

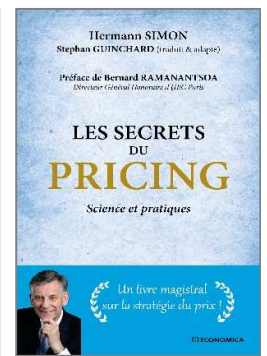
Books

by Hermann Simon

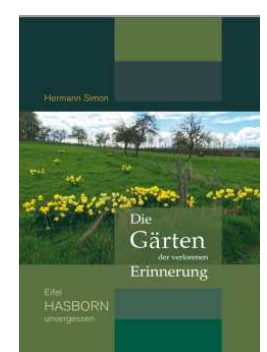
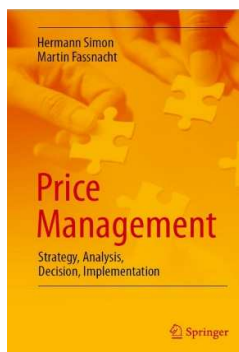
New and forthcoming in 2020:



New in 2019



New in 2018

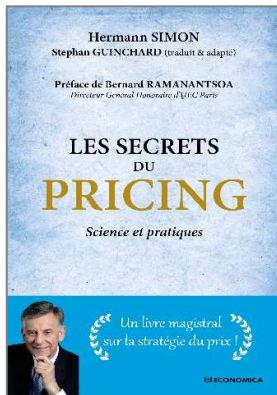


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Les secrets du pricing – science et pratiques
French version of Confessions of the Pricing Man
Economica, 2019



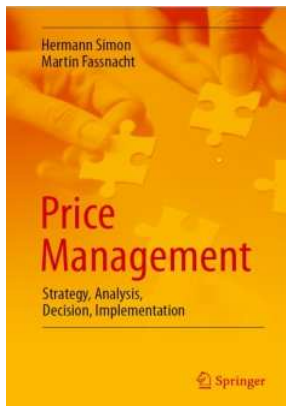
Russian version of Price Management
Byblos, 2019



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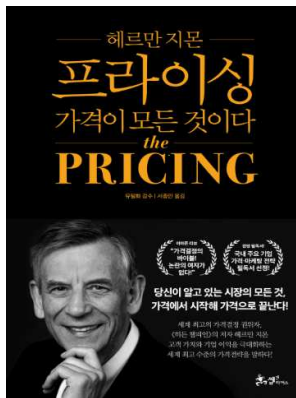
Taiwanese version of Confessions of the
Pricing Man – How Price Affects Everything
Commonwealth 2018



Bir Fiyatlandırmanın İtirafı
Turkish version of Confessions of the Pricing
Man – How Price Affects Everything
Optimist Yanin Grubu 2017



Chinese version of Confessions of the Pricing
Man – How Price Affects Everything
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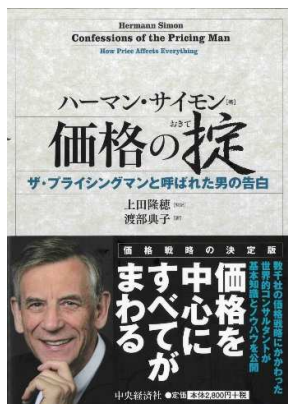
Korean version of Confessions of the Pricing Man – How Price Affects Everything
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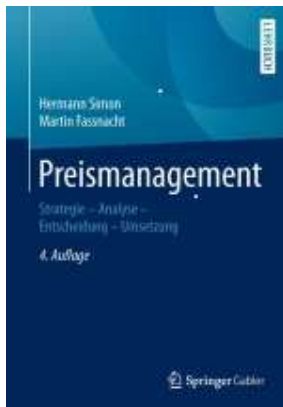
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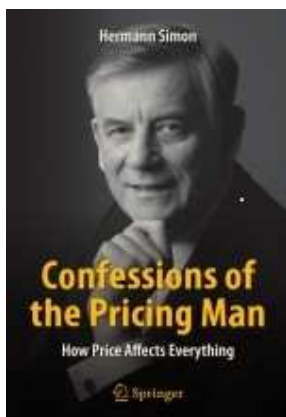
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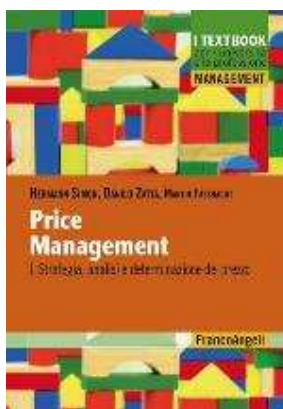
Preismanagement
4th edition
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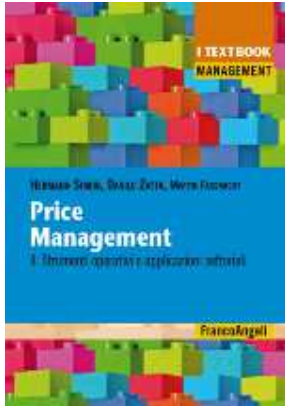
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Preisheiten–Alles was Sie über Preise wissen
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Campus, 2015 (1st edition 2013)



