of titles, reports which raise lots of questions, lack of true dental hygiene and an overrated orthodontics.

The medical journalist has collected the results of her meticulous research turning it into concise advice to patients with concrete cases from the practice. In addition there are tips and pieces of advice on how to get a good and not too expensive treatment as a patient.



TANJA WOLF, born in 1970 in Duisburg, studied history and political science in Dusseldorf and Naples. Since 2002 she has been working as a freelance journalist with a specialization in medicine and health. She writes for various daily papers in Germany and *Spiegel Online*.



19.99 € [D]

ISBN 978-3-86883-271-6



Writes for *Spiegel Online*

Meticulously researched

With many tips and information for patients

Tanja Wolf

Botch-up in the mouth

Grievances in dentistry

240 pages | 14.8 × 21 cm

Hardcover

First edition

19.99 € [D] | 20.60 € [A] | sFr. 28.00

Also available as e-book

ISBN 978-3-86883-364-5



Mysteries of the everyday life cleverly and illustratively solved

How can we show that the earth rotates? How many centimetres does the surface of the sea rise if everyone jumps into the sea at the same time? Can one actually boil eggs in the oven? The science-related TV show *Kopfball* has been discussing interesting questions from the areas of all day life, science, nature and technology for 25 years. Since 2006, the program only answers questions sent in by viewers – done for example by street polls, experiments inside the studio or by asking respective experts.

Drawing on the extensive archive of *Kopfball*'s editorial department, 200 of the most interesting and most popular questions were chosen to be part of this exciting book. This clever book will not only please the fans of the TV show but also all those who want to learn something and those who like to analyse things.

- Why does a magnet fall through a roll of aluminium foil like in slow motion?
- Why should you not shake hands with an orang-utan?
- How does sun lotion work?
- Why can parrots speak so well?
- Why do doors and windows slam in a draft?



© ullstein bild - PSI, BONN

The scientific magazine *Kopfball* was developed and at times presented by the renowned physicist and moderator **Ranga Jogeshwar.**



ANNA MÜLLER grew up in Upper Bavaria in a town with 3.000 inhabitants and showed an interest in popular science topics since her early youth. There have been hardly any scientific programmes on TV which she hasn't watched. Today everything she learned from these shows helps Anna out when her son keeps asking questions like: 'Why is the sky blue?' 'Why is yawning contagious?' and 'Why do elephants have such big ears?'

WDR¹Das Erste¹

The official
book on the TV
show *Kopfball*

The book on the successful TV magazine

Answers the most interesting questions of the show

Experiments vividly described and illustrated

Anna Müller

Why don't soap bubbles dissolve in the rain?

... and 101 other exciting everyday questions

200 pages | 13.5 × 21 cm
Softcover

First edition

9.99 € [D] | 10.30 € [A] | sFr. 14.50

Also available as e-book

ISBN 978-3-86883-412-3



TV advert based on the broadcast *Kopfball*

On 24. September 2014, the show will celebrate its 25th anniversary



9 783868 834123



Use the secret knowledge of police experts for your everyday life

Seeing through liars, reading suspicious clues or even removing them and overcoming all attackers - use the secret knowledge of detectives. The tips and tricks of investigators not only make our day-to-day life safer, but open up completely unsuspected possibilities of use: the forensic scientist explains how in fact you can remove every trace of dirt, the detective knows how young love can be tracked down and the tax expert explains what fraud will clearly be found out in a tax return and what not.

Finally a book which combines the multiple activities of detectives - whether CID, dog managers, cyber cops or forensic doctors. The professionals report on the most exciting cases and deliver the ultimate tricks for day-to-day life. This makes the police your friend and helper in all situations in life.

Are you being followed at night in a dark street?

An investigator shows you how you can defend yourself against any attackers and overcome them in seconds.

Do you want things not only tidy, but clean?

Let a professional crime scene cleaner tell you how to remove the slightest trace.

Do you want to look for hidden drugs in your children's bedrooms?

The tracker explains what you have to look out for.



REINHARD KECK, born in 1981, worked as a sport and police reporter for *Münchner Abendzeitung* and *London Times*. He is an editor of *Bild am Sonntag* and lives in Berlin.



MARC-ANDRÉ RÜSSAU, born in 1980 is an editor of *Bild am Sonntag*. He does research in the area of justice and organized crime. In 2013 he published the bestseller *Rotlichtkrieg* [Red Light War]. Rüssau lives in Berlin.



Tricks of
the police

The formula of success of bestselling author Joe Navarro applied to Germany

Insights into the exciting practice of police officers

The first book which explores all the aspects of police work

Reinhard Keck
Marc-André Rüssau
**See through people like
police psychologists**

Learn from police experts about
everyday live

240 pages | 13.5 × 21 cm
Hardcover

First edition
16.99 € [D] | 17.50 € [A] | sFr. 24.00
Also available as e-book

ISBN 978-3-86883-362-1



Unusual cases in medicine

Inexplicable illnesses, rare symptoms, medical riddles - medicine is full of anecdotes and curiosities. There was for example the case of a woman who goes to the hospital with bad abdominal pain. During the CT the doctors discover a long object in the woman's belly. She then remembers that 25 years ago when she was trying to look at her tonsils she swallowed a pen. The pen is surgically removed - amazingly, it still works perfectly even after a quarter-century.

For this book, medical practitioner and journalist Dr. Frank Schwebke collected and described the most unusual cases. It not only becomes clear to the reader how fascinating the human body is but also how exciting the work of doctors can be, who have to track down an illness like detectives. An unusual collection which will shock, amuse and entertain the reader.

A bilingual woman forgets one language after the birth of her child.

A man is often drunk although he never drinks a drop of alcohol.

A man comes into the hospital with a swollen abdomen. The doctors discover proliferating ovaries. A blood test confirms it: the man is actually a woman.

Too much tea causes osteoporosis in woman.

A man comes into the hospital because he has developed a sudden fear of water which is so severe that he can no longer take showers or drink anything.



DR. MED. FRANK SCHWEBKE, born in 1956, is well known as a doctor, media journalist, TV moderator and specialist writer. Schwebke studied medicine in Bochum und Aachen. After receiving his licence to practice medicine he worked as a staff surgeon at the German armed forces. Afterwards he worked at the university neurological clinic in Saarland where he took over the neurology and psychiatry departments. Since 2008 Dr. Schwebke answers questions by *Bild am Sonntag* readers on health. He lives in Berlin.



Unusual illnesses – a gripping and entertaining read

Stories like those of the successful TV show Dr. House

Curious stories like those of the much loved columns in *Spiegel* and *Stern*

Dr. med. Frank Schwebke

The mysterious patient

Mysterious medical cases and how they were solved

200 pages | 13.5 × 21 cm

Hardcover

First edition

16.99 € [D] | 17.50 € [A] | sFr. 24.00

Also available as e-book

ISBN 978-3-86883-372-0

Warengruppe 1691



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The truth about the most dangerous drug of today

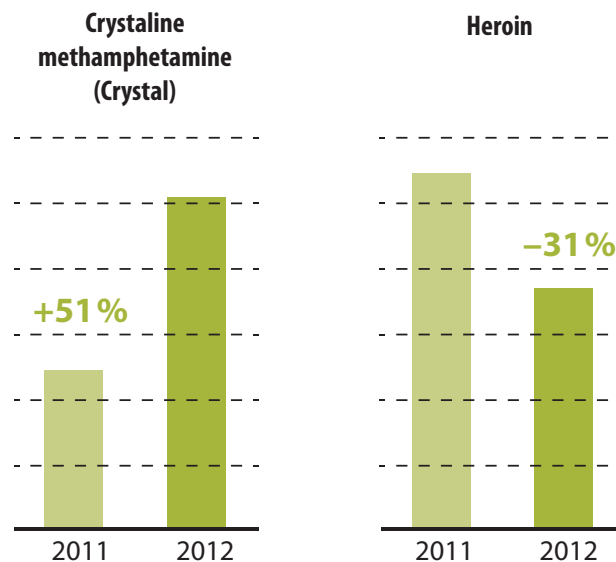
Crystal Meth, also known as Crystal Speed, C, Piko, Ice, Crank or simply Crystal, is the most dangerous drug of our time. It is very addictive, damages the body and brain from the first use on, it is easy to manufacture from free chemicals and is cheap because of this.

The transparent crystals of methamphetamine which can be snuffed, smoked, swallowed or injected, have gripped the areas of Saxony, Thuringia and parts of Bavaria as well as Austria. Almost two years ago crystal overcame heroin as the most often used drug for newcomers.

In this first non-fiction title on this topic, the physician specialized in addiction treatment, Dr. Roland Härtel-Petri and journalist Heiko Haupt describe the devastating effects of Crystal, give insight into the work of physicians of addiction medicine and street workers and give information about the current situation in Germany. Addicts describe how they have fallen prey to Crystal and why it is so difficult to break away from it.

Extensive education is the only way to stop the proliferation of crystal. This book breaks the first ground.

First notified users of hard drugs



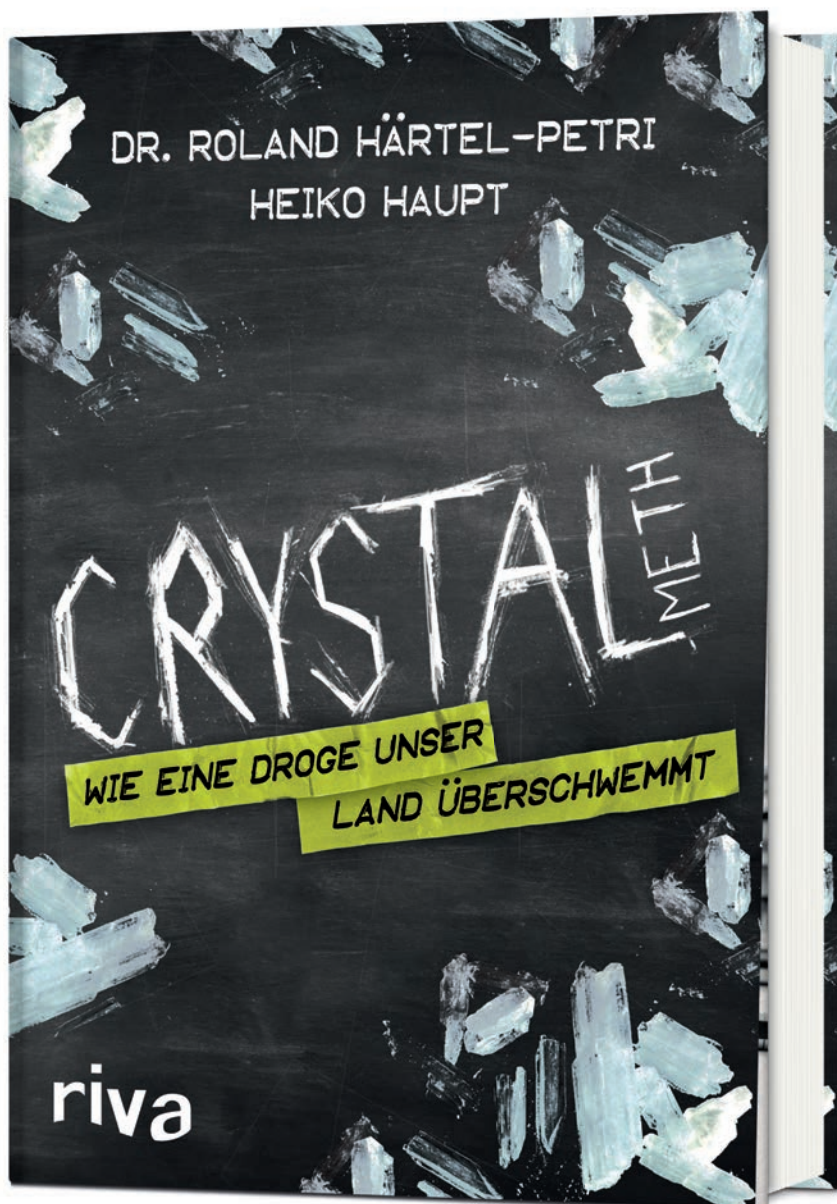
Source: German Federal Criminal Police Office



DR. ROLAND HÄRTEL-PETRI was the medical director of the Department for addiction medicine of the regional hospital in Bayreuth. For many years he was the head of the therapy centre for alcohol, medication and drug addiction in Hochstadt am Main, where he implemented the treatment approaches tested in the US.



HEIKO HAUPT lives and works in Hamburg as a freelance journalist and author. He has published reports on different topics and has received a number of awards for his journalistic work, among others the Christophorus Prize and the Joseph-Ströbl-Preis. Haupt has also been working as an editor and was head of department of the German Press Agency where he helped developing its subject service.



