

rubric

Reports from German Mittelstand

Enterpriser & Enterprises

Remarkable economic events as well as the present business state of leading German family companies are subjects of this traditional rubric. Most recently, there were, among others, reports on the following branch leaders ▶ Sennheiser electronic GmbH & Co. KG, Wedemark ▶ Alfred Ritter GmbH & Co. KG, Waldenbuch ▶ Ohropax GmbH, Wehrheim ▶ Mast-Jägermeister AG, Wolfenbüttel ▶ Voith AG, Heidenheim ▶ Knipex-Werk C. Gustav Putsch KG, Wuppertal ▶ Otto Boge GmbH & Co. KG, Bielefeld ▶ Menekes Elektrotechnik GmbH & Co. KG, Kirchhundem ▶ Rampf Holding GmbH & Co. KG, Grafenberg ▶ Vorwerk & Co. KG, Wuppertal ▶ Ravensburger AG, Ravensburg ▶ geobra Brandstätter GmbH & Co. KG, Zirndorf ▶ Pöschl Tabak GmbH & Co. KG, Geisenhausen ▶ Westfalen AG, Münster ▶ Jörgen Armaturen- und Accessoires-Fabrik GmbH, Mannheim ▶ Leysieffer GmbH & Co. KG, Osnabrück.

rubric

Strategy and Operative Business

Managing a Family-Owned Business

»Bestände sind böse« (»Inventories Are Evil«) ▶ This compendium for entrepreneurs deals with production as a strategic weapon. Core topic is the optimal workflow which helps to get rid of postponements, delivery delays, missing parts, machine failures, and other mischief. Author Dr. Thomas Hartmann shares his experience and his success as managing director of a world market company. We print excerpts from this book which was first published in 2007 and soon became the new bestseller of Unternehmer Medien GmbH.

rubric

Key Account and Premium Customers

Horsepower

Classic vehicles for entrepreneurs and executives, sports cars, and luxury automobiles for corporate and private use. New series and models are presented.

rubric

Accretion and Returns

Capital Investment & Assets



PRIVATE BANKS



STOCK MARKET
EVENTS



CERTIFICATES



CLOSED-END FUNDS



REAL ESTATE

The owners of medium and large-size family companies who are being addressed with **unternehmermagazin** possess diversified grown private fortunes with large real estate properties at home and abroad. This absolute premium selection of the German readers market gives access to highly solvent (multi) millionaires who are broadly invested with »old money« in all asset classes and have a natural interest in tax sparing arrangements as well as in the sustainable accretion of their material resources.

Due to the growing need for orientation with today's increasing variety of the international investment spectrum, **unternehmermagazin** provides up to 12 pages for »Capital Investment & Assets« in every issue. Main topics are markets and market mechanisms, investment strategies, investment forms, supplier profiles, products and product structures. The new rubrics are ▶ Portraits of Private Banks ▶ Portraits of Issuing Houses ▶ Closed Funds in Theory and Practice (Ship Shares, Real Estate, Private Equity, Renewable Energies, Infrastructure) ▶ Column »Börsenchinesisch« ▶ Certificates & Co. ▶ Asset Management (Real Estate) ▶ Real Estate Financing ▶ Luxury Real Estate ▶ Art as Capital Investment

This highly attractive topic array offers professional decision support to experienced investing entrepreneurs in order to assess relevant proposals in terms of integrity, (implicit) risks and yield chances. This way, market participants get the optimal chance for using image and product ads address to directly and without intermediaries potential end-customers who preferably buy big tranches.