

enorm

Wirtschaft für den Menschen

P R E S S R E L E A S E

'We cannot go on like this': new business magazine 'enorm' wants lasting change

New magazine 'enorm' shows balance between social and economic interests is achievable

Hamburg, 27th April 2010 – 'Business for the people' – the subline of the new Hamburg business magazine 'enorm', the English issue available immediately. It focuses on Social Business and Social Entrepreneurship, advocating a new ethics-based economy for balance between rich and poor and maintaining natural resources. That this is already successfully practised widely around the world is what 'enorm' wants to show in every issue. The goal: to inspire and stimulate readers to change something in their private or working environments.

'Not right or left, but definitely political with change as the intent,' is how Chief Editor Thomas Friemel (42) describes his newly developed magazine, which started in Germany five weeks ago, attracting great interest in the public and the media. 'We report on the new movements, their dynamics, movers and innovative business models,' he explains. 'We focus on people who, after the financial crisis and failed climate summit, no longer want to wait for effective political measures.' 'enorm', appearing quarterly, to address companies, associations, NGOs and modern thinking managers concerned with questions of sustainability.

Behind the 132 page issue is an international team of predominantly freelance journalists reporting for leading newspapers and magazines on politics and business. 'enorm' is published by Social Publish Verlag, a publishing house start-up, itself working according to social business principles.

Content overview at www.enorm-magazin.com/current-issue - also order English issue of 'enorm' for 12 euros and subscription for 48 euros (+ delivery).

Cover to download: www.enorm-magazin.de/presse

For queries:

Frank Plümer | plümer)communications

Tel. +4940 35701350 | Email: presse@enorm-magazin.de