The first non-fiction book on the topic: professionally and thoroughly researched

Gives insight into the work of scientists in the first nationwide study of Crystal

With numerous testimonies of people concerned

The number of addicts in Germany is rapidly growing

Dr. Roland Härtel-Petri
Heiko Haupt

Crystal Meth

How a drug is overflowing our country

250 pages | 14.8 × 21 cm
Hardcover

First edition
16.99 € [D] | 17.50 € [A] | sFr. 24.00
Also available as e-book

ISBN 978-3-86883-366-9



Statistically speaking we are already dead

It is a miracle that we exist at all. The chance to become pregnant through sex is so negligible that it is not worth mentioning. As soon as we are born, the merry-go-round of dangers starts rolling. Once actually born, our lives are constantly put in danger: at play, by road transport or through nutrition. And when in spite of all the adversities we finally reach adulthood, we are still not safe. Illnesses, accidents, crimes - we survive each day only by sheer luck.

Cord Balthasar and Thorsten Wiese started a detailed research into the mountain of statistical data in order to evaluate and analyze those everyday things that bear potential risks without us being aware of them. The result should be seen in a humorous way - as survival is highly unlikely.

Risk factors and daily impairment	Men	Women
	Lifetime in minutes per day, which are gained or lost	
Smoking		
Consumption of 15-24 cigarettes	-300	-270
Alcohol		
First glass [intake 10g alcohol]	30	30
Each additional glass [up to 6]	-15	-30
Obesity		
Per 5 units over body mass index of 22.5	-90	-90
Per 5 kg over optimal weight with regard to average height	-30	-30
Many hours of sitting behaviour		
2 hours of TV	-30	-30
Diet		
Red meat, 1 portion [85 g]	-30	-30
Fruit and vegetables - 5 portions [Vitamin-C-intake in blood >50 nmol/l]	120	90
Coffee consumption		
2 - 3 cups	30	30
Physical exercise		
The first 20 minutes of moderate exercises	60	60
The following 40 minutes of moderate exercises	30	15
Cholesterol		
Intake of cholesterol lowering drugs	30	30
Pollution		
Living in Mexico City as compared to London	- 15	- 15



CORD BALTHASAR studied mathematics and works as a freelance scientific journalist. For many years he has been involved in research of real and predictable risks which are influencing human life every day. This is his first book..



THORSTEN WIESE is an author, journalist and editor. For this book he researched extensively the dangers in our life.



The dangers and risks of life,
described on the basis of statistics and tables

Meticulously researched

With many graphs and tables

Cord Balthasar | Thorsten Wiese

Why pens are more deadly than lightning

Light-hearted statistics on the
dangers and risks of life

200 pages | 13,5 × 21 cm
Hardcover

First edition
14,99 € [D] | 15,50 € [A] | sFr. 21,40
Also available as e-book

ISBN 978-3-86883-420-8



Have an extra-large BBQ with Jumbo, the star of the *Galileo* programme *Jumbo XXL*

Whether it is pork, beef, lamb or fish – in this book, *Galileo*-Foodtester Jumbo Schreiner reveals his favourite barbecue dishes and shows us how to prepare them, e.g. his Favorribs with Gorgonzola Sauce, his Irresistible Maui-Burger or the Hot Dog with horseradish sour cream.

Jumbo grills steaks with apricot bacon, marinades pork in a delicious coconut milk-chilimarinade and wraps up sea bass with bacon. But his completely illustrated BBQ bible does not only consist of recipes and tips for the perfect BBQ and amazing side dishes but also of advice on writing apology letters to angry neighbours or how to treat a finger cut.

And if you think that a strong guy like Jumbo doesn't like salads, you should try Jumbo's Special Coleslaw. His version with walnuts and grapes is a real surprise.

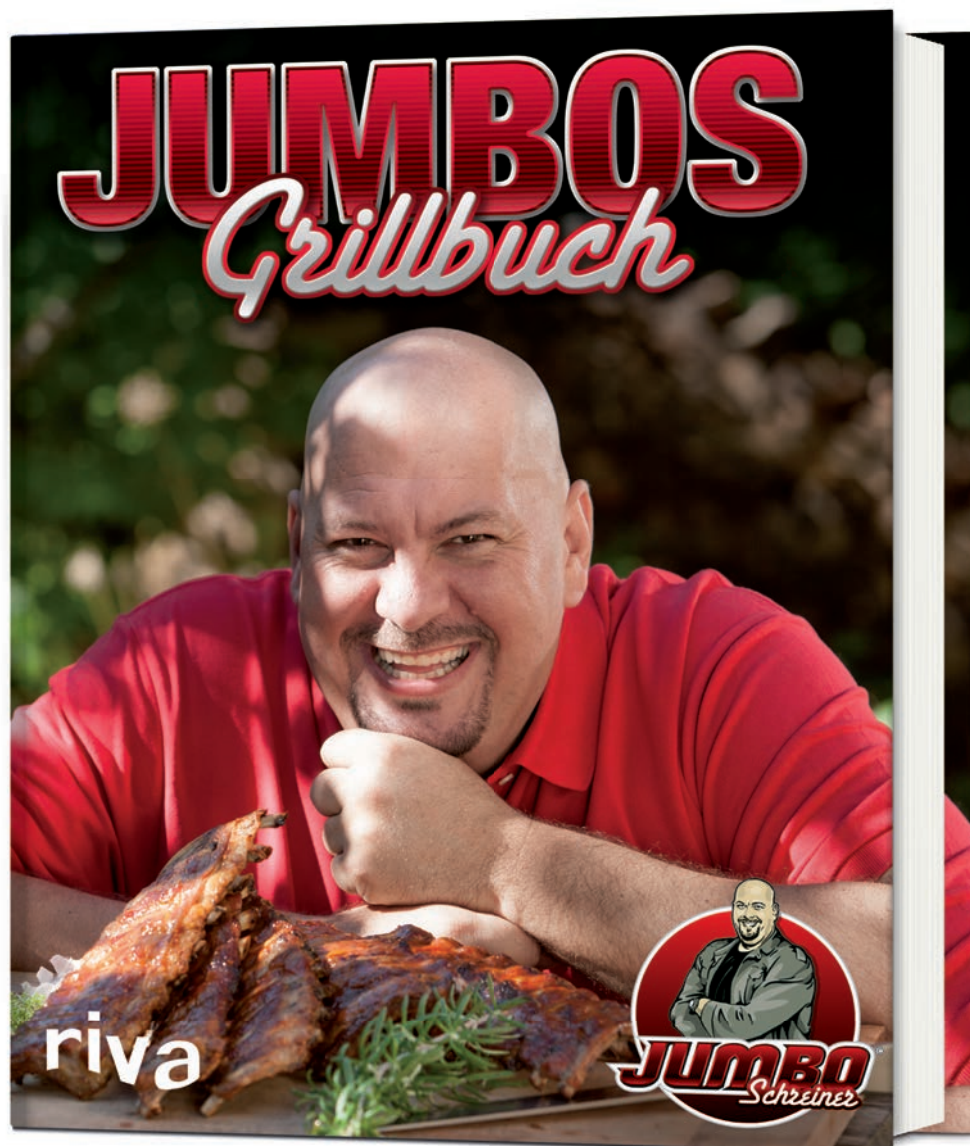
Are you getting hungry? This book is a wonderful companion for an unforgettable BBQ summer which won't only make men feel full and happy.

»Your friends will finish everything off and will never leave again. But that will be your problem.«

Jumbo



JUMBO SCHREINER, better known as JUMBO, is a TV presenter, actor and musician known to the wider public through his regular columns in the TV show *Galileo*. Since 2008 he has been writing among other things for his Sunday column *Jumbo XXL* and is considered to be a food expert. Jumbo's name says it all: the six footer likes things large and oversize and that is also the case when it comes to BBQs .



Lavishly illustrated BBQ Bible

100 new and unpublished BBQ recipes

With personal tips and anecdotes from Jumbo

Ideal gift for the BBQ-loving partner, father or son

Jumbo Schreiner
Jumbo's grillbook

192 pages | 19 × 24 cm
Hardcover in 4 colours

First edition
19,99 € [D] | 20,60 € [A] | sFr. 28,00
Also available as e-book

ISBN 978-3-86883-399-7



9 783868 833997



The cookery accompanying the successful dieting programme with Detlef D! Soost

The famous choreographer and life coach Detlef D! Soost once had a few pounds too many around the waist. To change this, he, together with a team of food diet experts, developed a nutrition programme with the help of which he lost more than 20 kg.

Detlef D! Soost's very efficient Online-Coaching-Programm 10 Weeks BodyChange® does what it promises. Hundreds of thousands of participants have lost more than a million kilograms of weight with BodyChange® and now feel as fit, healthy and attractive as never before.

In this cookery book, successful participants share their favourite recipes. Around 100 delicious and easy - to-prepare dishes make people slim with relish - and all that without any hunger: BodyChange®-meals make you feel full.

Numerous success stories and impressive before/after photos motivate the reader to start a successful BodyChange® and to become fit, slim and sexy in only 10 weeks.

»Following the BodyChange Principles I lost 20 kg in only 10 weeks. You can do that too!«

Detlef D! Soost



Before



- 35 kg
After

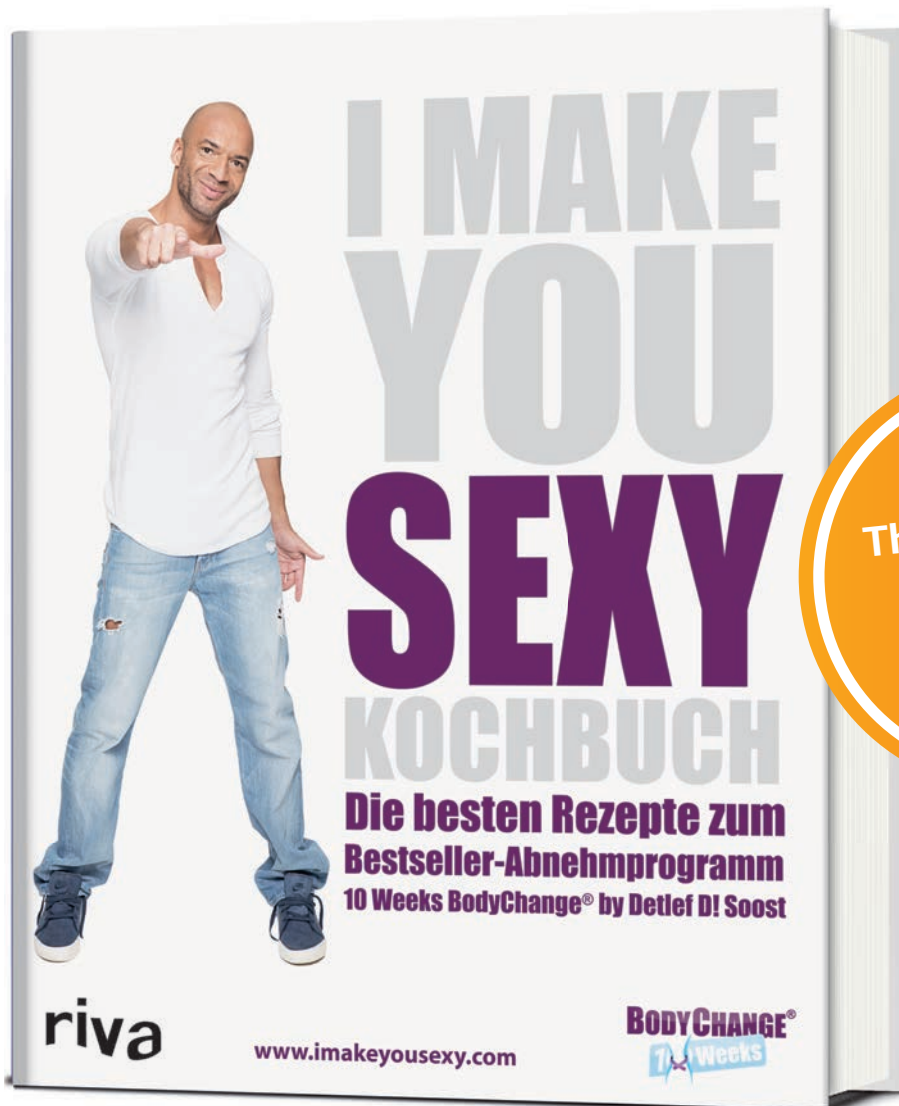


Before



- 22 kg
After





The successful
weightloss
programme

The official cookery book of the successful 10 week weightloss programme BodyChange®

About 100 delicious recipes illustrated in four colours

Impressive, illustrated success stories with before/after photos

I make you sexy cookery book

The best recipes of the 10 week weightloss programme BodyChange® by Detlef D! Soost

200 pages | 19 × 24 cm
Softcover in 4 colours

First edition
19,99 € [D] | 20,60 € [A] | sFr. 28,00
Also available as e-book

ISBN 978-3-86883-347-8



9 783868 833478



A recipe book becomes a bestseller

As soon as it was published Dr. Dr. Michael Despeghe's book on weight loss *2 Tage Diät sind genug* [2 Days a Week are Enough] shot to number 1 on Amazon.de. According to this revolutionary concept you only need to diet two days a week, while on the remaining five days you can eat whatever you want. Obviously, this struck a chord with the public. Many people suffer not only from being overweight but also from an acute lack of time. They do not want to dramatically change their lifestyle, go hungry or forgo the enjoyment of food. On fasting days, a 500 calories lunch with vitamins and proteins almost no carbohydrates is recommended.

