

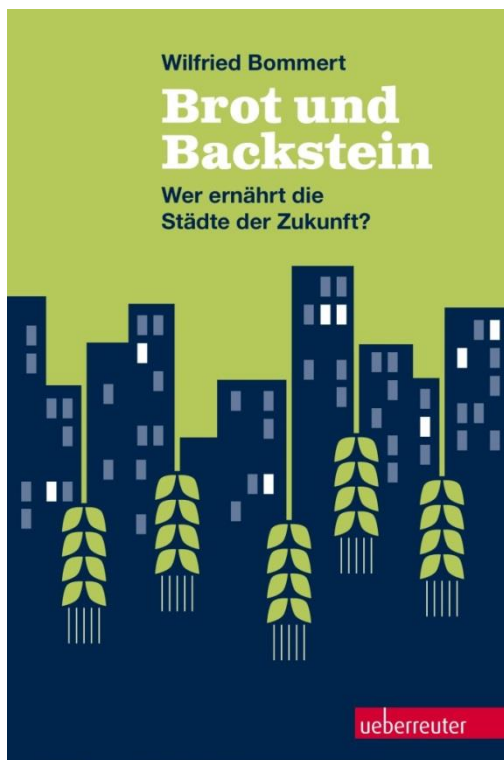
# **Carl Ueberreuter Verlag**

## **Rights List 2014**

**Wilfried Bommert** with Sabine Jacobs and Marianne Landzettel

Bread and Bricks

Who will feed the cities of the future?



**256 pages**

Publication date: February 2014

Rights Sold to: Korea

Cities are where the world's future will be decided. By 2050 half of the world's population will live in metropolitan areas, many will be destitute. Who will feed these multitudes? Climate change and increasingly frequent extreme weather events devastate harvests. Price rises threaten food security. Politicians, the world over, proclaim that the food industry is able to deal with the situation, but within civil society faith is dwindling. People turn away and start taking food matters into their own hands.

Solutions in Berlin, Cologne and Dakar come in boxes, packed in sacks in Nairobi, in community gardens in Linz, on the rooftops of Cairo, in the green belt of Beijing and in Rosario in Argentina, the high-rises of Dubai, New York and Singapore: Food for our future grows among the bricks and mortar of cities around the globe.

#### **The authors:**

Dr. Wilfried Bommert (b. 1950) agronomy and has worked as a journalist since 1979. As German Public Radio's first environmental science editor he's been covering topics like climate change, global food security and demography for many years.

Marianne Landzettel started her journalistic career as a reporter for the farming programme on German Public Radio. She became UK & Ireland correspondent and spent 10 years with the BBC World Service (news & current affairs). She lives and works in London.



Was Rudolf the IV a criminal forger?

Are there are a lot of illegitimate children among the Hapsburgs?

What language did a young duke learn?

What is the significance of the Sissi-Movies for the Hapsburg-Nostalgia?

The most important questions on the Hapsburgs are answered in concise and well-grounded form – a standard work for anyone interested in the country’s past.

**Prof. Dr. Karl Vocelka** is the longstanding chair of the Department of History at Vienna University and has authored numerous publications.

160 pages, 12 × 19 cm

Publication date: March 2014

Rights Sold to: Czech Republic

Previous titles of the series 99 Question on...:

Austrian Literature

Austrian history



## Gerhard Falschlehner: The Digital Generation - Young Adults read different



Actually young adults do not read less today, but even more and differently than the previous generations. The book shows the young adults daily routine with media, describes the different kinds of reading and presents possibilities of reading support.

**Gerhard Falschlehner** is a free Journalist and teacher. Since 2001 he is the head of the Austrian Book Club for young adults. He has won an important prize for international reading support.

224 pages

Publication date: July 2013

All rights available

## Yvonne de Bark: Surviving with Little Monsters



This humorous parenting book tells the whole amusing truth about living with little darlings.

