Foreign Rights Guide

Autumn 2020

Non-Fiction
Effective immediately, the world belongs to me again!

“And now it’s my turn!” – this sentiment coincides with many women’s feelings about their lives. They have achieved a lot, shouldered a lot, and choked down a lot. Now the desire for an independent life of their own is growing. But how do you transform negative emotions, like disappointment, anger and frustration, into the positive energy necessary to make the relevant changes?

Bestselling author Sabine Asgodom knows what it means to sideline your own needs and to primarily just function for others. She speaks openly about the upheavals in her own life. However she also knows how good it feels to throw the switch. In this solution-oriented workbook, she helps her readers to set and pursue their personal goals. This begins with being honest with yourself and those in your life. The strategies then move on to strengthening skills in conflict resolution, perspective changes, decision-making competencies, and self-confidence, and concludes with methods for leading a self-determined life.

Step by step, you can become the “Queen of Effing Everything” in your own life.

It’s my turn now! 🏆

Sabine Asgodom
Queen of Effing Everything
How to Get the Amazing Life that Suits You

• For all women who have had to marginalize their own needs over the years
• Sabine Asgodom knows what she is writing about – based on her own personal experiences and coaching practice
• Former books by the author have been sold to China, Italy, Poland and The Netherlands

SABINE ASGODOM is one of the top coaches in Germany. She has over 25 years of expert knowledge under her belt. The concept for this book came from her experience coping with a personal crisis that stretched her to the breaking point. Many women can relate to what this was like. Asgodom works as a trainer and speaker, and according to the Financial Times, she is one of the 101 most important women in the world of German economics. In 2010, she was awarded the Federal Cross of Merit for her social commitment.

The dramatic report of our global crisis

What started in late December 2019 as warnings from an eye doctor in Wuhan rapidly turned into a global pandemic. SARS-CoV-2 is a dangerous virus, easily transmitted and deadly, but Covid-19 has become an even greater catalyst for a global cataclysm that has robbed all societies and economic systems of their certainties and is now threatening their very existence.

A team of doctors, scientists and reporters, including many award-winning journalists, has been tracking down the background of the virus and studying how it spread from an animal market in central China around the world, leaving a trail of devastation in its wake.

The question is why governments for a third time – on the heels of the climate crisis and the refugee crisis - have failed to develop a far-sighted political framework built on numerous studies and warnings. The authors also attempt to find out how the human race can still manage to get the pandemic under control.

• A joint research endeavor by 18 international doctors and journalists
• Early history, outbreak, spread, effects of the Corona Virus, and the failure of governments to cope with it
• Spiegel bestseller: rank 5
Eckart von Hirschhausen, as most of us, is haunted by the two all-overbearing topics of our times: aging with dignity and the climate crisis. And surprisingly these two are more closely connected than we think: As a doctor and science journalist, the author demonstrates how many underestimated health effects are related to global climate change. A healthy environment is the prerequisite for the health of humankind. As a comedian, the author pokes fun at our striving for immortality, exhausting our resources and ourselves.

Eckart von Hirschhausen highlights numerous unusual and unexpected crosslinks between our finite time on Earth, its finite resources and our infinite possibilities to finally start living. A book encompassing everything from botox to brain jogging, from nourishing facials to nutritional fascists, from climate crisis to Covid-19.

ECKART VON HIRSCHHAUSEN, M.D., born in 1967, is Germany’s best known general practitioner and one of the most successful non-fiction authors. Medical information is brought home effectively through his wonderfully humorous presentation. For over 20 years, he has been touring the major stages of Germany as a comedian. Eckart von Hirschhausen has his own TV-shows as well as a national health magazine (print + online).

Hirschhausen uncovers the surprising links between our striving for immortality & the destruction of our planet

“I didn’t need a sabbatical; I needed a new challenge.”

What do you do when you find yourself on the verge of a midlife crisis? Retreat into monastic silence? Adopt a strict regimen of fasting and long hikes? Early retirement? Booossoooring! The cabaret performer and bestselling author Vince Ebert went in the opposite direction, choosing to spend a year in the edgiest and fastest-paced city in the world: New York City! Ramping up instead of slowing down. In a shoebox-sized apartment on the Lower East Side. And thus he took a deep dive into the American Way of Life, where he relentlessly pursued the most basic of questions. How is it possible that a nation that sent astronauts to the moon is incapable of producing functional shower faucets? And can you really go from dishwasher to millionaire? Or just to dishwasher operator?