This book delivers 115 delicious new recipes for the fasting days, divided into different categories like soups, brunch, salads, poultry, meat, fish, vegetarian, vegan and "food for two". Exact nutrition facts and an abundance of 4-colour photos enrich the book and finally make losing weight a child's play.



9,99 € (D)

ISBN 978-3-86883-333-1



DR. DR. MICHAEL DESPEGHE is a sport scientist specialised in lasting life style changes and healthy living. He is an experienced consultant engaged in fitness, prevention and health topics and famous for his numerous TV shows. He wrote the bestseller *Abnehmen mit dem inneren Schweinehund* [Lose weight with your weaker self] and has published many other successful books, such as *Was können wir noch essen?* [What else can we eat?] and *2 Tage Diät sind genug* [2 Days a Week are Enough]



DORIS MULIARI, born in Austria, was a radio, TV and newspaper journalist. Since the middle of the 90s she has written numerous books on the topic of healthy living and has developed the corresponding recipes. A very busy author, she knows how little time there is for cooking, and for this reason her recipes can be prepared in a twinkling of an eye even by beginners.



Almost 10,000 copies of *2 Days a Week are Enough* were sold in two weeks

Over 100 recipes with 500 calories, many four-colour photos.

Specifically intended for *2 Days a Week are Enough*, but also suitable for any other diet plan

Dr. Dr. Michael Despeghele
Doris Muliari
2 Days a Week are Enough

The recipe book

160 pages | 13,5 × 21 cm
Softcover, illustrated in colour

First edition
12,99 € [D] | 13,40 € [A] | sFr. 18,70
Also available as e-book

ISBN 978-3-86883-388-1



Finally there is the Elite Functional Exercise: Postural Bodyweight Training

All too often working out only improves the fitness but has hardly any influence on other areas of people's life. However, there is a training component which has an extremely positive influence on every day sport and other activities: one gains the ability to stabilise the body in the right posture while it is moving and while forces act on it simultaneously from all angles.

To develop this ability is the aim of Mark Lauren's Elite Functional Training [EFX], a concept of bodyweight training for advanced users. This 3-DVD-Set offers 27 brand new exercises in three different workouts, which should be practised on different days of the week with days off in-between.

The workouts are highly intensive und demand a lot of effort. Those who persist will be able to progress fast and develop highly efficient movement models as well as the efficiency and elegance of a top athlete.



SPIEGEL
DVD-Bestseller

16,99 € (D)
ISBN 978-3-86883-241-9



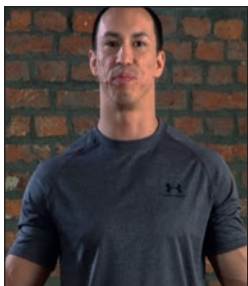
SPIEGEL
DVD-Bestseller

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SPIEGEL
DVD-Bestseller

24,99 € (D)
ISBN 978-3-86883-342-3



MARK LAUREN is a certified bodybuilder in the US Army and has prepared more than 700 elite soldiers for their training in special operations. He is constantly travelling and lives where he is needed in the role of trainer und body builder. In addition to this, he practices triathlon and Muay Thai. He competes as a professional in Thai box. His books and DVDs, *Fit ohne Geräte* [You are Your Own Gym] and *Fit ohne Geräte für Frauen* [Body by You] are bestsellers. Mark Lauren lives in Tampa, Florida.



27 all-new exercises

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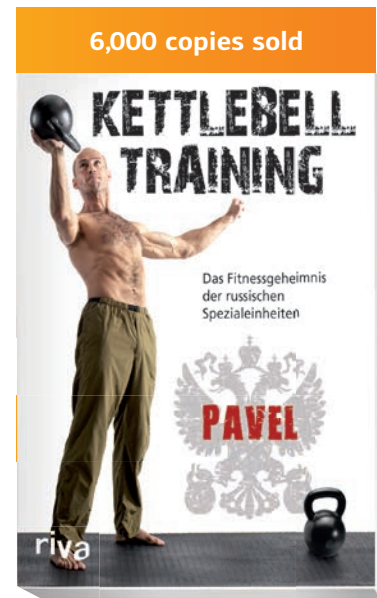
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Better than weights

In competitive sports and the military, training with kettlebells has long been highly regarded as it not only improves the overall performance enormously but also the rapid strength, endurance strength and mental strength. Now, however, athletes, managers and housewives also started exercising with kettlebells and the market is booming. In addition to the strength and endurance enhancing effect, it is high calorie consumption after a short workout which makes this training so attractive.

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Dr. Till Sukopp, a leading German kettlebell expert, sets completely new standards in this comprehensive manual. Many illustrated exercises, training programmes for all fitness levels as well as valuable tips on how to warm up and optimal regeneration make his book an indispensable reference work for beginners as well as professionals.



6,000 copies sold

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DR. TILL SUKOPP has a PHD in Sports Science and is a Functional Training Instructor and one of the leading kettlebell trainers in the German-speaking area. He regularly shares his knowledge in seminars, journal articles, books, and DVDs, lectures and trains Kettlebell instructors. In Cologne, he runs his own training hall [www.primalfitnessbox.de]. He also operates the internet portal www.kettlebellfitness.de and the fitness blog www.tillsukopp.de.



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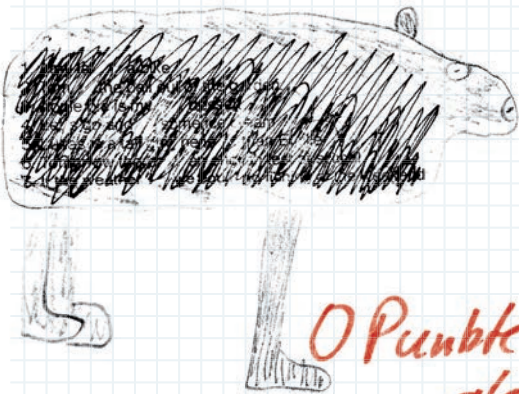
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Most people react with panic in an exam situation when they cannot answer a question. But some take it with humour and show creativity and cleverness with their attempt to answer. This book brings together the best, most original and funniest wrong answers to examination questions and shows that even a question like "What is the difference between hydrogen carbonate and alcohol?" can be answered correctly when having no idea whatsoever: "Hydrogen carbonate does not cause car accidents."

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Vervollständige folgende Sätze:

Leider kann ich die Frage nicht lesen -
da steht ein großer Bär im Weg



0 Punkte
aber nicht
schlecht!
↳

Expandiere: $(a+b)^n$

$$= (a + b)^n$$

$$= (a + b)^n$$

$$= (a \times b)^n$$

? etc....

Sehr lustig, Petra! 0 Pkt



PETRA CNYRIM, born 1975, lives and works as a writer in Munich.

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Pilots are tanned, rough around the edges, wear sunglasses all the time, coolly control the aircraft and jet from one dream destination to the next. So you would think. The reality is different. In this book, Julia November, one of the few female pilots in Germany, gives an interesting account of her professional life. She tells about the friendly colleagues who want to help you when parking at the gate, about crazy cabin crews who get hysterical during turbulence, instead of calming the passengers, and about the daily madness at a low-cost airline. About the luggage weight, where a few grams too much lead to dramas when checking-in, about music terror during boarding right through to the need to economise with the vending machines in the staff canteen. It's a guarantee that you will recognise much from the book when you take a cheap flight the next time.

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Cabin Crews

Absurd
drama in the
personnel canteen

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planning on
storm warning

Dramas at the
check-in for luggage-
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grammes

Music terror
on boarding

Collecting
used office furniture
from the dump for the
airline offices



JULIA NOVEMBER, born in 1979, started gliding at the tender age of 13 and was immediately infected with the flight virus. Right after school, she began her training as a pilot and has been flying across Europe ever since. She lives in the Ruhr area, and, whenever not flying, she likes to spend her time with sports, cooking, reading and her family.



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A glimpse into the cockpit and behind the scenes of a low-cost airline

Entertaining read for the next flight

Julia November

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Behind the scenes in a brothel

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In this book, brothel owner Roger Witters collected the most absurd stories from his house of pleasure. Find out how you can earn your living in a brothel, what else can be done with condoms and where one had better not forget a powered vibrator. Disgusting, embarrassing, laughable and scary - you will look at your surroundings with completely new eyes.



For over ten years, **ROGER WITTERS** – born in 1967, ex-con, ex-amateur boxer and bartender - has been the owner and manager of the largest brothel in Europe, where he takes care of the problems, concerns, needs and safety of the women. In his brothel, he and his colleagues are the Jacks-of-all-trades - and have seen a thing or two in the process. Roger Witters lives in Cologne.



Huge range: from shocking to touching

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Roger Witters
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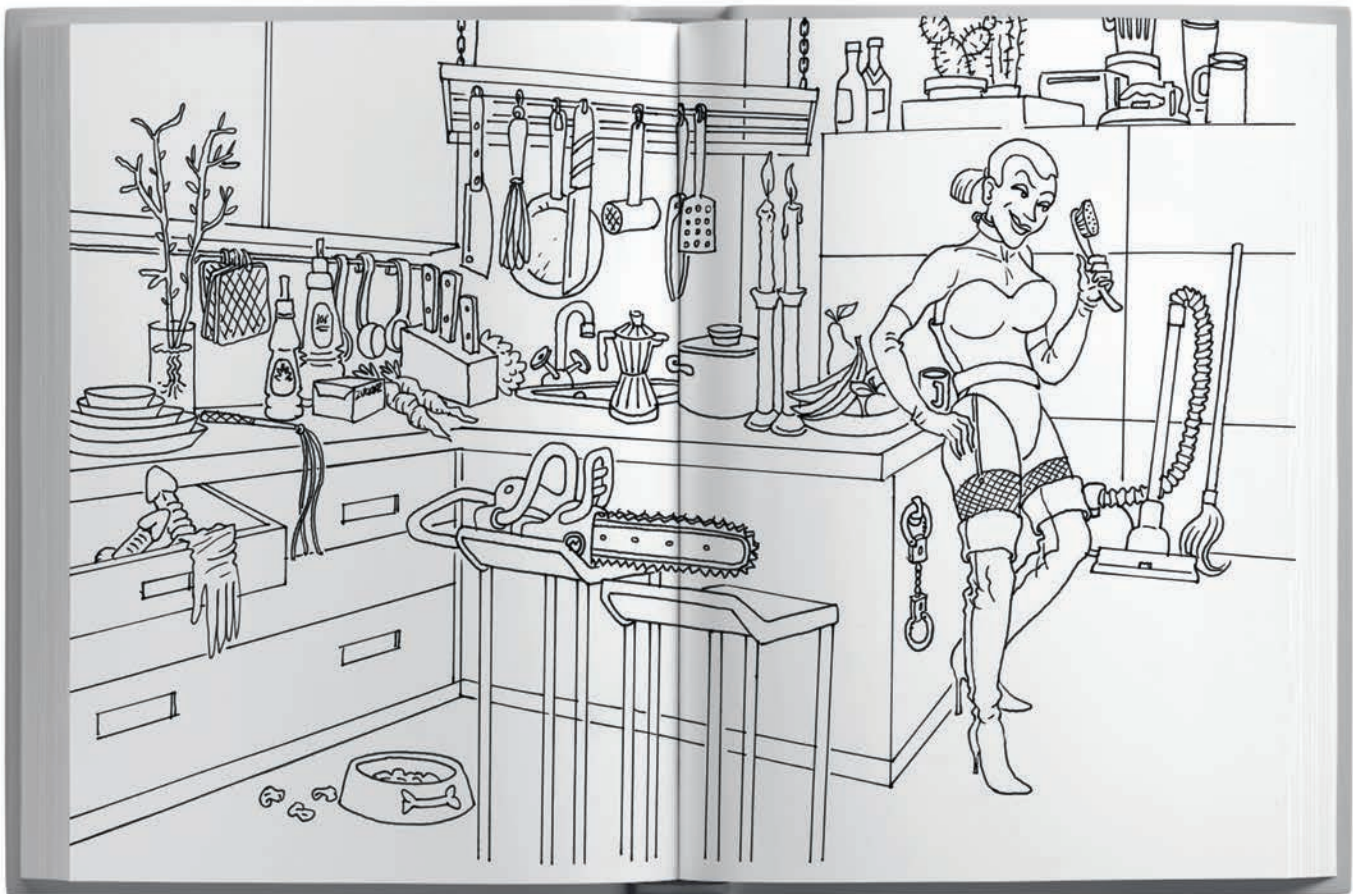