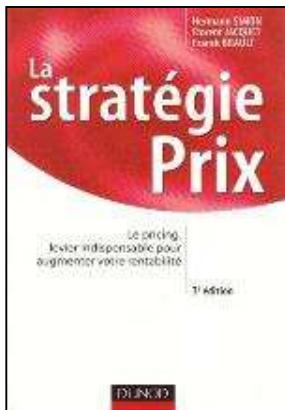
Price Management– I. Strategie, analisi e
determinazione del prezzo.
Italian version of Preismanagement
Franco Angeli, 2013



Price Management–II. Strumenti operativi e applicazioni settoriali
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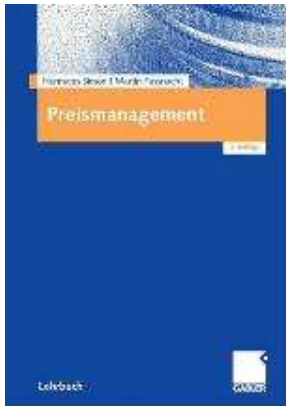
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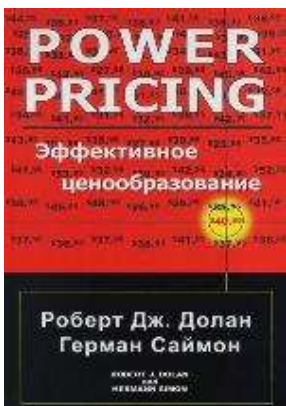
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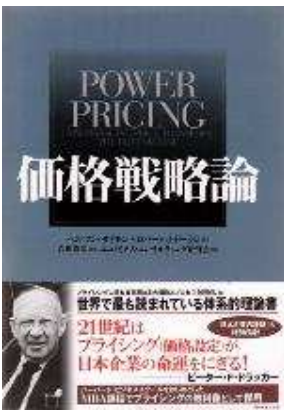
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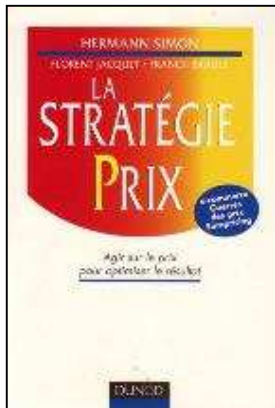
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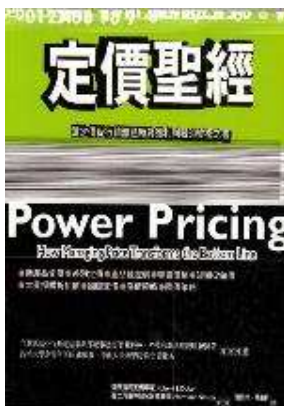
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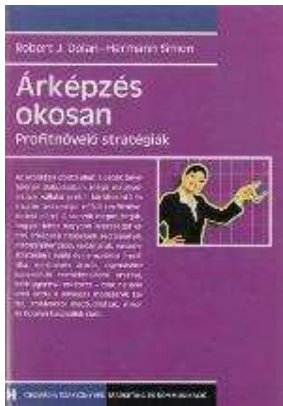
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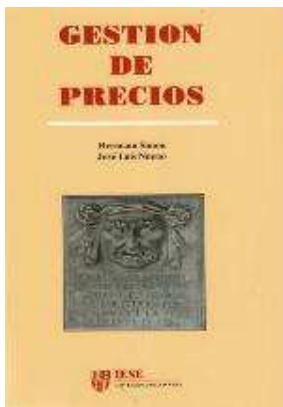
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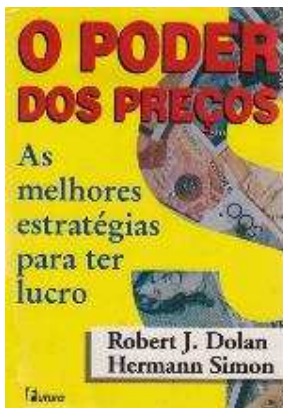
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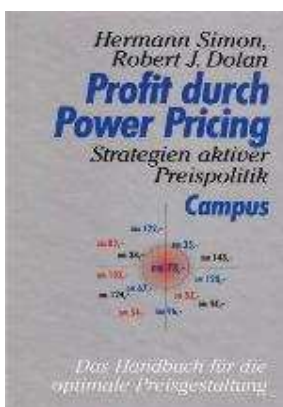
Árképzés okosan
Hungarian version of Power Pricing
Geomedia Kaidoi, 2000