Broadway, not Camino de Santiago. Vince Ebert discovers that life after 50 has new meaning in the Big Apple.

• Personal, smart and very funny: Vince Ebert recounts his break in the Big Apple
• The Spiegel bestselling author about his self-chosen challenge in New York City
• Total print-run of former books by the author: 500,000 copies

VINCE EBERT, born in Miltenberg in 1968, studied Physics in Würzburg. Before starting a career as a cabaret artist in 1998, he worked in a consulting company as well as in market research. His goal is to present complex scientific ideas in a generally comprehensible and humorous way. He made a name for himself with his successful solo program Big Bang – Physics is Sexy.

VINCE EBERT
BROADWAY STAT JAKOBSWEG
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34990

BY TRER

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PRELIMINARY COVER
ENGLISH SAMPLE TRANSLATION AVAILABLE

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PRELIMINARY COVER
ENGLISH SAMPLE TRANSLATION AVAILABLE
We often get in our own way: we set up mental barriers, question ourselves constantly, look on the down side of things, lack courage, and fear the unknown. This is called self-sabotage, and it can erode our self-confidence. Experienced trainer Jacqueline Koeppen knows how to end these negative mental spirals and how to actively shape our lives. In order to achieve this, she describes five phases for change: realization, contemplation, feeling, discussion, and action.

Over one hundred specific prompts focus on the typical variations of self-sabotage, ranging from aimlessness to uncertainty. Koeppen provides readers with effective and proven strategies with which to overcome old thought patterns and mental blocks, and to maximize personal potential.

JACQUELINE KOEPPEN, born in 1979, is a communication trainer, coach and expert for self-efficacy. Under the motto “Success is always a question of strategy”, this shooting star of the self-empowerment scene helps people to fundamentally and sustainably change themselves within a short span of time.

### Simple Tools for Mental Change

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- A manual for self-coaching: the household motivation book
- Includes numerous exercises, action strategies, and practical tips for how you can overcome mental blocks
- self-empowerment through 5 phases of change
On January 18, 1871, in the Hall of Mirrors at Versailles, the King of Prussia was crowned the Kaiser of Germany, and the German Empire was born. Over the following years, the “Nationalstaat” took shape, the meaning and legacy of which are more debated today than they have been in previous decades.

How socially modern was the Empire? To what extent was it anti-democratic, anti-Semitic, and exclusionary of minorities? What conditions from 1871 set the course to Verdun and later to Auschwitz? Do the foreign policies of the Berlin Republic take their bearings from the power politics of the Empire? How should modern Germany view its political predecessor?

Eckart Conze’s sharply conceived and brilliantly executed analysis provides answers to these questions, illuminating the background of our current social and remembrance policy debates, and takes a firm stand: “There is nothing to celebrate. The Empire belongs in the museum!”

A crucial analysis of the founding of the German state and the ambiguities of the Empire

A crucial plea for an ethic of debate instead of an ethic of personal opinions

Germany has a tradition of enlightenment ideals – and another of inhumane behavior. The Allies brought us democracy, freedom of opinion, and plurality. It is time to become deliberately aware of these values and to stand up for them. Hardly anyone knows this better than Hamed Abdel-Samad, who grew up in Egypt. He knows the great value of Germany’s practiced liberality. However, for years, he has observed the toxic tendency in the public forum to swap the ethic of free strident discourse, the basis of all democratic disputes, for a narrow-minded and anti-enlightened ethic of personal opinion.

For the Love of Germany sets out the strengths of this country, as well as the dangers that it faces. Perhaps it takes an immigrant to remind his fellow citizens about how valuable these achievements are and how their duration should never be taken for granted.

In his new book, Hamed Abdel-Samad holds up a mirror to his adopted homeland, in which he sees a strong vein of social liberalization which is currently accompanied by a noticeable loss in intellectual tolerance.