The perfect pastime for the modern man

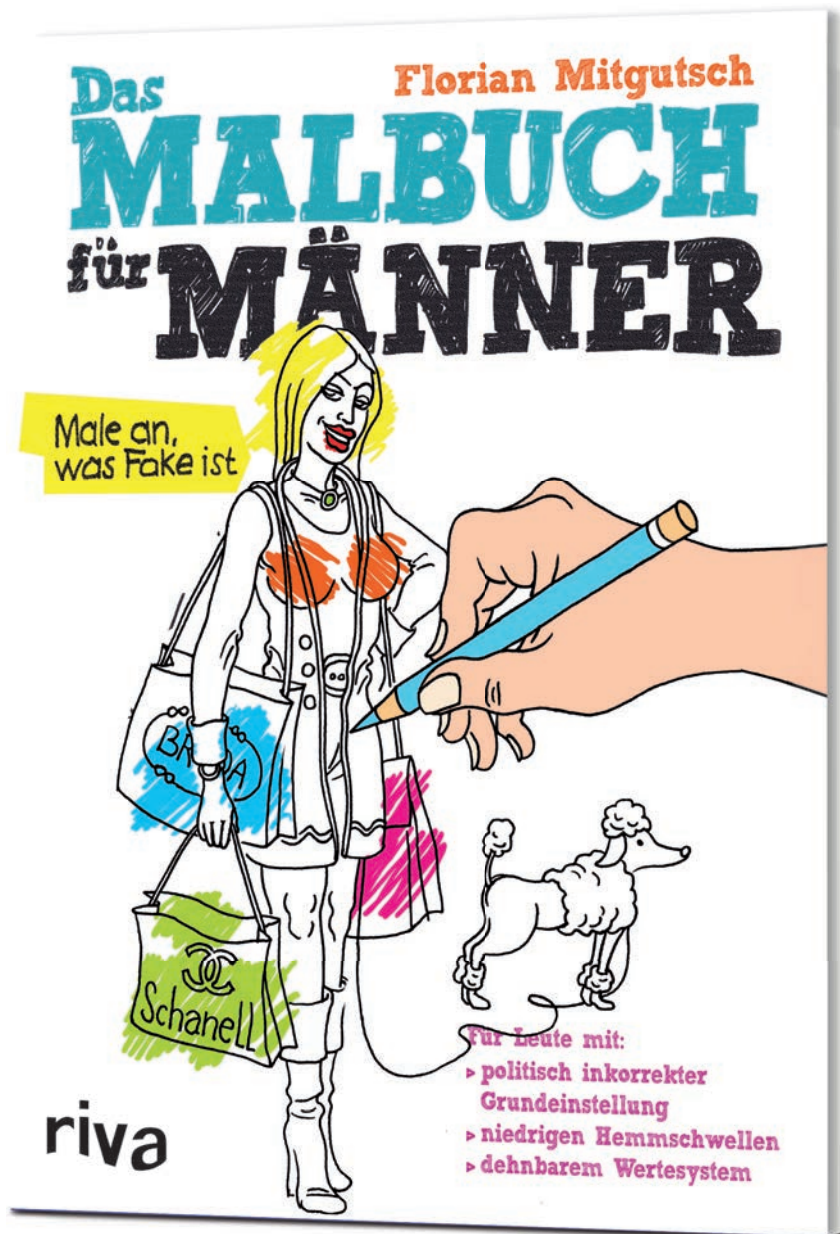
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Paint whatever Lea does not need to cook



FLORIAN MITGUTSCH, born in Munich in 1964 and raised there, started his career as an illustrator as the Graffiti artist "Butler". During his studies, he drew for the former comic magazine *Schwermetall*. Today, he does illustrations for advertising agencies, publishers, magazines and newspapers.



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9 783836 883367 6



This book is bad for the character

In this book, tricksters, gamblers and hustlers, who want to make a quick buck, reveal the shortcuts they use to get money on the fast track. Whether marriage scams, gambling fraud or begging at a high level - no way is left unturned and unmentioned.

This book covers the strategies of the scammers, explains them and makes them clear to any reader. But it also explains to everyone how they can protect themselves against such nasty scammers and perhaps make some legal quick bucks.

Fraudsters are entitled to lifelong low air fares and free hotel nights - they register a travel agency for 25 €!

Criminals offer an iPad on eBay and write in small print: "You are only bidding for a photo of ..."

"Guess who it is!" - Scammers scrounge money as the imaginary grandson of Grandma

Gangsters offer a promotional trip, collect the money for it - and shortly before departure declare bankruptcy.

Scammers drive up the rate of paint damage in their own workshop .

Fraudsters order fashion from American mail-order houses and actually exchange it "anytime", e.g. when it is no longer up-to-date in the next season

Criminals replace the contents of the minibar - Vodka filled up with water, Jägermeister with mint tea.



Almost 20,000 copies were sold of the predecessor
Das verbotene Buch »The Forbidden Book«



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Anonymus

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Our Highlight



Spring 2014

Our children get increasingly brutalised by internet pornography

Study
More than 90%
 of all 11-year-olds
 have already seen porn
 on the Internet

The smartphone has long been a favourite toy of the youth in Germany. Internet surfing is possible everywhere: at home, on the bus, in the schoolyard. And: Porn is omnipresent. Today's internet use is causing a different approach to sexuality in young people. Long before their first actual sexual contacts they see what happens in bed. Or could happen: group sex, gang bang, sex with animals, sex and violence - it seems there is nothing that is not allowed. It seems, the mobile Internet is close to replacing sex education in school, long before the biology teacher can address the issue. Digital Decay is aimed at all those who are concerned about the problem of internet pornography - whether it's parents, teachers or the users themselves. The author offers possible solutions and takes a look into the future. What can we expect? What can you do? Where to get help?

Digital Decay looks for answers. Without polemics and without false pathos, the book aims to provide guidance so that those who have influence on the young do not lose the connection.



CHRISTOPH WÖHRLE is a freelance journalist and book author. Throughout his career he has worked for many well-known magazines and newspapers, like *Stern*, *Playboy* and *Mare*. In 2007, Christoph Wöhrle was awarded the Theodor Wolff Prize for the report *Dr. Fastfood und Mr. Dschihad* [Dr. Fastfood and Mr. Jihad], which was published by the Berliner Morgenpost. He lives in Hamburg.

ANNE SOPHIE WÖHRLE works as a salaried journalist for *RTL Nord* in Hamburg. As a reporter she created television reports for example for the newscast *RTL Aktuell* and the daytime magazine *Punkt 12*, and is also specialised in education and health issues. She learned her craft at the *RTL School of Journalism*, where she worked as a trainee in 2007/2008. In addition to television, she also has experience as a print and radio journalist and reported in English for *CNN* and *Deutsche Welle*.



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What parents and teachers should do now

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Anne Sophie | Christoph Wöhrle
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If dog owners are at a loss or veterinarians themselves ask for help, Ulrike Werner comes along and finds the actual core of the problem: Why does the sweet puppy Knut turn into a baring Bello when in a big city? Why does the shepherd Blanca want to jump out the window during a storm? And why does Karlichen nibble on everything and messes up the whole apartment?

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The chihuahua Sunny, which does not let his mistress be alone in the bathtub

And many more...



© Dr. Jörg Werner

DR. MED. VET. ULRIKE WERNER has been living and working as a veterinarian in the Berlin area for many years. In 2005 she founded the "Mobile Animal Behaviour Therapy Practice Berlin" and has become an important focal point for many home-veterinarians and pet owners. Dr. Ulrike Werner is the author of the column *Für ALLE Felle*, [For ALL pelts] which appears regularly in the *Tagesspiegel*.



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A single woman on a sex adventure

After 15 years of being married, Mona's husband expresses the wish to have an open relationship. Mona is shocked. After all, she is 40 and her last one-night stand was ages ago. To get away from her adventurous husband, she quits her job and moves to another city. Due to her newly acquired freedom, her long lost appetite resurfaces, and she throws herself into the sex-dating scene. Erotically totally out of practice, her first dates land her in hard-knock reality. But she learns from her mistakes and is quickly becoming more experienced in sexual matters. Soon she learns to love satin, lace and leather, and experiences with Viagra. She learns that sex can be fun in a group, and she can be found in swingers clubs and at S&M parties.

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Mona Rausch reports penly and honestly about the most exciting times of her life and inspires both men and women to enjoy life before it's too late.



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Sex from the toy suitcase
When down under becomes a play station

Outdoor and parking lot sex
Pleasure resort with an open execution

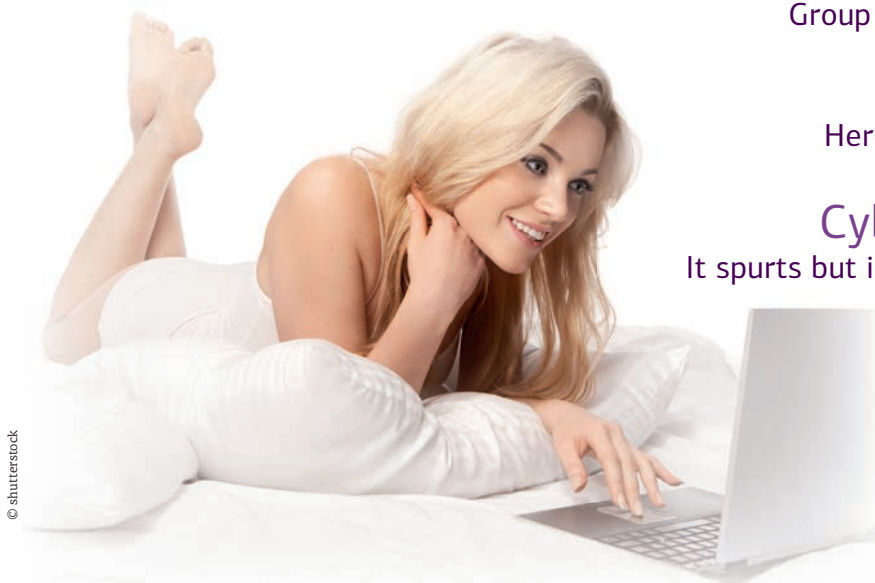
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Here you get to be the movie star!

Cybersex
It spurts but it doesn't make wet

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Because I'm worth it



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MONA RAUSCH is the pseudonym of an attractive blonde in her early 40's. She was a globetrotter, a language teacher, jewellery consultant, dog-sitter, secretary, waitress, copywriter, product manager. Nowadays, she writes for advertising and the press and for her own pleasure. She lives in Cologne.



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Away with the extra kilos

Hashimoto thyroiditis is an autoimmune disease, where the body attacks its own thyroid and ultimately destroys it. Over ten million people in Germany, foremost women, suffer from it. The symptoms include sleep disturbances, depression, cycle changes, hair loss, sudden onset of food intolerance, and uncontrolled weight gain. To make matters worse, the extra kilos are hard to get rid of: it is not enough to reduce a few calories and work out more.

Vanessa Blumhagen provides a comprehensive and detailed guide book, in which she describes, based on her own experience, how she got rid of the eleven kilos she had unintentionally gained. She explains all the components that are effective against the excess weight, from medication to a special diet and a long-term change of habits.. Blumhagen shows how to live well with Hashimoto and how to be comfortable in one's own skin again.

**Spiegel top 20
bestselling author**



16,99 € (D)
ISBN 978-3-86882-426-1



Vanessa Blumhagen at ProSiebenSat.1
Annual Presentation 2013/2014.

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VANESSA BLUMHAGEN, born in 1977, is at home in the world of celebrities. After working as an editor for the magazines *Frau im Spiegel*, *Revue* and as an advisor to the chief editor at *Grazi* she now works as a presenter for SAT.1 *Frühstücksfernsehen* as well as a freelance journalist for *Bunte*, *Closer*, *Men's Health*, *Welt am Sonntag* and many others. When she was in her early 30, she was diagnosed with Hashimoto. She lives with her husband in Hamburg.



Over 10 millions of Germans suffer from Hashimoto

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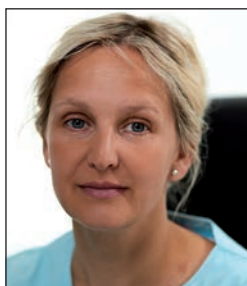
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PROF. DR. MED. JAEI BACKE, born in 1965, has her own practice of obstetrics and gynaecology, medical genetics and psychotherapy in Würzburg. In addition, she is a professor at the University of Würzburg. Her current research focuses mainly on interdisciplinary topics such as "doctor-patient relationship" and "prevention as a medical task". She is married and works in Würzburg.



ALEXANDRA REINWARTH is a journalist and author. She has already written several successful books for mvg. She lives near Barcelona.



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MATTHIAS PÖHM is the youngest of nine children – so he had to learn from an early age on to assert himself against his older siblings. Even during his time as a software engineer, Pöhm was intensely preoccupied with rhetoric – he has been self-employed as an instructor since 1997. His bestseller *Have a ready tongue!* is considered to be the standard work on the subject of repartee. Pöhm lives in Bonstetten near Zurich.



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What we should really keep in mind

Memories are an integral part of our identity, and one which is subject to constant change. With time, many things acquire colour and contour, while other fade or disappear entirely. Negative experiences sometimes lose the bitter aftertaste, other experiences, however, get romanticised. In some cases, we can exactly recall the experience, facts, persons, or stories, while in other cases, we completely forgot everything.