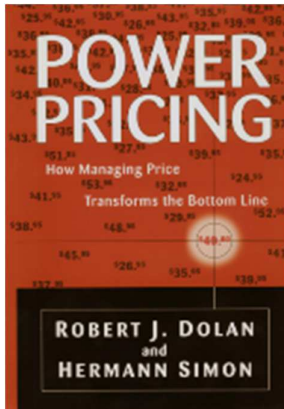
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O poderes dos precios–as melhores estratégias
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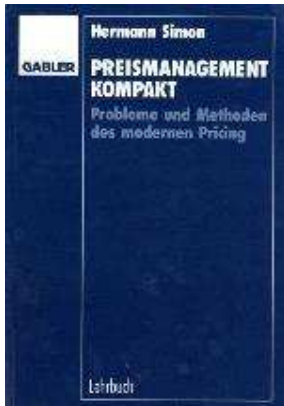
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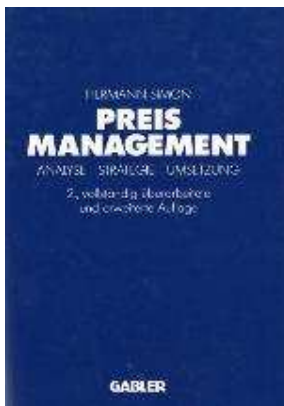
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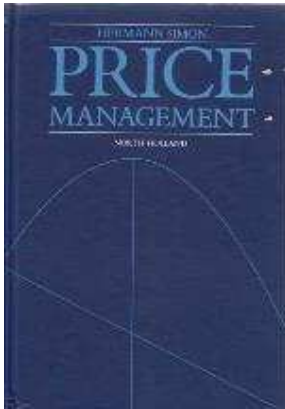
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Polish Scientific Publisher, 1996



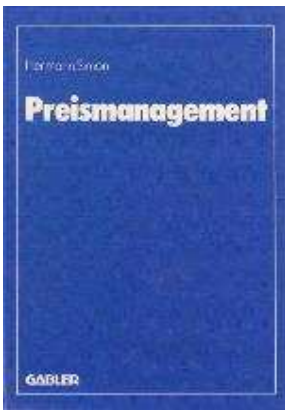
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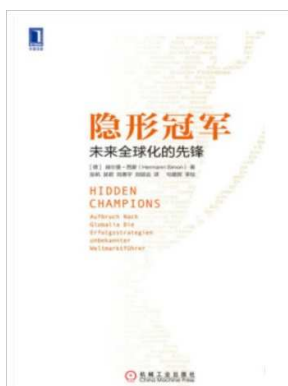
Chinese version of Hidden Champions
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Taiwanese version of Hidden Champions
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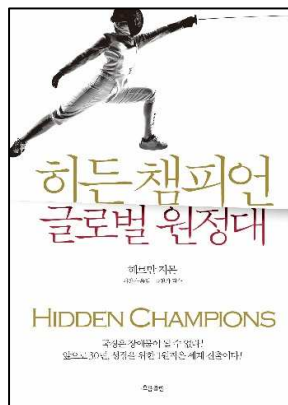
Gizli Sampiyonlar
Turkish version of Hidden Champions
Optimist, 2014



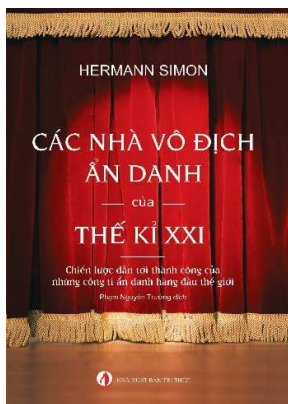
Aziende Vincenti
Italian version of Hidden Champions–
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Hoepli, 2014



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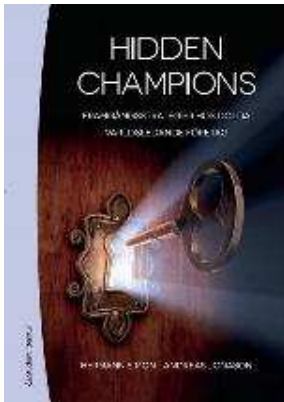
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Các Nhà Vô Địch Ẩn Danh Của Thế Kì XXI,
Vietnamese version of Hidden Champions
Knowledge Publishing House, 2013



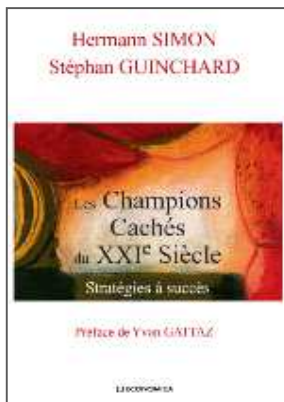
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Hidden Champions–Aufbruch nach Globalia
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Les champions cachés du XXIe siècle
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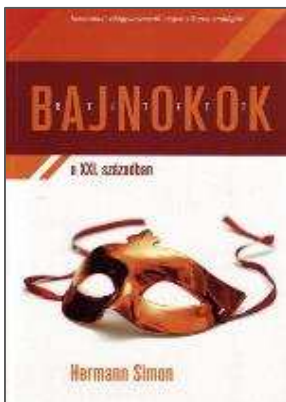
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Aziende vincenti–Piccole e medie imprese che hanno conquistato il mondo
Italian version of Hidden Champions
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Skrytí šampióni 21. století
Czech version of Hidden Champions
Management Press, 2010