- Professor Eckart Conze is one of Germany’s leading modern historians
- Books by the Spiegel bestselling author are seen as standard references
- For readers of Christopher Clark, Herfried Münkler and Thomas Karlauf

- A Spiegel bestselling author
- Hamed Abdel-Samad is one of Europe’s most prominent critics of Islam
- Former books by the author have been sold to Czech Republic, Estonia, France, Italy, Korea, Norway, The Netherlands and USA
"Our body’s defenses are phenomenal. And there is a lot we can do to foster them."

Millions of microorganisms have colonized us: bacteria, viruses, fungi, parasites. Most of them are harmless, but some of them are malignant pathogens. Without a functioning immune system, we wouldn’t be able to survive. In this book, the physician and award-winning medical publicist highlights what we can do to support our physical defenses. She also explains the specific mechanisms our bodies use to mount a defense against the pathogens and how they can compensate for mismanagement within our internal system.

Day after day, Marianne Koch implements what she promotes, and she is the best evidence of how much we can do for ourselves, since she is in the best of health.

MARIANNE KOCH is an internist, and she works as a medical journalist and author. The doctor hosts the weekly radio program Das Gesundheitsgespräch. She has been honored numerous times for her work in the media communication of medical topics. In May 2019, she received the Paracelsus Medal, the highest honor granted by the German Medical Association.

208 pages
September 2020

Our bodies’ miraculous defense system: everything we need to know about our immune systems

“"Our body’s defenses are phenomenal. And there is a lot we can do to foster them."

Millions of microorganisms have colonized us: bacteria, viruses, fungi, parasites. Most of them are harmless, but some of them are malignant pathogens. Without a functioning immune system, we wouldn’t be able to survive. In this book, the physician and award-winning medical publicist highlights what we can do to support our physical defenses. She also explains the specific mechanisms our bodies use to mount a defense against the pathogens and how they can compensate for mismanagement within our internal system.

Day after day, Marianne Koch implements what she promotes, and she is the best evidence of how much we can do for ourselves, since she is in the best of health.

• Conceived with competence, great vividness, and easily understandable descriptions
• With numerous practical tips for how we can strengthen our immune system, based on the most recent scientific findings
• Total dtv sales for Marianne Koch: more than 500,000 copies

PRAISE FOR PREVIOUS TITLES OF THE AUTHOR:

“The experienced internist gets right to the heart of complicated coherencies, and in every chapter we pick up, she attests to our own personal ability to significantly reduce our risk of getting sick.”
Susanne Kübler, Gesundheitsforum, Feb./March 2017

“Physician and author Marianne Koch expresses specific medical information vividly and in a way that is intelligible to all readers...”
Buchreport, August 2011
INTERNATIONAL BESTSELLER

Bettina Lemke

Your Greatest Treasure Lies Within
Eastern philosophy is an inexhaustible source for deep insights related to both existentialist and practical questions. It offers inspiration and orientation for the Western world. The author refers to classical sources such as the Buddha, Confucious and Lao Tsu, as well as contemporary thinkers. Lemke provides an introduction to Eastern philosophies, packed full of inspiring explanations and pragmatic advice.

Rights sold: Italy

Ikigai – Finding the Meaning of Life in the Everyday
Ikigai: this resonant Japanese term stands for the joy that comes with finding meaning in life and consequently concentrating on the things that are truly worthwhile. Research shows that those with high ikigai levels not only lead a more fulfilled life but also have a significantly higher life-expectancy than those who haven’t yet found their raison d’être.

Rights sold: Czech Republic, France, Italy, Hungary, Portugal, Romania, Russia, Spain (cast.), The Netherlands, Turkey

Gifts for the Soul
Making time for yourself or others, discovering the path to your inner self or external power centres—Bettina Lemke urges us to live in the present and savour each moment. Relaxation through breathing exercises, awareness meditation, a gratitude diary—the book offers a treasure trove of ideas to realign your spirit, strike out on roads less travelled and dedicate yourself to the art of leisure and the myriad wonders of everyday life.

