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English summaries
of titles suitable for
translation

Spring- Catalogue 2011

Dear Publishers, dear Editors, dear Agents

we control worldwide translation rights for all titles mentioned in this catalogue, and we would be delighted to provide reading copies in German or more information on the titles – just contact me.

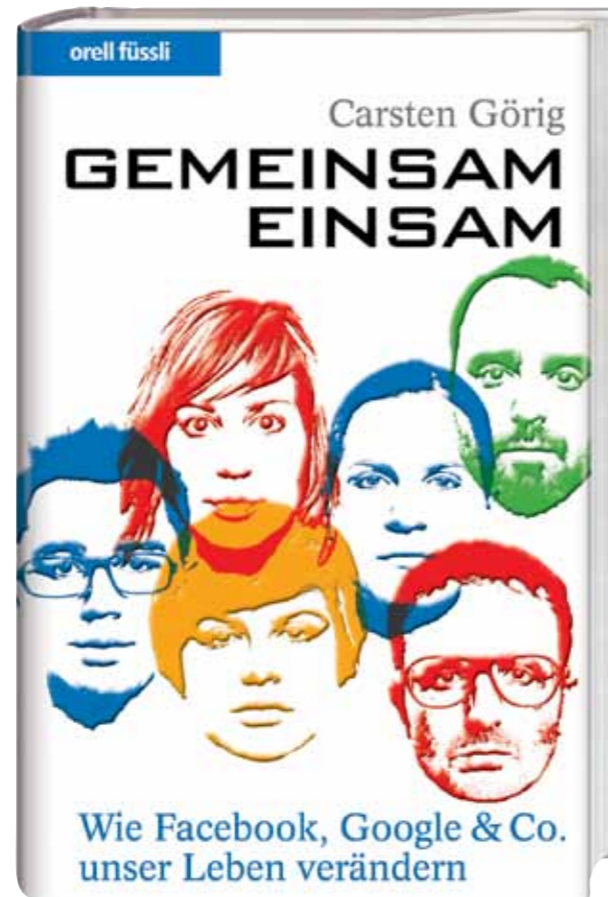
Best regards,
Kira Capraro



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CH- 8036 Zürich
Switzerland

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Homepage: www.ofv.ch/rights



Author: Carsten Görig
Title: Gemeinsam einsam

English Title Translation: **THE INTERNET MEDIA MONEY MACHINE**

About Title: Google, Facebook, Twitter, Apple and all the other internet companies are shaping our perception of the world and how we live in it. The journalist Carsten Görig has the scoop on how the internet companies are using the data provided to them and monetizing the content that they are conveniently storing. What is the price to be paid for having data accessible and easily shared? What do these companies stand for? Who makes decisions on data security? This journalistic research looks into the risks and threats that lie in trusting the internet giant companies with data and how the companies earn money with the confidential information gained through their services.

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Author: Anette Dowideit
Title: Mein Job, mein Baby, mein Chef, mein Mann und ich

English Title Translation: **MY JOB, MY BABY, MY BOSS, MY HUSBAND AND I**

About Title: The life of a working mother is tough. Phone conferences and screaming babies, Baby-food stains on the laptop. How embarrassing! Anette Dowideit has a sharp wit and many pointers on how to take a humorous approach to the multiple demands from job, baby, boss and husband. Her collection of anecdotes on working mom daily challenges are set into short chapters that entertain and amuse busy career-balancing mothers, with each narrative just the right size for a night stand read.

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Author: Sigrid Engelbrecht
Title: Ich müsste, wollte, sollte ...

English Title Translation: **SHOULD HAVE, WOULD HAVE, COULD HAVE...**

About Title: Procrastination is the cause for many unfulfilled dreams and broken promises. This book provides useful tips on how to tackle tasks and not put them off again and again. Sigrid Engelbrecht, a certified coach, introduces a seven steps program to set priorities and develop perseverance to master larger projects. The book includes tests, exercises and checklists that help to overcome blockades to creativity and deal with rough stretches.

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Author: RuthENZler Denzler
Title: Keine Angst vor Montagmorgen

English Title Translation: **OVERCOME WORK-RELATED ANXIETY**

About Title: On Sunday evening the anxiety about the upcoming work week sets in. If this sounds familiar, this is a symptom of work-related anxiety. Overextending workloads, mobbing, fear of failure all are contributing factors that can be managed and overcome. The author RuthENZler Denzler, a psychologist, shows paths to conquer anxiety, how to build up resources and resilience and deal with the stressful situations at work. This book includes a personality test to identify the anxiety-type and advice on how to handle the most common work-related challenges.