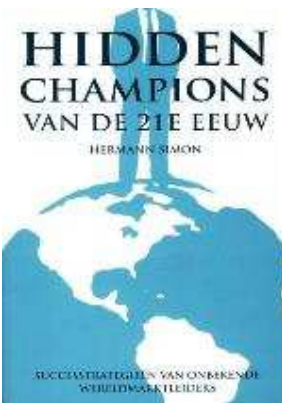
Bajnokok rejtett a XXI században
Hungarian version of Hidden Champions
Leadership Kft, 2010



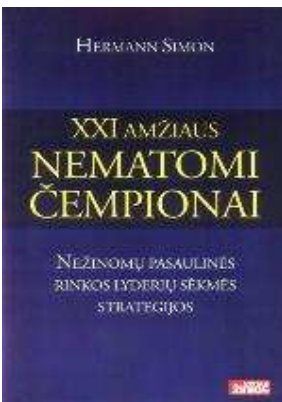
Campeones Ocultos del siglo XXI
Spanish version of Hidden Champions Wolters
Kluwer Espana, 2010



Skriti Zmagovalci 21. Stoletja
Slovene version of Hidden Champions
Planet GV, 2010



Hidden Champions van de 21e eeuw
Dutch version of Hidden Champions
AW Bruna, 2009



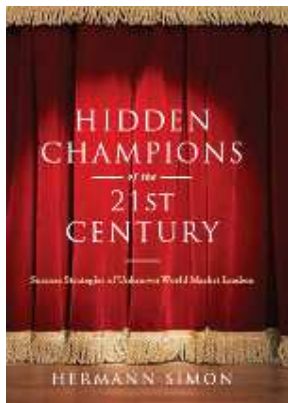
XXI amžiaus nematomi čempionai
Lithuanian version of Hidden Champions
Verslo Zinios, 2009



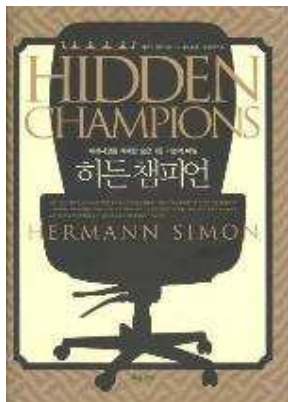
Tajemniczy mistrzowie XXI wieku–Strategie sukcesu nieznanych liderów na światowych rynkach
Polish version of Hidden Champions
Difin, 2009



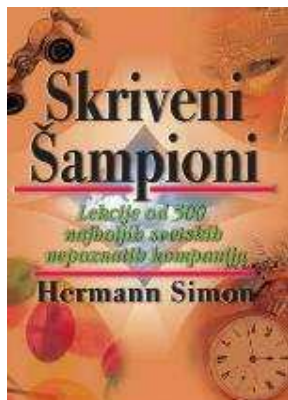
Hidden Champions of the 21st Century
Chinese version of Hidden Champions des 21.
Jahrhunderts
Citic Press, 2009



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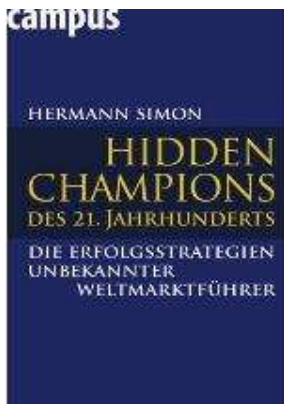
Hidden Champions
Korean version of Hidden Champions des 21.
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Nextwave Publishing, 2008



Skriveni Sampioni–Lekcije od 500 najboljih
svetskib nepoznatikb kompanija
Serbian version of Hidden Champions
Izdavac Intermet, 2008



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Al Ahram, 2008



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Erfolgsstrategien unbekannter Weltmarktführer
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Campus, 2007



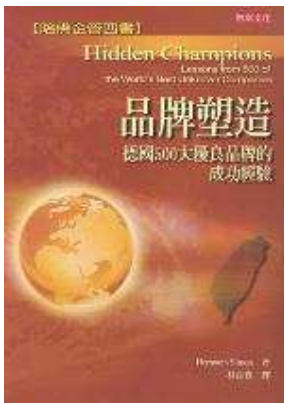
Campioni nascosti–come le piccole e medie
aziende hanno conquistato il mondo
2nd edition of Italian version of Hidden
Champions
Il sole 24 ore, 2007