Rights sold: Italy

The Pocket Buddhist
This enjoyable self-help book presents basic Buddhist teachings in a simple and understandable way, offering inspiration and specific help for everyday situations. Elementary Buddhist principles such as tolerance, empathy, composure, patience, discipline, decisiveness and attentiveness are illustrated in instructive stories and short quotes. The book also uses practical advice and exercises to show how to react to familiar hectic or nerve-racking situations the relaxed, ‘Buddhist’ way.

Rights sold: Italy

Total sales of this book: 85,000 copies
China is gearing up for world dominance: The Belt and Road Initiative, launched by Chinese President Xi Jinping in 2013, authorizes the government to strategically connect the economies of countries in Central and Southeast Asia, North and East Africa, and Europe through a network of rail, road and ship links. A gigantic infrastructure project in which China would invest billions, some of which would flow into the participant countries also.

The new Silk Road is supposed to not just bring China, but also the countries along the various routes, new trade opportunities in addition to peace and prosperity. The enthusiasm that the project has generated in the various countries, however, has been counterbalanced by an equal amount of skepticism: What will happen if China doesn’t just establish new trade routes but exports its values – its political system – along with its consumer goods? What if China intends to use the new Silk Road to shore up its political power around the world and not just for economic gain?

- Impressive photo-reportage from the countries along this huge trade and infrastructure project
- Informative portraits of the players being directly affected

In Fall 2020, Europe and the West will stand on the verge of a historic changing point. If the Trump era proves to not just be a passing historical phase and the struggle of the giants – the US and China – for world dominance becomes further radicalised, the new reality could result in erosion to Europe’s western-oriented nations. Europe alone cannot decide the chilly economic war between the dominant systems of China and the US, the race for the key technologies of the 21st century, or the rivalry of competing social constructs for the hearts and minds of its citizens.

However, Europe has the intellectual, political, economic, and historical potential to set a third course and develop an interesting alternative model to counter the black-and-white choice between China and the US. Europe’s Renaissance could lead to a new, unexpected heyday for its people and countries, providing inspiration to the world once more.

- A completely different, atypical perspective on the current state of the world
- Why the well-known political fronts are dissolving and new lines of conflict now exist
- How Europe could become the secret winner in the shadows of the mega-powers
Europe is reliant on the US in practically every area – politically, militarily, economically, technologically. The perspective is very different the other way around. The old Europe-US axis is eroding. This process may even speed up, depending on the outcome of this year’s US elections. This is why a realistic examination of the country across the Atlantic is past due. The US interests in Europe are fading, and this didn’t start with Trump. Even if the Trump administration is voted out of office, nothing will change in terms of the increasingly distant attitude of the US toward Europe.

We would benefit from viewing the current US situation as a warning and no longer assuming that business will continue as usual. Several European countries already have what it will take to shape their own futures more intelligently and effectively than before.

- Trump isn’t the cause, rather a symptom of the “US problem”
- Former books by the author have been translated into English
Eva Wlodarek

Seize the Freedom to be Yourself

For our own happiness and success, it is crucial that we find out who we truly are. In other words, we need to develop positive self-images. Allow our specific talents to unfurl. Recognize our individual beauty. Know what we really want in our careers, our relationships, romantic and otherwise. And then we have to bravely implement that awareness. Even now, as in the past, women in particular tend to conform to others’ needs and to put their own desires on the back burner. Upbringing and socialization are primarily to be blamed for this. What exactly holds women back? How can they overcome their fear of failure and of losing affection?

Eva Wlodarek shows how women can (re)discover their true selves and how they can confidently incorporate their wishes, inclinations and strengths in their lives. The ultimate goal is to find greater joy and meaning in life.

Anne Fleck

Always Tired?

Find the Hidden Sources of Fatigue and Unleash Your Energy

A fresh start, new energy and a healthier life!

Tiredness, just like hunger and thirst, is a bodily function which keeps us alive and safe from fatigue and exhaustion. But when sleep is no longer a restorative, we experience a different kind of tiredness. One that makes us feel ill and the roots of which we are often unable to identify. Anne Fleck, M.D., closely examines the secret causes for constant fatigue: undetected infections or metabolic dysfunctions, food intolerances, cell diseases or environmental pollutants can sap our strength. She explains how to strengthen cellular and organ functions, how to detox correctly, reduce stress and use nature’s powers to gain new joy in life.