Doris Tropper explains in her book how memories are stored, what is worth to be remembered and how remembering and forgetting is interconnected. It also explains how we design our very own mind maps to control what we remember. It also gives specific guidance for personal biographical work, i.e. how to optimise our remembrance archives. A variety of examples, checklists and exercises make this book a valuable handbook of how to preserve memories.



14,99 € (D)

ISBN 978-3-86882-280-9

The Korean Translation rights are already sold



DORIS TROPPER, born in 1958, is a trainer, journalist and author. She has many years of experience in working with Alzheimer's and dementia patients and their families and holds seminars and lectures on this topic in Germany and Austria. Doris Tropper is married, has two grown-up daughters and lives in Graz.



MVG



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With many examples, checklists and exercises

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Doris Tropper
The treasures of life

The manual of conscious recollection

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No sooner said than done!

When will I finally apply for my dream job? Why do I constantly chicken out from doing sports? And why is there no time to hang around with friends again over the weekend?

Almost every one of us is caught in an eternal cycle of postponing things. Be it in professional or private life - this annoying habit prevents us not only from getting our daily lives in order, but it also leads to increasing dissatisfaction and a bad conscience. But it doesn't have to be this way! This book helps you put an end to the postponements. It allows you to launch into a self-determined life full of unexpected possibilities, and finally into achieving what you really want and you always dreamed of!

Now is the perfect time to start.



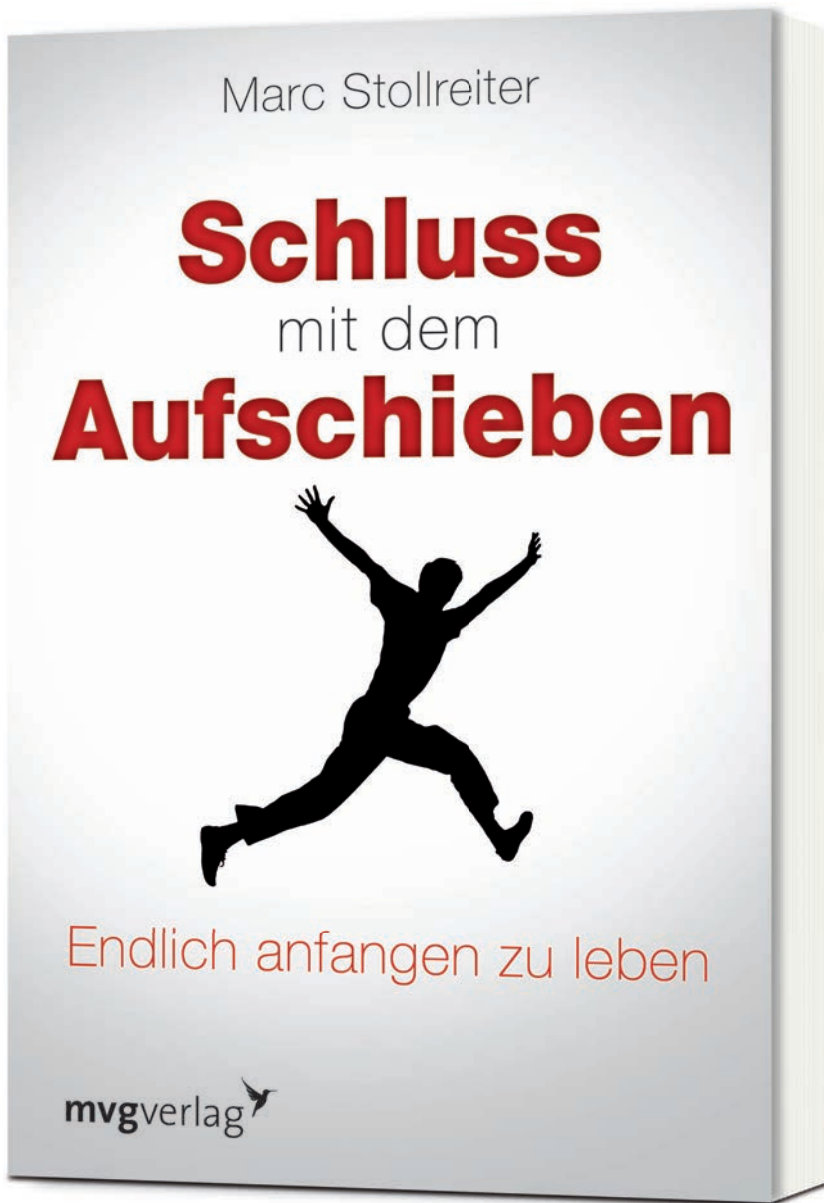
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978-3-86882-394-3

The Korean and Arabic
Translation rights are
already sold



MARC STOLLREITER has a doctorate in psychology and has been working for prestigious international business enterprises in the area of self-management for over 15 years. He now works as a motivational psychologist, and helps people become aware of their dreams and how to realise them. In addition to this, Stollreiter also trains coaches. He lives in Essen.



Marc Stollreiter is the specialist for self-management

Huge Audience: Perfect time management and Motivation are of great importance in every phase of life

The standard work *Aufschieberitis dauerhaft kurieren*, completely revised

Marc Stollreiter
No more postponing
 Start living

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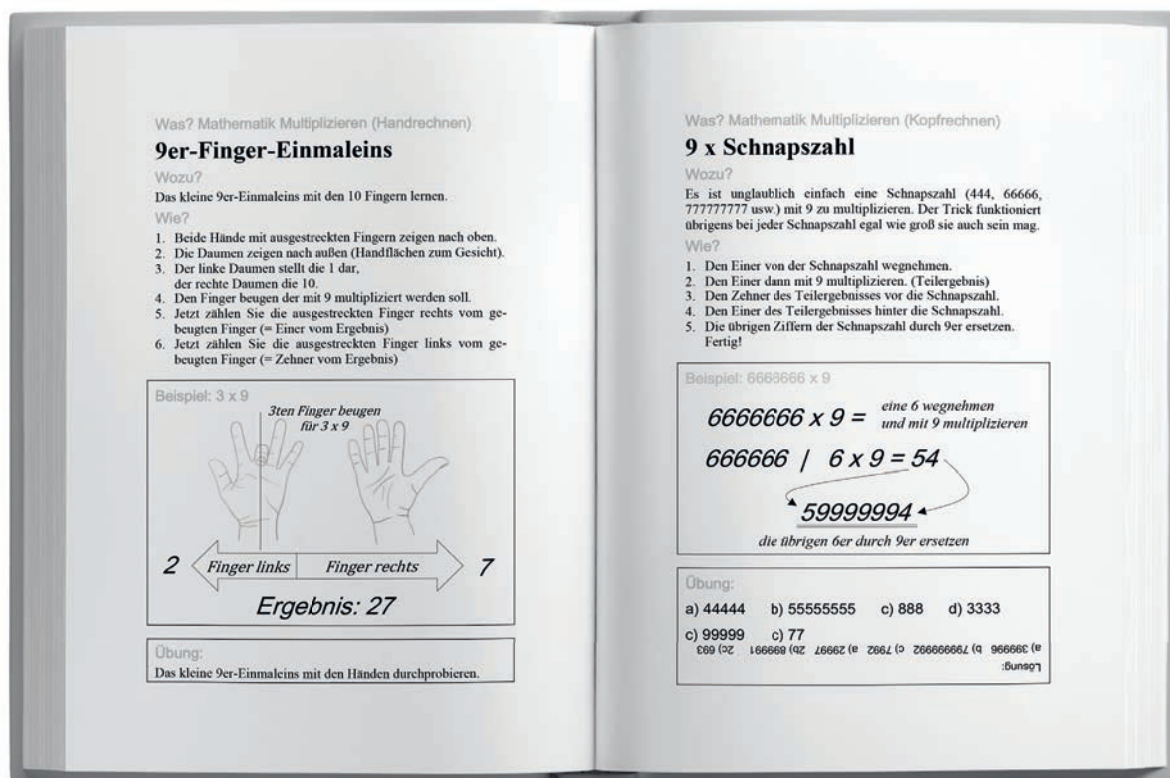
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Become a maths wiz

Learning scientific formula by heart or typing into the calculator for ages - all this belongs now to the past. Helmut Lange compiled the best computational and numeric tricks with which you can memorize physical formulas, such as the calculation of electricity, electrical resistance, mass, or speed very easily. His tricks on how to multiply, subtract or even square without a calculator, using only your fingers or a sheet of paper, are amazing. He also reveals the best tricks on committing complicated knowledge like foreign characters to memory quickly – without spending hours cramming and filling out page after page of exercise books.

If you want to use your time for more meaningful things than memorization, this valuable, intriguing and entertaining handbook is for you.



HELMUT LANGE is a certified educator and consultant. He is specialised on team coaching, self-management and memory training and has had enthusiastic participants sitting in his seminars and courses for many years. He lives in Bamberg.



MVG



Amazing numeric and computational tricks

Never having to learn by heart again

Learning and having fun while doing so

Helmut Lange
Calculating without calculator

Amazing tricks

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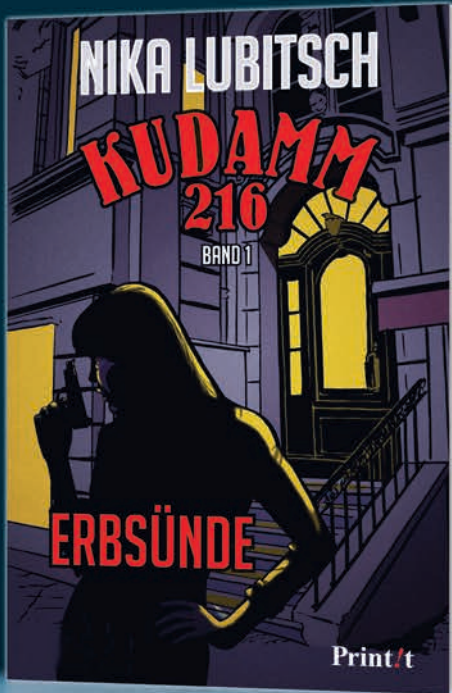
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LAGO

Spring 2014



Highlights this Spring

A new series by the author of "The 7th day"

*An East Friesland thriller:
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*An almost true thriller about the background
of the development of the VW golf*

The thriller bestseller, set in East Frisia

The quiet East Frisian village Canhusen is startled by a series of murders. Commissioner David Büttner and his assistant Sebastian Hasenkrug are faced with a puzzle: Why did the victims have to die? And what's the deal with the tea bags that were found next to each of the victims? Do these murders have something to do with the mysterious deaths of two young men in the post-war period?

"Siegfried Lenz once said: 'You do not need heroes in a book. Even in everyday milieu, while drinking tea the world can explode.'

She describes each villagers' character so accurately and naturally. I don't only feel her expertise but also her love for her homeland."

50,000 sold e-books

No. 1 at amazon

Finally also available as book

"With this book, I wanted to find out if the rural thriller will become my favourite genre. The answer is YES, especially if you write as suspenseful and authentic as Elke Bergsma"



ELKE BERGSMA, born in 1968, native of East Frisian, graduate geographer, operates in a Hessen Public Affairs Office. Bergsma has had longer stays abroad (among others Paris, Martinique, West Africa) saw the world and wanted to get to know much more.

Even as a child she wanted to write books - at 38 years of age, she then tried it for the first time. Today, the bestselling author cannot imagine a life without being



LAGO



Elke Bergsma is a bestselling author

The first volume of the e-book bestselling series now available in print format

Exciting, thrilling and East-Friesian

Elke Bergsma
The Tea-complot

256 pages | 12.5 × 18.7 cm
Softcover

First edition
9.99 € [D] | 10.30 € [A] | SFr. 14.50
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ISBN 978-3-95761-001-0



One country - one car

The Volkswagen Golf is more than just a car, it is an icon. It almost single-handedly rescued the Volkswagen group from certain ruin during the post-war period. Within only a short time it became the most popular car in Germany, outshining the legendary Beetle and becoming a synonym for a whole generation. But only few know the story behind it. The story of the Golf can be seen as an economic thriller. How could the fainthearted decision makers in Wolfsburg, who could not let go of the long-obsolete Beetle, be convinced of the new model? How strongly were the East German engineers involved in the key technical innovations of the Golf? And how much Porsche is actually incorporated into the first Golf? Heiko Haupt links the largely unknown facts of the development of the Golf with the story of the people involved in it, and subsequently creates an exciting thriller, portraying the Germany of the 1960s and 1970s. Not only Golf drivers will not be able to put the book down until all the secrets will have been revealed.



HEIKO HAUPT has been awarded for his journalistic work several times - among them the Krzysztof Award and the Joseph Ströbl Prize. He was involved as an editor and head of department in addition to the development

of the theme service of the German Press Agency. He is a renowned automotive expert and an expert in vintage and classic cars.