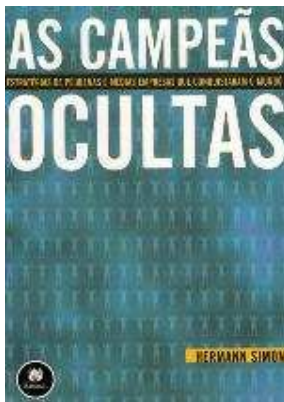
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Champions
Economic Daily Publishers, 2005



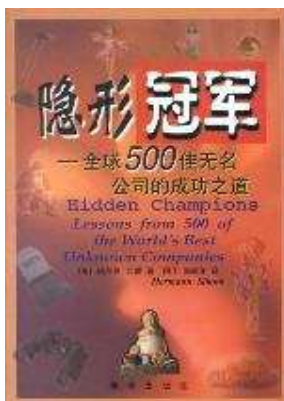
Russian version of Hidden Champions
Delo, 2005



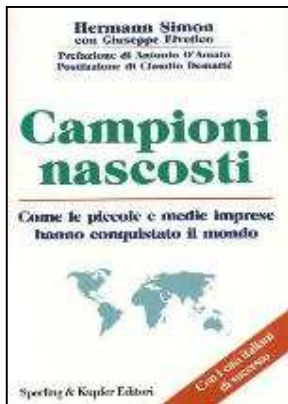
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2004, Triumph



As campeas ocultas
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Bookman, 2003



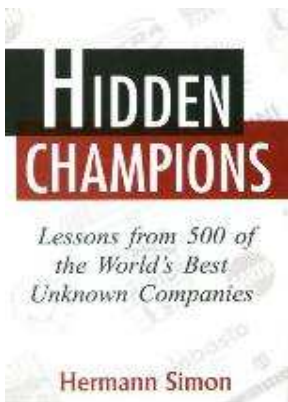
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Campioni nascosti—come le piccole e medie aziende hanno conquistato il mondo
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Sperling & Kupfer, 2001



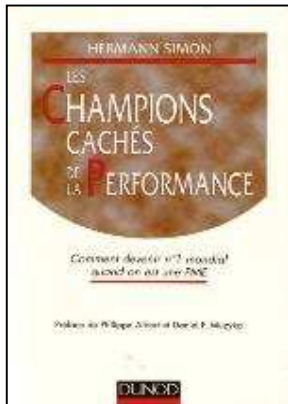
Tajemniczy mistrzowie
Polish version of Hidden Champions
Wydawnictwo Naukowe PWN, 1999



Hidden Champions—Lessons from 500 of the World's Best Unknown Companies
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B. Jain Publishers, 1999



Gizli Şampiyon Şirketler
Turkish version of Hidden Champions
Beyaz Yayinlari, 1999



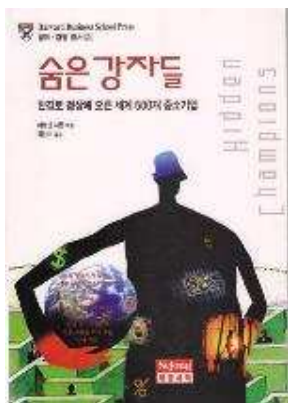
Les champions cachés de la performance
French version of Hidden Champions
Paris: Dunod 1998



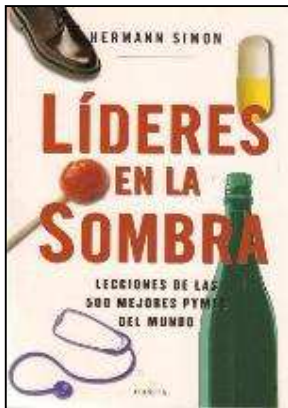
Verborgen kampioenen
Dutch version of Hidden Champions
Kluwer, 1997



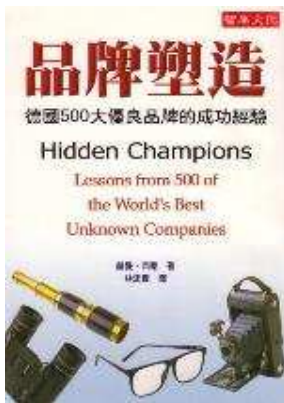
Japanese version of Hidden Champions
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Korean version of Hidden Champions
Sejong Books, 1997