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Author: Jens Braak
Title: Zufallstreffer

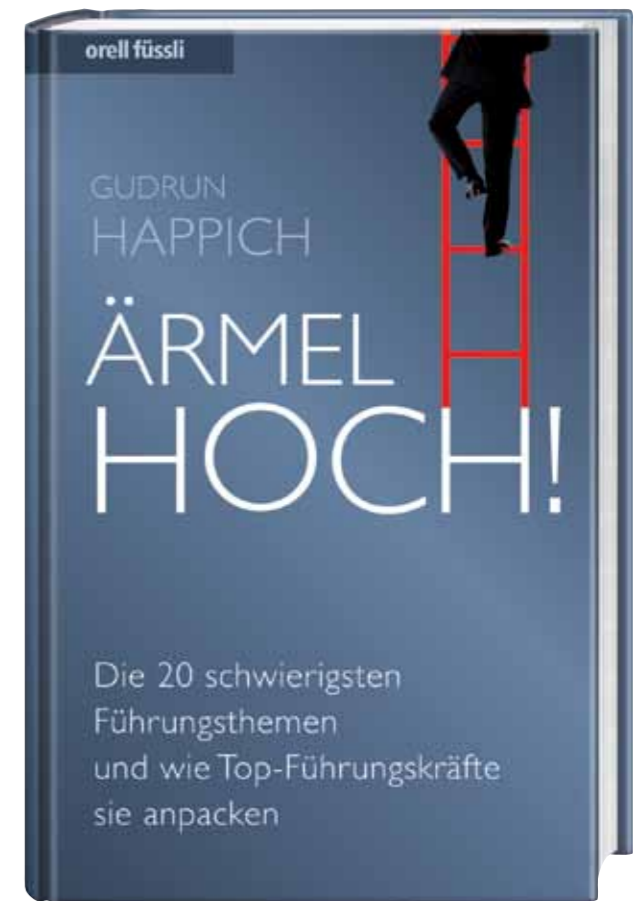
English Title
Translation: **COINCIDENCE RULES**

About Title: Many self-help books follow the notion that success is achieved by meticulous planning and pursuit. The chaos researcher Jens Braak, doctor of physics, declares that the only constants of life are coincidence and not planned achievements. The author recommends interpreting unplanned events that occur and discerning between helpful and hindering opportunities. This book shows how embracing serendipity and harnessing the chance opportunities can create new competencies for success in life.

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Author: Gudrun Happich
Title: Ärmel hoch!

English Title
Translation: **CLIMBING LADDERS**

About Title: Executives are caught in the middle between the directives from the CEO and the demands from their team. This book provides answers to the questions: "How do I survive and thrive in the first 100 days?", "How do I build a strong team?" and "How do I handle high and low performers?". Top business executives share their best practices and simple tricks how to deal with seemingly impossible situations, as well as navigating hidden agendas and career traps.

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Author: Werner Berger / Angelika Rinner
Title: BestSeller

English Title: **TOP SELLER**
Translation:

About Title: The first impression is most important. This is especially true for the sales pitch. Two experts explain what happens in the first seconds of customer contact and how a salesperson can position oneself and ask the right questions at the right time. In addition the book demonstrates which psychological mechanisms influence the buyer and includes exercises to practice and hone the sales skills. The author duo combine extensive sales experience with psychological know how and coaching experience. This results in a well rounded sales advice book.

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Author: Thomas Skipwith / Reto B. Rügger
Title: Der Wurm muss dem Fisch schmecken

English Title: **PRESENTATIONS DONE RIGHT**
Translation:

About Title: Presentations have a bad reputation, in most cases the listeners are bored and do not grasp the concept the speaker is talking about. How can presentations be done right? The two experts in rhetorics and presentation techniques Thomas Skipwith, European Champion of Rhetorics, and Reto Rügger, Sales and Marketing expert, have put together the essential steps to creating and holding an inspiring presentation. The book explains how to tailor the speech to the audience, how to structure a talk by starting with a captivating introduction, continuing with a compelling argumentation and finishing with a convincing statement. Further, the authors explain how to use visual aids, body language and gestures to enhance the presentation style. This book concentrates on advice for presentations for company meetings, video conference, congress speech or similar events and is accompanied by succinct illustrations that capture the message.