Facts about the VW Golf that have never been told

An exciting economic thriller with nostalgia effect

The Golf is the best-selling car of the VW Group and one of the world's most successful models ever

40th anniversary of the VW Golf in May 2014

Heiko Haupt
The Golf

How the legendary German car was born. An almost true thriller

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Kudamm 216: The new series of the »E-Book-Queen«

Der 7. Tag [The 7th day] and *Das 5. Gebot* [The 5th commandment] have been at the top of the bestseller lists for months. With *Kudamm 216: Erbsünde* [Kudamm 216: Original Sin], the first volume of her own series, the cult writer Nika Lubitsch steps into the footsteps of American classics such as Raymond Chandler, Ross MacDonal, Rex Stout and Robert B. Parker. She seasons her "Private Eye" story with a lot of Berlin flair: Crime novel writer Alice von Kaldenberg resides with her illustrious team at Am Kurfürstendamm 216. There, they eat well, betting is going on, but mainly real murder cases are investigated. The very first case has it all: the influential art dealer Siggie Sprengler was murdered in Central Park in New York and Kaldenberg is hired to investigate into the environment of the victim's family in Berlin. Soon she and her team, including the young "Berlin muzzle" Judith Schilling, enter an impenetrable and highly dangerous thicket of obsession, deceit, blackmail, lies, and family intrigue.

»I could hardly stop and am hoping for further follow-up detectives of the series.«

Ellen

»A fast start in a new crime series.«

Ruprecht Frieling

The Bestseller



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8,99 € (D)

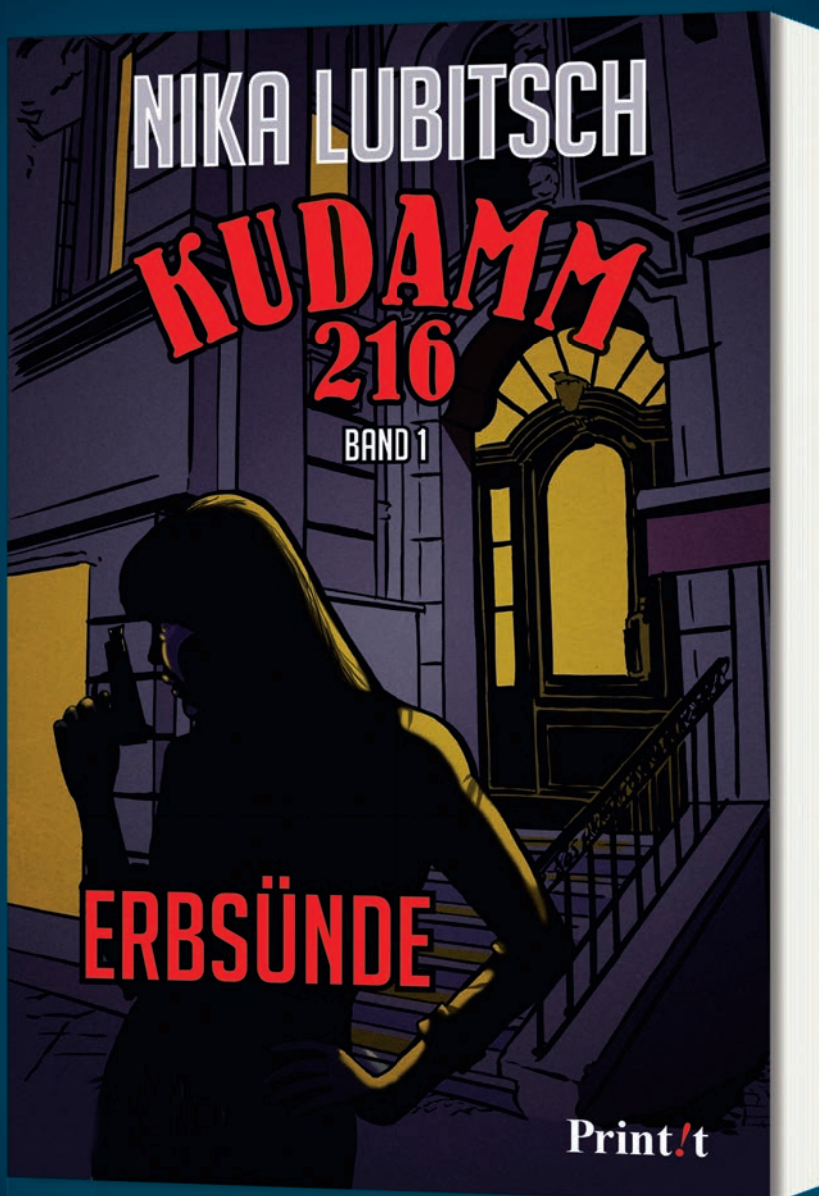
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The Slovak Translation rights are already sold



NIKA LUBITSCH is the pseudonym of a Berlin author who has already published several successful non-fiction books. *Der 7. Tag* [The 7th Day] and *Das 5. Gebot* [The 5th Commandment] are her first successful detective novels. This first volume of the new series is intended to make the readers feel like they are going for a visit to see their old friends. Lubitsch invites her readers, together with

the team from the Kudamm 216, on a scouting for murderers and gives everyone a chance to find the real killer before the people of Berlin's Kurfürstendamm get behind the secrets



The new crime novel by Nika Lubitsch, *Der 7. Tag* [The 7th Day] and *Das 5. Gebot* [The 5th Commandment] were a surprising success

#1 on the Kindle bestseller list and a total Number 1 in contemporary literature, thriller & suspense

Original Sin is the first volume of the new series

Nika Lubitsch
Kudamm 216

Volume 1: Original Sin

320 pages | 12.5 × 18.7 cm
Softcover

Sales cooperation
7.99 € [D] | 8.30 € [A] | SFr. 11.90
Also available as e-book

ISBN 978-3-86882-503-9



REDLINE | VERLAG

Preview | Spring 2014

REDLINE | VERLAG

Our Highlight



Spring 2014

Dictatorship in the vegetable patch – new rules from Brussels with devastating consequences

»Most consumers have no idea about what we have all already lost and how much is currently at stake. With this book, I would like to change that.«

Clemens G. Arvay

Potatoes, carrots, apples, etc., which do not meet the standard, fall through in the production now already. They do not even get as far as to be traded with. Often they even get destroyed. As if this was not enough mad, a new scandal paves its way: Corporate lobbies and the EU now want all small farmers and local producers to only be allowed to grow expensively registered industrial sorts. This prescribed monoculture in the vegetable patches will contribute to extinction of species of many regional and reliable varieties – with negative consequences for food security and thus also for the variety on our plates.

The renowned agricultural biologist and critic of the food industry Clement G. Arvay uncovers this madness with method and shows who wants to enforce its interests here – against all reason and against the consumer. He tells consumers how they can defend themselves against this regulation. After all, it is about our food!

Polarising topic -

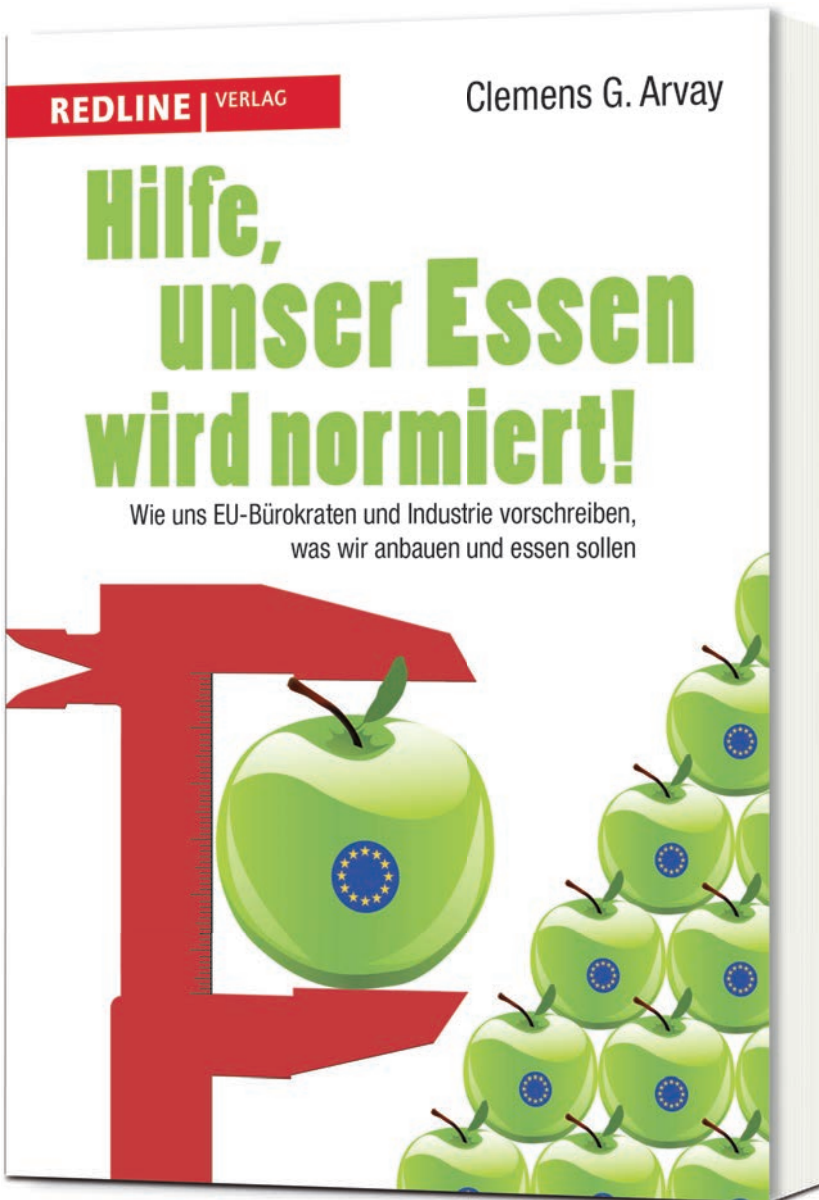
No other article has been shared this often
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211,000 likes on Facebook



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CLEMENS G. ARVAY, DIPL.-ING., studied biology and applied plant sciences in Vienna and Graz. As an agricultural biologist and non-fiction author, he focuses on sustainable and socially acceptable forms of farming and food production. He teaches ecological agriculture at the University of Applied Sciences Joanneum in Graz and is a member of the renowned Austrian Forum science & environment. With his reports and books Arvay has made a name for himself as one of the currently best investigative journalists in the agricultural sector.



Education on a scandal: the paternalism of small farmers and local producers through the agricultural corporation

A moving plea for the preservation of species diversity and an urgent warning of the threats to our food safety

Top Topic: The diet of tomorrow

Clemens G. Arvay
**Help, our food
 is getting standardized!**

How EU bureaucrats and industry dictate what we grow and eat

224 pages | 14,8 × 21,0 cm
 Paperback

First edition
 19,99 € (D) | 20,60 € (A) | sFr. 28,00
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ISBN 978-3-86881-522-1



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The new makers in the middle of the society

»There is no comparable work so far. Required reading for top managers, politicians and personnel responsible for policemen and soldiers ... For everyone, actually.«

Albert Reicherzer, Head of Group Human Resources, Commerzbank AG

Gays and lesbians: for a long time they were stigmatised outsiders. They were ridiculed and put down, loaded with clichés such as feather boa, abducted little finger or virago. Prejudices? Certainly. And for the most parts, long outdated.

The *rainbow-factor* for the first time shows the dynamic role of gays and lesbians and the affiliated enrichment of diversity in the economy and society. The book tells amazing stories from renowned companies such as Accenture, Allianz, Commerzbank, Credit Suisse, German Bank, German Post DHL, Ernst & Young, Freshfields, General Electric, IBM, IKEA, McKinsey & Company, Roche, SAP, UBS, White & Case and many more. And there are fascinating insights into the rainbow colourful everyday reality of police, military, agriculture and science, in politics, media, schools and universities, families and gay and lesbian soccer fan clubs.

It becomes clear that Rainbow diversity not only creates more equal opportunities. For business and society, it is also enriching and it pays off. Views into the neighbouring European countries and the United States support this view. Gays and lesbians are not vulnerable fringe group anymore, but makers in the middle. They conquer the bourgeoisie, take responsibility and make a difference. They are the new role models!



JENS SCHADENDORF is journalistic entrepreneur and also an independent researcher at the Chair of Economic Ethics of the Technical University of Munich. He studied economics and social sciences in Hamburg, Bangkok, Singapore and Fribourg and has long been programme director of publishers Gabler and Econ. With numerous awards and publications, he regularly writes for the *Financial Times Germany*, and is currently also co-editor of the new edition debate.



The first book on the new »gay and lesbian economic players« – at the heart of the society, in the middle of the company

Fascinating insider stories of the new role models

An issue of the future: successful management of gender and cultural diversity, of age groups and rainbow diversity

Jens Schadendorf

The Rainbow Factor

Gays and Lesbians in business and society – from outsiders to confident high-performance players

176 pages | 16,8 × 22,0 cm
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19,99 € (D) | 20,60 € (A) | sFr. 28,00
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Reforms rather than new rescue packages



© Ifo Institut Romy Bonitz

The EURO-time bomb is ticking. After Greece, Cyprus, Spain and Ireland, France and Italy are now in serious trouble as well. The investors were able to fly the coop, due to the fact that the German government and the Bundesbank stepped up and took their place. Many hundreds of billions of Euros were provided which had been important for the preservation of German infrastructure and the necessary improvements of schools. However, are even Eurobonds now before us? Would the crisis states of the Western and Southern Europe thereby reach even deeper into our pockets? In his usual very clear manner, Hans-Werner Sinn shows the developments in the euro crisis - from murder mysteries behind the scenes to repeatedly proclaimed alternatives to a cheque-book politics, which were in reality only fear of necessary decisions. It is already clear: we and our children will have to be paying the bills. And yet the worst can still be prevented by courageous actions.