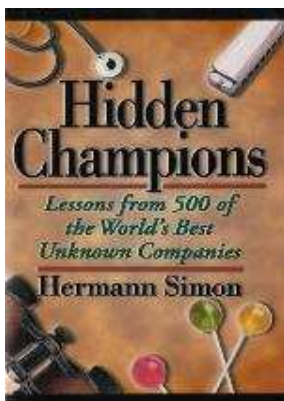
Líderes en la sombra–lecciones de los 500 mejores pymes del mundo
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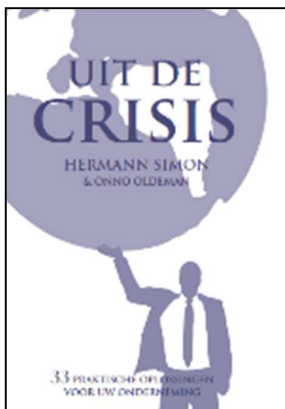
Die heimlichen Gewinner–Die Erfolgsstrategien unbekannter Weltmarktführer
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Campus, 1997



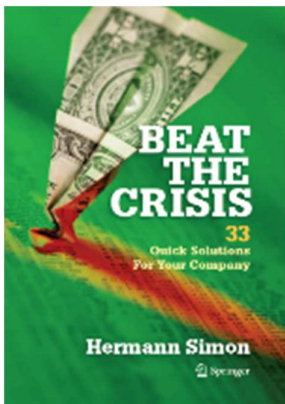
Hidden Champions–Lessons from 500 of the World's Best Unknown Companies
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Harvard Business School Press, 199



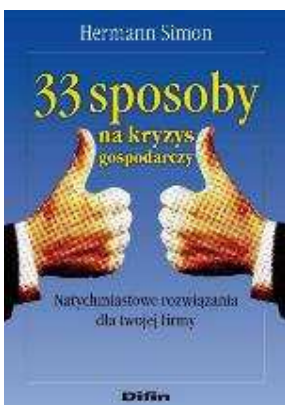
Russian version of 33 Sofortmaßnahmen gegen die Krise
Pretext, 2015



Uit de crisis–33 praktische oplossingen voor uw onderneming
Dutch version of 33 Sofortmaßnahmen gegen die Krise
AW Bruna, 2010



Beat the Crisis–33 Quick Solutions for Your Company
American Version of 33 Sofortmaßnahmen gegen die Krise
Springer 2010



33 sposoby na kryzys gospodarczy–
Natychmiastowe rozwiązania dla twojej firmy
Polish version of 33 Sofortmaßnahmen gegen die Krise
Difin, 2009.



Jak na crizi–33 okamžitých opatření pro vaši firmu

Czech version of 33 Sofortmaßnahmen gegen die Krise

Management Press, 2009



Bulgarian version of 33 Sofortmaßnahmen gegen die Krise

Gente editora, 2009



Продажи в кризис

Russian version of 33 Sofortmaßnahmen gegen die Krise

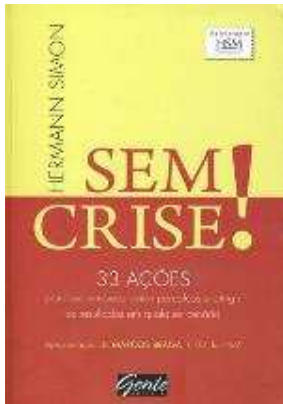
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Como vencer la crisis–33 soluciones rápidas para su empresa

Spanish version of 33 Sofortmaßnahmen gegen die Krise

Wolters Kluwer, 2009



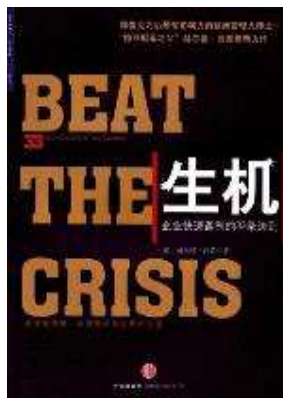
Sem crise! 33 ações para su empresa para evitar percalcos e atingi os resultados em qualquer cenario
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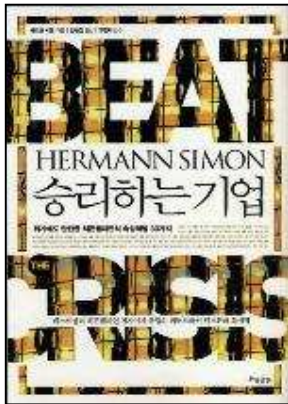
Kriza–kako uspešno poslovati v spremenjenih razmerah–33 učinkovitih za vašo gospodarsko družbo
Slovenian version of 33 Sofortmaßnahmen gegen die Krise
Planet GV, 2009



Battere la crisi–33 azioni di rapido impatto per la vostra azienda
Italian version of 33 Sofortmaßnahmen gegen die Krise
Il Sole 24 ore, 2009



Chinese version of 33 Sofortmaßnahmen gegen die Krise
China Citic Press, 2009



Korean version of 33 Sofortmaßnahmen
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Nextwave Publishing, 2009



