

Gazdasági témájú könyvek Németországban 2015

2016. június 7.

MAGYAR NEMZETI BANK

Készítette:

Látta:

Jóváhagyta:

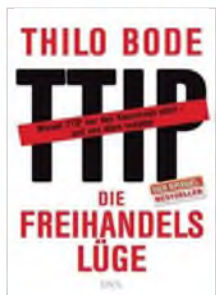
I. Bevezető

Az összefoglaló a 2015-ben Németországban megjelent legnépszerűbb gazdasági témájú könyvek, illetve szakkönyvek listáját mutatja be. Az első rész a nagyközönség által leginkább kedvelt gazdasági könyveket ismerteti a Handelsblatt gazdasági folyóirat gyűjtése alapján, míg a második listában a gazdasági szakkönyvek áttekintésére kerül sor. 2015-ben nagyon sok tankönyv, illetve szakkönyv jelent meg, így az összesítésben a legkeresettebb kiadványok szerepelnek. A listák rövid angol nyelvű leírást is tartalmaznak.

II. Gazdasági témájú könyvek

2015 augusztusában kilencedik alkalommal osztották ki a Német Gazdasági Könyv-díjat (Deutscher Wirtschaftsbuchpreis 2015). A zsűri tagjait a Handelsblatt, a Frankfurter Buchmesse és a Goldman Sachs befektetési bank képviselői alkották. Az elnyerhető díj 10 000 euro volt, mellyel a három partner a gazdasági szakirodalmat kívánta támogatni. A díjazottak között olyan Németországban megjelent művek szerepelnek, melyek valamilyen aktuális témát újszerűen közelítenek meg és mindezt érthető, átlátható megfogalmazásban teszik. A kritériumok alapján a Deutscher Wirtschaftsbuchpreis 2015 díjazottjai az alábbi könyvek lettek:¹

- **THILO BODE - The free trade lie / Die Freihandelslüge**



The planned free trade agreement Transatlantic Trade and Investment Partnership (TTIP), which is at present being negotiated in Brussels by EU and US delegations, is in the final analysis aimed at placing business interests above those of ordinary citizens and consumers on both sides of the Atlantic and freezing the standards already reached in the fields of consumer and environmental protection and social legislation, if not reducing them. In this committed polemic, consumer protector and bestselling author Thilo Bode uses numerous examples to make clear what is at stake in the negotiations of the agreement and what it will all boil down to in the future: making business interests transparent and obliging trade agreements to comply with the achievements of social-welfare-oriented, constitutional democracies states. Bode argues that to this end we need a new definition of free trade.

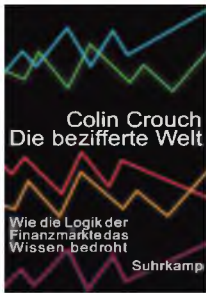
- **ERIC BRYNJOLFSSON - The Second Machine Age**



In *The Second Machine Age*, MIT's Erik Brynjolfsson and Andrew McAfee—two thinkers at the forefront of their field—reveal the forces driving the reinvention of our lives and our economy. As the full impact of digital technologies is felt, we will realize immense bounty in the form of dazzling personal technology, advanced infrastructure, and near-boundless access to the cultural items that enrich our lives.

¹ <http://www.presseportal.de/pm/74663/3091158>

- **COLIN CROUCH - The figured world / Die bezifferte Welt**



Colin Crouch reveals how Neoliberalism compromises alternative forms of knowledge and expertise. Contrary to its advocates, the market is not a perfect “knowledge machine” that creates transparency from anonymous decisions. On the contrary, if we let to operate the logic of the financial markets without any restrictions, it can destroy the “immune system” of our societies.

- **GUNTER DUECK - Swarm Stupidity / Schwarmdumm**



Instead of magnifying our intelligence, swarms of humans are often ruled by the principle of "too many cooks spoil the broth." In businesses and organizations, senseless meetings, painful compromises, and half-baked outcomes are not the exception but the rule. Maverick Gunter Dueck, an expert in the world of work, calls this "swarm stupidity." The author explains why the individual members of a team often make better decisions than the team itself, and how something brilliantly simple can arise amidst the masses.

- **BARRY EICHENGREEN - Hall of Mirrors / Die großen Crashes 1929 und 2008**



Hall of Mirrors is both a major work of economic history and an essential exploration of how we avoided making only some of the same mistakes twice. It shows not just how the "lessons" of Great Depression history continue to shape society's response to contemporary economic problems, but also how the experience of the Great Recession will permanently change how we think about the Great Depression.

- **JULIA FRIEDRICHS - Our Heritage / Wir Erben**



They live among us and yet in secret. We know them and yet, we know nothing about them. Julia Friedrichs dives in an almost invisible parallel society and tells stories about people, who are scions of German dynasties and their lives are determined by their heritage. What makes a patriarch disinherit his children and how evolves the urge of killing for inheritance? The author draws a sensitive psychogram of Germany. She discovers a country that unlike most of other nations, favors legacy over work. Why isn't any discussion about this inequality?

And what means it for the society, if people from an influential family can achieve a carefree life much easier, than those who have engagement and ideas. While looking for answers, the author succeeds to draw a lively and complex portrait of people, who will shape Germany in the future.