Hans-Werner Sinn argues for rapid and drastic Euro reforms – including fast debt cuts, a change in the composition of the Eurozone and the radical change in the ECB's voting weights. He puts a load of homework and tasks on the new government – only in this way can peace be secured in Europe and a creeping depression of European citizens as well as devaluation of our savings can be stopped.

The new meaning to the Euro

HANS-WERNER SINN has been a Professor since 1984 at the Faculty of Macro-Economics of the Ludwig-Maximilians-University of Munich. He was president of the World Federation of the financial scientist and the Association of German economists. He was also President of the ifo Institute for Economic Research in Munich and head of the international CESifo research network in 1999. Sinn is one of the internationally most-cited German economists in this country and the most influential one. For his work and his books he received numerous honours and awards, most recently the Ludwig Erhard Prize for economic publishing.



4,99 € (D)

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top title

Politics / Society



Germanies
most known
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REDLINE



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Tangible homework for the new government

Why we are yet to face the worst and how the Euro can be saved

Hans-Werner Sinn
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but not at any price!**

Edition debate

224 pages | 12,5 × 18,7 cm
Softcover

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Authentisch, ehrlich, direkt = erfolgreich

»Even if Jens seems so colourful, in implementing and in his actions, he is merciless. Jens loves to learn from the number 1 and he learns fast.«

Umberto Saxer, world-renowned sales trainer

The future belongs to the daring! That's the motto and the vision of the entrepreneur and success coach Jens Hilbert. After numerous crises as a teased country boy, initial problems, professional bankruptcy and failures he has arrived at the top where he is today. His group of companies operates with 350 employees and is leading on the market in several countries with 20 million euros in annual revenue.

He accepted his personal »otherness«, kicked off the role of a victim and developed his very own recipe for success by learning to use his weaknesses to his advantage. For years, he has been giving other people the courage to go their own way, to write their own success story. Only with a healthy self-esteem, above-average performance and careers are possible – for anyone who set themselves goals in life!

His recipe for success is now compiled in this unique manual. Using the example of his own life cycle, he shows others how it is possible to be fulfilled in the private life and be extremely successful professionally. It gives people confidence and makes them strong. Because he knows what it's like to build something from scratch.

»Jens thinks as a visionary and manages to make the potential at large unfold.«

Mariella Ahrens, Actress



Jens Hilbert with Heidi Klum



© Jens Hilbert

JENS HILBERT is a successful entrepreneur and has started coaching managers to success at a young age. How come? With his innovative, unconventional ideas, he defied all challenges and has built up within a few years the market-leading chain store and franchise company *Hairfree* in Germany, Austria and Switzerland. He has been passing on his expert knowledge to companies and executives and is also a familiar face in print media and on TV.



Recipe for success: courage to fulfil his dreams

Personal story of an extraordinary career

A guide for all who want to stay true to themselves

Jens Hilbert

The world belongs to the bold

The guide to an exceptional career

208 pages | 14,8 × 21,0 cm

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9 78 3 86881 532 0



What we could learn from actors for our professional life

In life, we constantly take on different roles. And much like on a stage, we complete our own role as a chief buyer or a team member in a very individual way. It is just the same as when we stand in front of a group and present something.

But life is much like being on the stage or in a movie: some interpretations are well received, others less. With this book the reader will find out step by step, how he can create his own individual style and act confidently and convincingly. He'll find out how to build up the content in a dramatic way, and which resources are available to him to beam content and spark personality. Many concrete suggestions from the acting profession and from the film and theatre practice help you seize this huge opportunity by stepping on a stage and talking and presenting, and secure profitability for yourself.

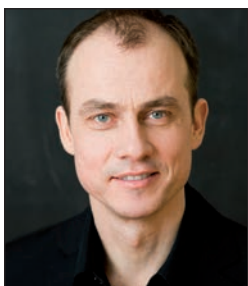
From the contents:

Gert Voss: »I was very shy« – How to overcome speech anxiety and blushing

Johnny Depp: » ... otherwise everything is a lie « – on working on a role of presenters

Elizabeth McGovern: »The absolute self-confidence is to always land on your own feet« – questions catalogue for self-awareness at your work on the role of a presenter

Al Pacino: »The author is everything.« – Dramaturgy is the basis for a fascinating presentation



PETER LÜDER is a director of various municipal and state theatres in Germany with over 40 productions. Previously, he worked as an actor in Germany and Switzerland for 10 years. After a training to become a coach, he was a sought-after trainer of rhetoric at amongst other things Daimler AG. As a speaker, he gives lectures across Germany on topics such as »rhetoric« and »self-motivation«. He is the founder of the »Berlin speech courses« [www.berlinerredekurse.de] and initiator of the »Berlin Speaker's Corner«. As a lecturer he teaches at various universities and coaches managers in economy in presentation and public performances skills. More information available at www.peterlueder.de



The drama school for professional performances

Develop strong presence and charisma

Give the necessary power lectures, play your roles perfectly and cool



Author advertises the book in his seminars

Peter Lüder

How would Johnny Depp be presenting this?

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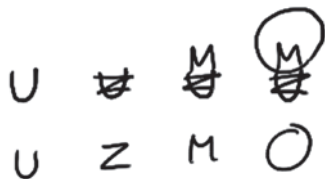
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Dialogues and ideas visualised in real time

Visual Facilitating is a trend topic that spills over from the U.S. to Europe: with simple sketches, dialogues, ideas and complex issues can be visualised in real time. This is the first comprehensive practical guide for Visual Facilitating in the German-speaking world. The author shows very concretely how and in which areas this visual language can be applied in practice. Numerous practical picture-instructions explain the method in a way that it can be implemented by anyone. Anyone can depict ideas, processes and abstract correlations in meetings, trainings or in presentations by hand! Visual Facilitating is not a funny add-on for loosening at conferences; it also makes complex connections comprehensible.

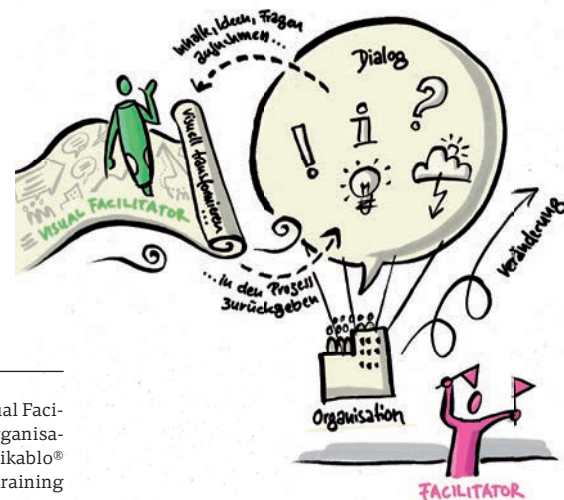
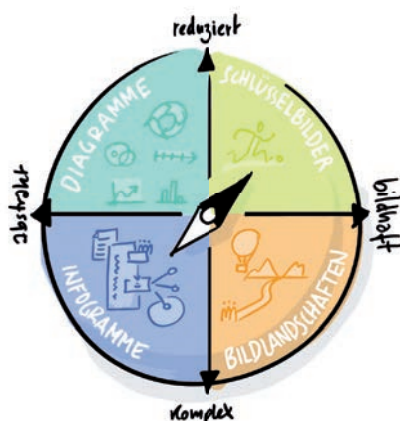
By the way: What is *UZMO*? This is the code with which each of four letters one can draw a powerful light bulb. With no art training. Just typical Visual Facilitating.



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Der Visualisierungskompass



MARTIN HAUSSMANN is among the pioneers of Visual Facilitating in Europe. As a partner of the consulting organisation »Kommunikationslotsen«, he has developed the bikablo® visualisation technique, which has with the help of training and visual dictionaries enabled thousands of people the access to visualising. The graduated designer works as a consultant, visual facilitator and visualisation trainer in Cologne.



Sensational tool for seminar leaders, speakers and moderators

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UZMO

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Eliminating the five roots of all evil

Why does management nowadays produce so much crap? There is an insane amount of blabbering, analysing and planning on all levels, but very little and often a time much too slowly does anything really change. Many managers muddle cheerfully to themselves. But they do not [any-more] do what is necessary. What keeps the intelligent, highly competent executives, performers with high potentials, young professionals, mothers, fathers and other sensible people from doing what needs to be done?

Are there many good reasons? No. There are really only five; quite pragmatically counted on the fingers of one hand. These five bad fingers are to blame, when managers put them on their nose. These five slips are ubiquitous. And they are preventable. With the five-finger method, which Klaus Schuster humorously conveys with many practical examples and practical hand-outs in his latest book.



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KLAUS SCHUSTER has been on the Executive Board of an international banking group for many years, the latest activity was for the Volksbank in Serbia and Slovenia. Today, he is advising, coaching and training top managers, senior executives, junior executives, high potentials, and salespersons of all industries and sectors. He most recently made it into the headlines in connection with the European unpre-

cedented orderly liquidation of a Central European banking house on behalf of the Central Bank and EU. At Redline Verlag, he has already published *11 Managementsünden, die Sie vermeiden sollten* [11 Management sins you should avoid], *Der freche Vogel fängt den Wurm* [The cheeky bird catches the worm], and *Keinen Bock mehr?* [Not up for it anymore?].



The
newest
training



Avoiding errors with the 5-finger method

How to practically and single-handedly clean up the management

The new book by the successful author Klaus Schuster – real, humorous and to the point

Klaus Schuster
**When managers
make crap**

The five worst mistakes – and how to prevent them

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How to lead better on principle

When you think of unsuccessful companies, often a time things like lack of capabilities or lack of motivation come to mind. But there are also other components that prevent a company from running smoothly. Also the manner in which a company is managed, for example, plays an important role, but is all too often neglected and treated in an underestimated way.

Jörg Neumann talks exactly about the problems of corporate governance in his book. Using catchy examples, he points to the weaknesses and offers some suggestions, from choosing the right crew to holding important discussions, to the team management on long distance. Neumann offers well-structured top lists and »20 best practice examples from successful companies" that help the reader get important guidance, which is necessary to rapidly and effectively make changes.

This book is a must read for all managers who want to conduct their business better, nevertheless, one or the other employee can also find useful tips on how he can improve his relationship with his colleagues



16,95€ (D)

ISBN 978-3-86881-280-0



JÖRG NEUMANN is the CEO of Neumann-Zanetti & Partner, executive coach, sought-after speaker at management conferences and author of successful newsletters *The Weekly Empowerment*. His topics include presentation skills, successful negotiations, appreciative leadership and amazing customer relations.



Develop a consistent leadership culture

Offer sensible support to employees

Long-term loyalty of employees to the company

Best-practice-examples

Jörg Neumann

Why should it run according to the plan, when there is none?

The most important rules of good management culture

224 pages | 14,8 × 21,0 cm

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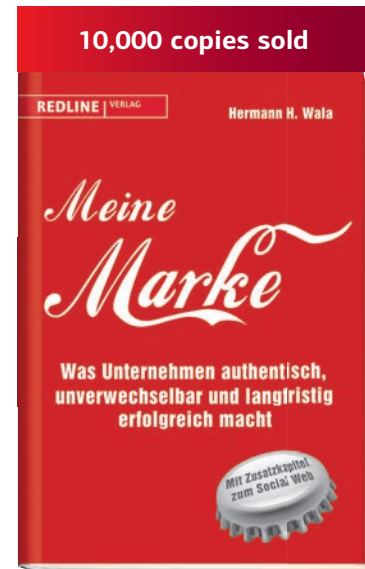
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Berndt vs. Henkel: brand experts in a dialogue

The brand is dead – at least it is claimed so by the majority of the companies. A brand is neither a logo nor an interchangeable superb advertising text and pictures in multicolour. Rather, it is the last chance to overgrow the »ocean of uniformity«. Only those who really make their costumers hear them and put the attention on their product, will be able to survive or win the battle for the attention of the buyers.

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JON CHRISTOPH BERNDT® is brand expert, management trainer and keynote speaker as well as holders of the brandamazing company for market-related consultancy in Munich. He developed strong brand personalities for companies, products and people [human branding] and is often expert on TV, radio and in printed media.

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SABINE HÜBNER service specialist, successful entrepreneur and sought-after keynote speaker. She is regarded as »Service expert No. 1 in Germany« (ProSieben), and *Focus* magazine counts her as one of the success stories. Renowned national and international companies rely on her recommendations.