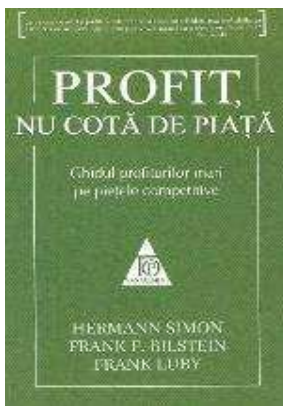
33 Sofortmaßnahmen gegen die Krise–Wege
für Ihr Unternehmen
German original
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Am Gewinn ist noch keine Firma kaputt gegangen
Campus, 2020



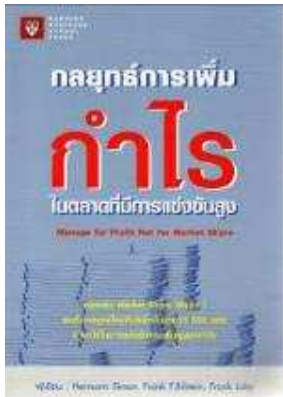
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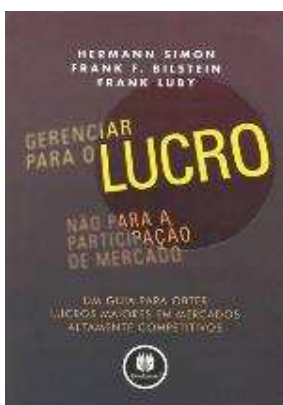
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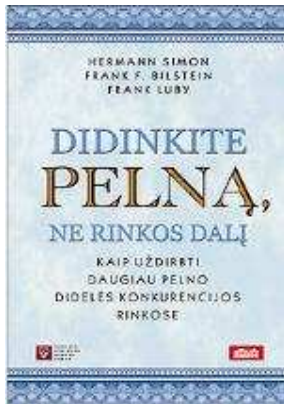
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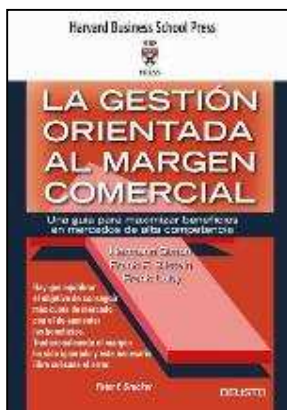
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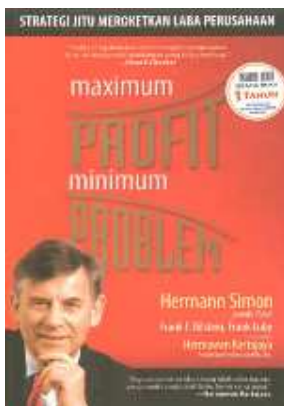
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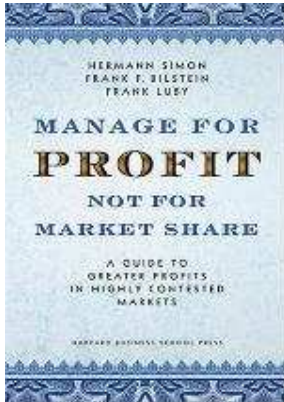
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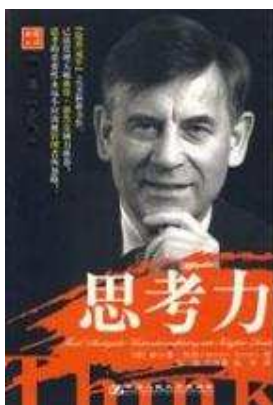
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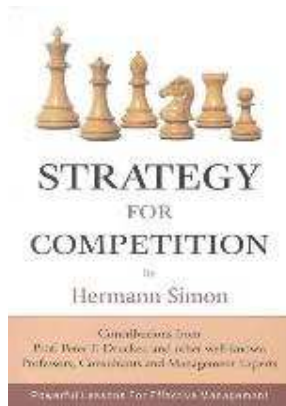
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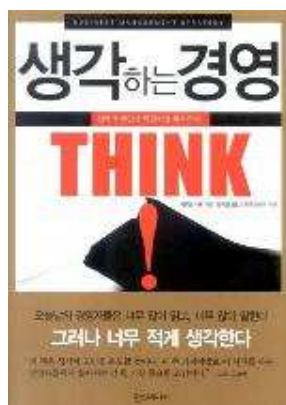
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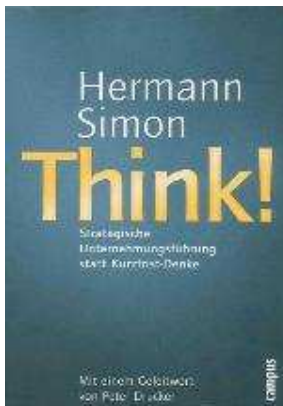
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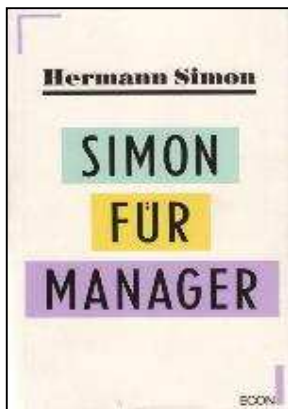
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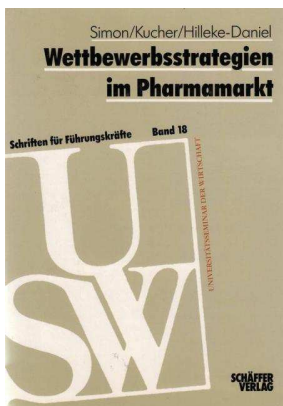
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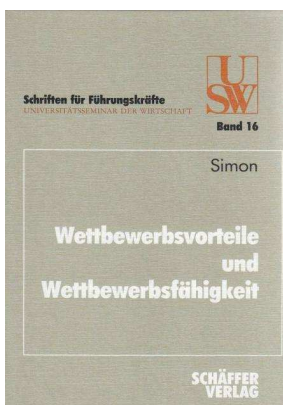
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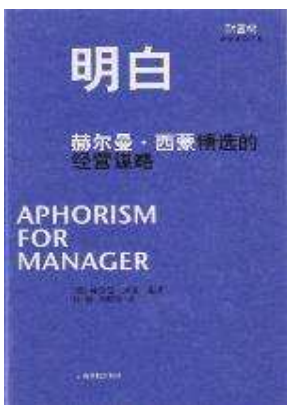
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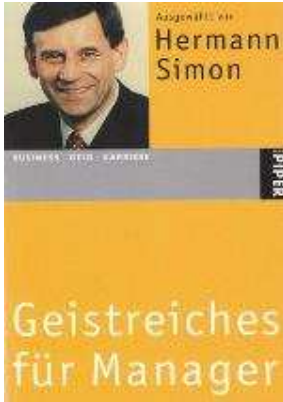
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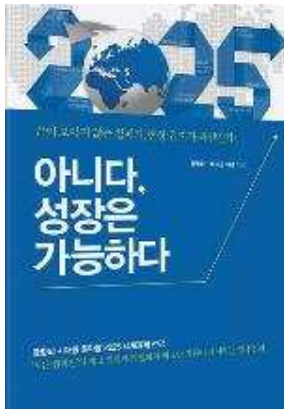
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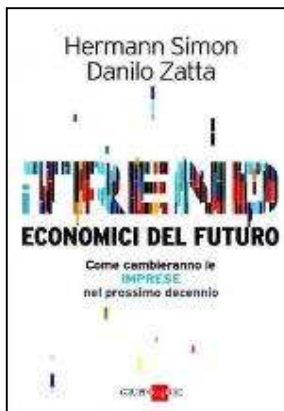