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Author: Brigitte Hieronimus
Title: Vom Glück der Schlaflosigkeit

English Title Translation: **FINDING BLISS IN INSOMNIA**

About Title: Re-defining insomnia as a bliss helps to find a purpose in the sleepless hours and nightly ruminations. For example: Being awake in the night has healing properties. Scientists and philosophers lend their expertise to the book and explain the phenomenon of insomnia. The author, a television expert for insomnia and menopause, explores the rhythm of the seasons and of life's phases and provides philosophical topics to review in the night hours. With this book the reader can reach a new perspective on insomnia over night.

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Author: Joachim Zischke
Title: Spazieren fünf Kühe auf einer Landstrasse...

English Title Translation: **TRAIN YOUR BRAIN FOR CREATIVITY**

About Title: The power of associative thinking, imagination and wit are enviable tools to have at one's disposal. In this book these mental traits are trained in a 50 day program with unconventional methods that stimulate creative thinking. The author creates exercises that set thought processes into motion and provide daily inspiration for more agile brainpower. The intellectual abilities gained from training the creative nerves are useful for both work life and in society.

Longseller & Bestseller

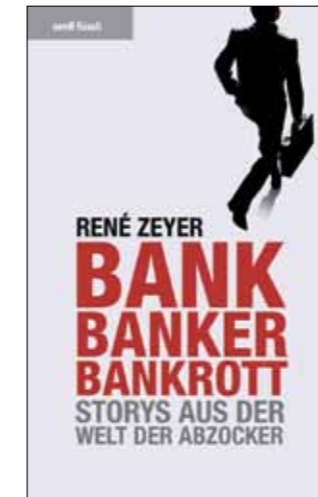
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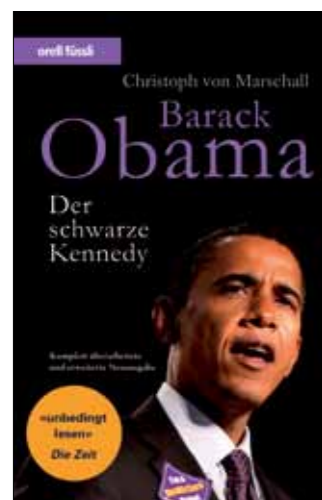
Author:
René Lüchinger
Title:
Die zwölf wichtigsten Ökonomen der Welt

English Title Translation:
**THE WORLD'S TWELVE MOST
INFLUENTIAL ECONOMISTS**
2007



Author:
René Zeyer
Title:
Bank, Banker, Bankrott

English Title Translation:
BANK, BANKER, BANKRUPTCY
2009



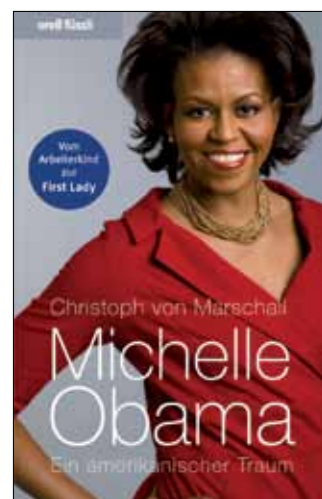
Author:
Christoph von Marschall
Title:
Barack Obama - Der schwarze Kennedy

English Title Translation:
BARACK OBAMA - THE BLACK KENNEDY
2009



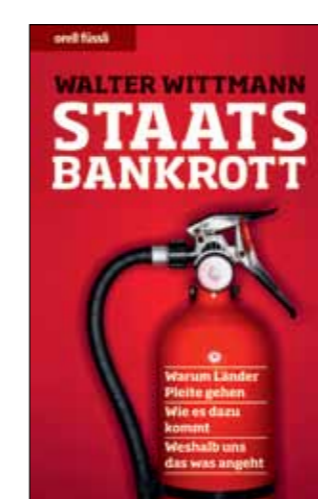
Author:
Paolo Colombani
Title:
Fette Irrtümer

English Title Translation:
DIET MYTHS
2010



Author:
Christoph von Marschall
Title:
Michelle Obama - Ein amerikanischer Traum

English Title Translation:
**MICHELLE OBAMA -
THE AMERICAN DREAM COME TRUE**
2009



Author:
Walter Wittmann
Title:
Staatsbankrott

English Title Translation:
GOVERNMENT BANKRUPTCY
2010