- **HENRY KISSINGER - *World Order / Weltordnung***

Henry
Kissinger

WELT
ORDNUNG



Grounded in Kissinger's deep study of history and his experience as National Security Advisor and Secretary of State, *World Order* guides readers through crucial episodes in recent world history. Kissinger offers a unique glimpse into the inner deliberations of the Nixon administration's negotiations with Hanoi over the end of the Vietnam War, as well as Ronald Reagan's tense debates with Soviet Premier Gorbachev in Reykjavík. He offers compelling insights into the future of U.S.–China relations and the evolution of the European Union, and examines lessons of the conflicts in Iraq and Afghanistan. Taking readers from

his analysis of nuclear negotiations with Iran through the West's response to the Arab Spring and tensions with Russia over Ukraine, *World Order* anchors Kissinger's historical analysis in the decisive events of our time.

- **JOSEPH E. STIGLITZ - *The Great Divide / Reich und Arm***



In *The Great Divide*, Joseph E. Stiglitz expands on the diagnosis he offered in his best-selling book *The Price of Inequality* and suggests ways to counter America's growing problem. With his signature blend of clarity and passion, Stiglitz argues that inequality is a choice—the cumulative result of unjust policies and misguided priorities.

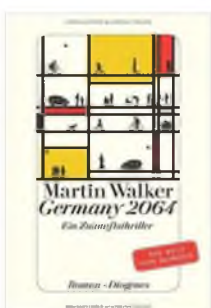
- **ASHLEE VANCE - *Elon Musk***



In *Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future*, veteran technology journalist Ashlee Vance provides the first inside look into the extraordinary life and times of Silicon Valley's most audacious entrepreneur. Written with exclusive access to Musk, his family and friends, the book traces the entrepreneur's journey from a rough upbringing in South Africa to the pinnacle of the global business world. Vance spent more than 30 hours in conversation with Musk and interviewed close to 300 people to tell the tumultuous stories of Musk's world-changing companies: PayPal, Tesla Motors,

SpaceX and SolarCity, and to characterize a man who has renewed American industry and sparked new levels of innovation while making plenty of enemies along the way.

- **MARTIN WALKER - *Germany 2064***



Germany 2064. The country is divided into two worlds. High-tech cities with self-steering cars and sophisticated robots exist next to the free areas, where conscious people live with nature in self-governing communities. Inspector Bernd Aguilar must lead the investigation in the case of Hati Boran, the singer, who was kidnapped at her concert. The inspector's closest colleague is a robot. But is it still fully trustworthy after the last system update?

III. Gazdasági témájú szakkönyvek

Az alábbi lista a Thalia.de - Németország legnépszerűbb könyvesboltjának - eladási listáján első 10 helyen szereplő szakkönyveket mutatja be.² A felsorolt olvasmányok többé-kevésbé megtalálhatóak más releváns portálok (mint például az amazon.de) és számos sajtó ajánlólistáján is.

1. NWB VERLAG – IAS/IFRS – Texte 2015/2016

The successful IFRS guidance in current edition. Consultants, accountants, employees in accounting and controlling as well as financial analysts require profound knowledge of IFRS to date as possible.

2. GÜNTER WÖHE - Introduction to the Business Administration / Einführung in die Allgemeine Betriebswirtschaftslehre

In more than 50 years has been "The Wöhe" for good reason the leading standard work on the general business administration. Students and practitioners appreciate it because it does not require any technical knowledge, covering the whole field of business administration and explains difficult business decision problems in a simple language.

3. REINHARD FRESOW – Business Related Qualifications / Wirtschaftbezogene Qualifikationen

This volume of the series 'Examination Kompakt' provides a concise and reliable summary of the preparation for the IHK examinations of economy-related qualifications in the subjects: - Economics and Business Administration - Accounting - Law and taxes - Corporate governance.

4. JÜRGEN OLIGSCHLÄGER – Die ISO 9001:2015

This special brochure was originally developed for the auditors of TÜV Rheinland. It is a valuable tool for quality managers for build an ISO 9001 certified system.

5. SPENCER JOHNSON – Who Moved My Cheese? / Die Mäuse-Strategie für Manager

Who Moved My Cheese? takes the fear and anxiety out of managing the future and shows people a simple way to successfully deal with the changing times, providing them with a method for moving ahead with their work and lives safely and effectively.

6. FREDERIC LALOUX – Reinventing Organizations

"Reinventing Organizations" describes in practical detail how organizations large and small can operate in this new paradigm. Leaders, founders, coaches, and consultants will find this work a joyful handbook, full of insights, examples, and inspiring stories

7. LARS VOLLMER – Back to Business / Zurück an die Arbeit

A provocative and immensely helpful book for all employees and managers who want to work instead of playing work.

² <http://www.thalia.de/shop/wirtschaft-467/show/?pagesize=100&sort=sfva>

8. ERIC WORRE – Go Pro

This book is the chosen core textbook for the MLM Millionaire Club curriculum, and is being considered as the core book for the history-making world's first accredited college course in Network Marketing at Bethany College of Lindsborg, Kansas. Why? It contains in a nutshell the how-to's of professional Network Marketing, a hard-won summary of Eric Worre's 25 years in the profession.

9. KENNETH BLANCHARD – The One Minute Manager: Leadership Styles / *Der Minuten-Manager: Führungsstile*

In clear, simple terms Leadership and the One Minute Manager teaches managers the art of Situational Leadership – a simple system that refutes the conventional management mandate of treating all employees equally.

10. JENS WÜSTEMANN – Accounting case by case / Bilanzierung case by case

The commercial law principles of proper accounting (GAAP), which also characterize the tax balance sheet, and the International Financial Reporting Standards (IFRS) are the central rules of accounting in Germany. The book provides both balance systems systematically and case-oriented: Starting from 13 practical individual problems of accounting in the areas of activation, passivation and evaluation are taught the essential differences in content.