



## Dr. Florian Langenscheidt

Expert on Innovation & the Future of Media, Author, Publisher  
& TV Presenter



### CSA CELEBRITY SPEAKERS

Florian Langenscheidt is widely respected for his innovative approach to publishing, the future of new media, and consequently the future of e-business. He was the Managing Director of the traditional Langenscheidt publishing Group, which publishes the Brockhaus and the Duden. He is also dedicated to social projects and is partner of the German Children and Youth Foundation. Florian regularly writes articles for renowned newspapers like FAZ, Die Zeit, SZ and Tagesspiegel.

**"One of the Germany's most important media experts"**

#### In detail

Born in Berlin to the Langenscheidt dynasty, whose name has become synonymous with the famous dictionary group, Florian took on the running of the 150 year-old family business in 1990, the Langenscheidt Publishing Group. Between 1985 and 1994 he held various managing positions within the Group and from 2002 to 2009 he was a member of the Board of Directors. He studied German Literature, Journalism and Philosophy in Munich and is a graduate of Harvard University and a MBA holder from INSEAD.

#### What he offers you

Dr. Langenscheidt is widely regarded as one of the leading authorities in Germany on Innovation & the Future of Media. His numerous speeches at home and abroad are centered around optimism, values, family companies, trademarks, school, education, luck and Germany.

#### How he presents

Florian Langenscheidt engages his audience with a unique "return to innocence" theme whilst discussing the trendiest topics of innovation and future media. Though far advanced into the world of the e-book, Florian Langenscheidt still believes in the emotional experience of reading a book. "You hold it, you smell it, you feel it!". He delights audiences with his humorous and entertaining style.

#### Topics

New Media and Electronic Publishing  
The Long Road to Innovation  
The Internet-eBusiness  
Future Challenge of the Global Society in a Global Economy  
Visions of Tomorrow's World

#### Languages

He presents in German, English or French.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2012

Langenscheidts Handbuch zum Glück

##### 2010

1000 Glücksmomente

##### 2009

Das Lexikon der deutschen Familienunternehmen

##### 2008

Langenscheidts Wörterbuch des Optimisten

##### 2008

Energietechnologien der Zukunft: 100 führende deutsche Technologieunternehmen in der bedeutendsten Branche der Welt

##### 2007

Deutsche Standards? Aus bester Familie: 100 vorbildliche deutsche Familienunternehmen

##### 2006

Das Beste an Deutschland. 250 Gründe, unser Land heute zu lieben

##### 2005

Von Liebe, Freundschaft und Glück