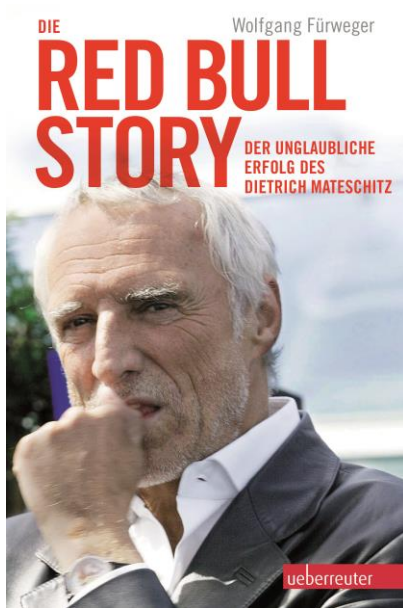
**Yvonne de Bark** is a well-known German actress and the mother of two children.

208 pages

Publication date: July 2013

All rights available

## Wolfgang Fürweger: The Red Bull Story



191 pages

Publication date: June 2012

Rights sold to: Japan, Slovenia, Poland

This book is the first portrait of the Red Bull company and its reclusive founder. Based on countless background conversations, the book offers an in-depth look at the fascinating and secretive world of Dietrich Mateschitz.

**Wolfgang Fürweger** is a newspaper editor and has published several biographies with Ueberreuter, including “Die Red Bull Story” and “Ferdinand Piëch. Der Automanager des Jahrhunderts”.

**More than 20.000 copies sold!**

## The latest Book by Wolfgang Fürweger: Hans Peter Haselsteiner



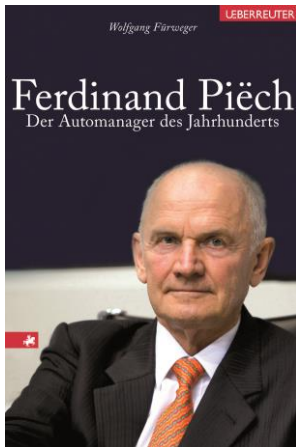
206 pages

Publication date: September 2014

All rights available

Exciting Portrait of an successful Austrian politician and entrepreneur, who was until 2013 the head of STRABAG, one of the largest construction companies in Europe

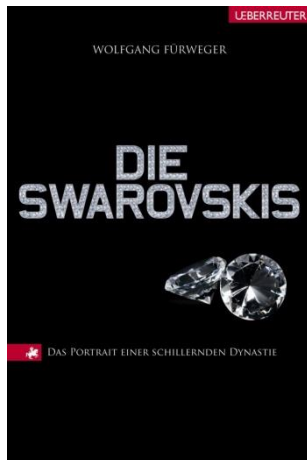
## By the same Author:



208 Pages  
 Colour illustrations  
 Publication date: Feb 2011  
 All Rights available

### Exciting Portrait of the „Car Executive of the Century“

He is the most well-known descendant of the automobile pionier Ferdinand Porsche: Ferdinand Piëch began working at the Porsche plant and went on to become Chairman at VW, the biggest automaker in Europe. In 1999, a panel of experts awarded him the title “Car Executive of the Century”. He is considered to be ingenious, but at the same time highly controversial because of his often hands-on approach to business. He reached the pinnacle of his power when Porsche merged with VW. In so doing, he brought together the companies his grandfather had once founded. The book offers an intriguing insight into one of the most unusual takeover battles in the annals of the German auto industry.



208 Pages  
 Colour illustrations  
 Publication date: Feb 2009  
 All Rights available

**Swarovski.** The name stands for crystal at its most perfect. More than 400,000 people collect Swarovski crystal figures, fashion designers decorate their gowns with the glittering drops from Tyrol, moreover, 700,000 tourists a year make their way to Wattens to the Crystal Worlds created by André Heller.

This book is the first portrait of the crystal-dynasty: It shows the fascinating history of the family and the business from its beginnings in the 19th century to its involvement in the Third Reich, its rise to the status of a global corporation and the present day.