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CARSTEN K. RATH is an entrepreneur, keynote speaker and Grand Hotelier. He is the founder and CEO of LHEG AG and CKR-Service Excellence Academy. Rath opened luxury hotels on four continents, including the Ritz Carlton in Naples (U.S.) and the Hotel Adlon in Berlin.



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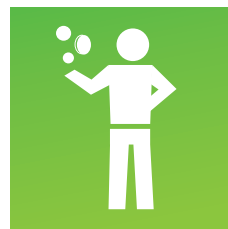
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DR. FLORIAN BAUER is a board member of the Professional Association of German Market and Social Researchers (BVM) and was honoured in 2012 with the ESOMAR Effectiveness Award.



HARDY C. KOTH is the author of the book *Custom Enterprise.com*, published by Financial Times Publishing in London, and is the worldwide president of IRIS [International Research Institute]. Just like Dr. Bauer, he is the founder and board member of Vocatus AG, an internationally active market research and advisory institute.



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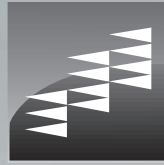
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Our Highlights



Spring 2014

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Almost unnoticed by the public eye, a small, internationally active clique of bankers, business executives, lawyers and consultants consistently developed over the past decades, a business model that wants to lead the global society into a modern feudal system. Supported by powerful institutions such as the World Bank, the IMF and the Bank for International Co-operation, a construction of a global collection system is operated from here.

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MICHAEL MAIER studied law and music in Graz and worked as chief editor at *Stern*, *Die Presse* (Vienna), at the *Berliner Zeitung* and at *Netzeitung*. Since 2011 he is the editor of the *Deutschen Wirtschaftsnachrichten*. Fellow at the Harvard Kennedy School for Government, Scientific work, at the Koebner Institute for New German History – Hebrew University of Jerusalem. Author of *Die ersten Tage der Menschheit. Wie das Internet unser Denken verändert* [The First Days of Humanity. How the Internet is changing our thinking] (Pendo 2008).



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An insider reveals

Whether policy, financial lobby or mainstream media: Like a mantra, it is often said, the solution to the financial and Euro crisis is a technical, pragmatic, at best an economics problem. It is believed that we have long been enlightened about the plausible correlations and causes that have occurred since the bursting of the real estate bubble.

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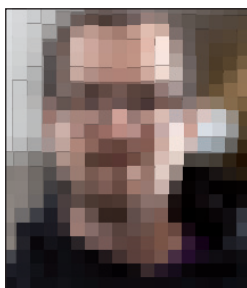
With Diogenes Rant for the first time an insider writes about his insights into the financial crisis. As a top consultant, he has worked over 20 years at the forefront of the national and European politics and finance. He knows what happened in the crisis behind the scenes and that it is necessary to provide the citizens with an understanding of the fundamental question. For it is nothing less at stake but the liberty and the basis of a democratic order.

For over 20 years I have worked as a consultant at the interface of banks, supervisory authorities, central banks and government agencies. The consultant does not decide. He is not even involved in the decision making. But he is closer to the events than almost any other observers including the press.

In the wake of the financial and the Euro crisis, I had the opportunity to work with many of the actors. Bank managers, that no longer understood their risks; officials in regulatory agencies, that no longer fulfil their task as guardians of the stability, but as a desk employee of a public affairs office, defining the speeding tickets power for wrong parking, politicians, that are intellectually completely overwhelmed by the complexity of the developments; Ministers, that ruin economies for they feel like they are just that important.

You will perceive the news, the newspapers, the announcements in a completely different way. Diogenes Rant is a pseudonym. Because the only thing that the established interests consider worse than a whistle-blower, is an insider, who shows that the Emperor has been running naked through the city for years already.

*Diogenes Rant
1m Dezember 2013*



DIOGENES RANT worked over 20 years as top consultant at the interface between banking industry, institutional investors, financial and national and European policy. Whether Lehman Brothers bankruptcy, bank rescue or euro crisis, he was in Berlin and Brussels in the centre of the action. As an insider, he writes under the pseudonym Diogenes Rant.



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they also report on the inhuman pressure from superiors and how much they truly earn. It is the first authentic glimpse behind the scenes of a trade for which silence is a top priority.

In addition, the authors show how clients can protect themselves against the tricks of the consultants, how they recognise bad financial products and how they can get rid of the bad products you have signed up for.



Jens Hagen and Thomas Schmitt were awarded for the **Georg-von-Holtzbrinck Award 2013** for economic journalism for their articles »Die Maschen der Neinsager: Versichert und verkauft« [The scams of the no-decisions: Insured and sold] and »Versicherungsvertreter: Das wahre Leben des Mehmet Göker« [Insurance representatives: The Real Life of Mehmet Göker] This award is among the most prestigious awards in German journalism.



JENS HAGEN has been working for more than four years at *Handelsblatt*. Previously, he has been in the finance department at the business magazine *Capital* for almost eight years, where he regularly wrote time-consuming research analyses on the topics of investment, pension plan, insurances, properties and employment law.

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The economist **DÖRTE JOCHIMS** studied in Berlin, Los Angeles and Vienna, and is now working as a freelance journalist and author in Cologne. She has been writing for fifteen years for renowned media in Austria and Germany. Most recently, she has been working for about ten years in the finance-department of the business magazine *Capital*.

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THOMAS SCHMITT works as insurance correspondent since 2008 at *Handelsblatt*, where he has been also between 1992 and 2001 as the editor of »Money & Credit«, correspondent in London, and the Deputy Head of the *Finanzzeitung*. From 2001 to 2008 he also served as editor of financial, stock market and monetary issues at the *Frankfurter Allgemeinen Sonntagszeitung*.

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There are alternatives to our money

They are called Chiemgauer, WIR-francs, Wörgler miracle money and Bitcoin. As different as the emergence of these regional or alternative currencies, they all pursue the same goals: The independence of the major currencies such as Euro or Dollar. Because the trust of the people in these currencies has been crumbling at least ever since the central banks have started to print money almost without a limit in times of permanent crisis. Alternative currencies such as the Bitcoin thus gain more and more importance.

But not only complementary currencies experienced great popularity. Alternative money-free concepts such as *Shared Economy*, i.e. communal sharing, swapping and lending of property or exchange pools and time banks, which organises the provision and use of services, are enjoying an ever greater interest. The world's largest trade fair for information technology, CeBIT, made "Shareconomy" to the main theme in 2013.

Christine Koller and Markus Seidel show how the most important alternative concepts can work as a supplement to regular monetary system and how each of us can use the advantages the offer.

»Regional currencies: With Chiemgauer against the Euro-crash.«

Spiegel online

The Swiss WIR-francs have been existing for almost 80 years. In 2012, approximately 1.46 billion was traded in WIR-francs.

»In Germany alone there are over 30 regional currencies.«

Focus.de



Price of the digital currency Bitcoin, 2013, Source: <http://blockchain.info>



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CHRISTINE KOLLER worked as a journalist for *Focus*, *Handelsblatt*, *Wirtschaftswache*, *Impulse* and *Brand eins*. She was the editor of talks-hows for the TV channel ProSieben, she worked and wrote as an author and ghost writer of numerous books, including the autobiography of eco-pioneer Georg Schweisfurth, *Inspiration - jetzt* [Inspiration - now]. She also wrote the series »Kreative Zerstörer« [»Creative destroyers«] in the publishing group *Handelsblatt*.



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DR. MARKUS SEIDEL studied economic engineering, and applied economics at the University of Karlsruhe and received his doctorate from the University of St. Gallen in the field of innovation management. Since his youth, he deals with the subject of innovation. For nearly 20 years he has been a manager in the automotive industry, where he drives new ideas and concepts.



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RONALD STÖFERLE has been the managing partner and investment manager in the Incrementum AG since 2013, where he manages investment funds on the basis of the principles of the Austrian School of National Economics. Previously, he spent seven years in the research team of Erste Group in Vienna and began to publish his annually appearing »In GOLD we TRUST«, studies that were among others also referred to by the *Wall Street Journal* as »the gold standard of all gold publications« as early as in 2006.



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RAHIM TAGHIZADEGAN is an economic philosopher and founder of the independent Institute for Economic Values in Vienna. He taught among others also at the University of Liechtenstein, Vienna University of Economics and the University of Halle. In addition, he has published numerous publications on the subject and holds lectures to the Austrian School of economics at home and abroad.



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MARK VALEK has been a partner and investment manager in Incrementum Liechtenstein AG since 2013, where he manages the funds on the basis of the principles of the Austrian School of Economics. Previously, he was working at Raiffeisen Capital Management for more than ten years and was most recently the fund manager in the department of multi-asset strategies, which managed a total of over five billion Euros at the time.



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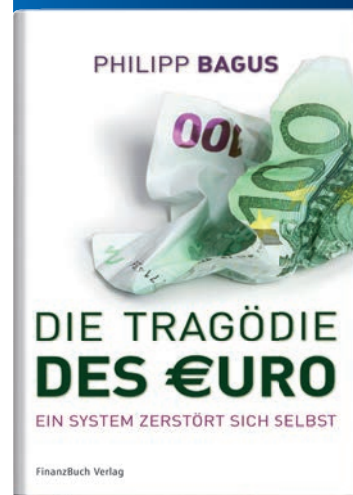
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PHILIPP BAGUS is a Professor of Economics at the University Rey Juan Carlos in Madrid. He published papers in international journals such as *Journal of Business Ethics*, *Independent Review* and the *American Journal of Economics and Sociology*. His work has been awarded the »O.P. Alford III Prize in Libertarian Scholarship«, the »Sir John M. Templeton Fellowship«, the »IREF essay prize« and the »Ron Paul Liberty in Media Award«. Together with David Howden, he also published the book, *Deep Freeze: Iceland's Economic Collapse*.



ANDREAS MARQUART is the Chairman of Ludwig von Mises Institute Germany. After graduation he completed traditional bank training and after 15 years as a banker, he switched to a freelance in the financial services with a focus on investment. He is oriented at consulting on the basis of his insights into the Austrian school of economics.



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ANDREAS M. E. LUSSER has worked in the financial industry for over 20 years, including in the management of a Swiss bank and as co-founder and head of a value-written analysis house. With his independent reviews he supports European and Asian banks and asset managers in the management of their investment clientele.

He has a degree in engineering at the ETH Zurich and Lausanne and a Masters in Business Administration from IMD Lausanne.



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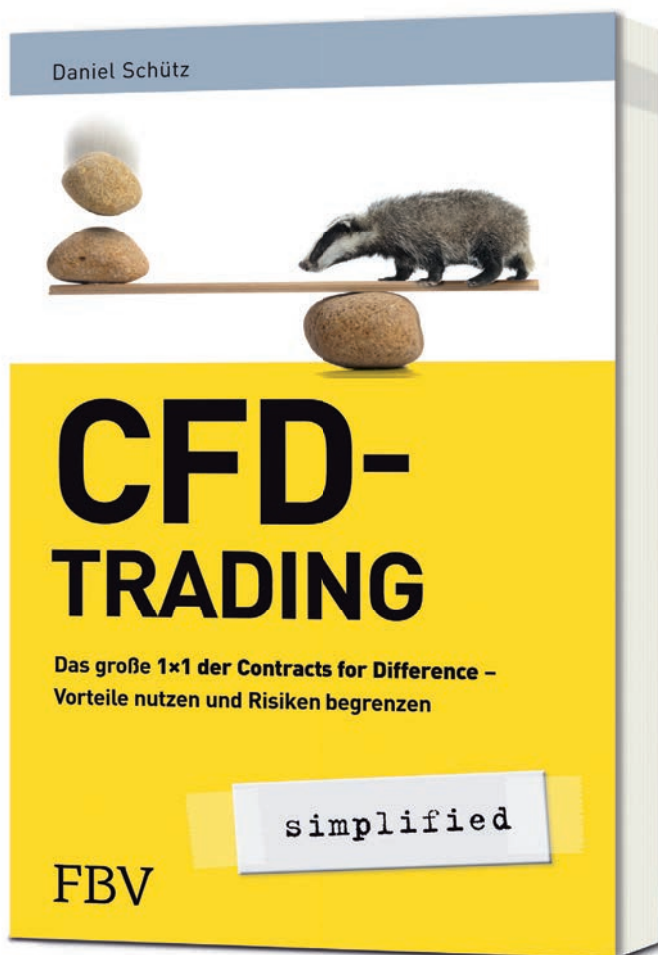
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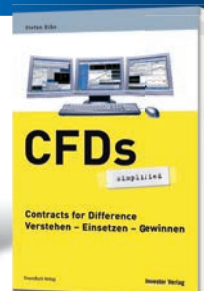


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DANIEL SCHÜTZ is forex trader and a specialist for pattern and formation analysis. As Deputy Regional Manager of VTAD Group in Stuttgart, he heads teaching hours on the subject of the basics of technical analysis (PATA). He is a certified technical analyst (CFTE) and Trading Coach (www.techni-caltrader.de).



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WIELAND ARLT is a certified coach, trainer and graduated Economist. As an active trader, he has worked for many years with the topics of stock exchange and trading. He regularly publishes articles in the TRADERS 'magazine and is a sought-after speaker on the relevant trade fairs.

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