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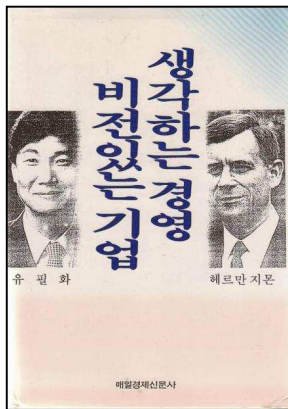
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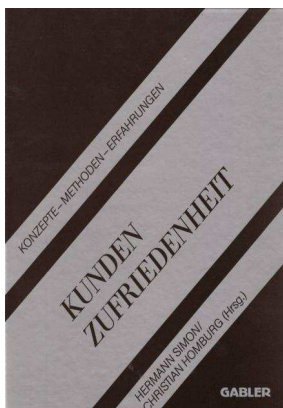
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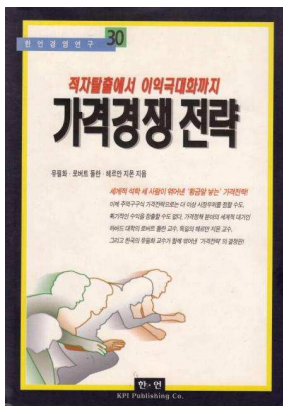
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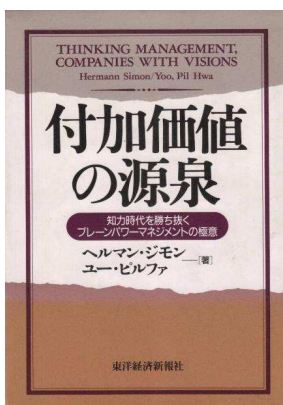
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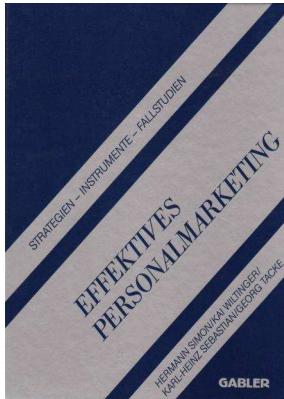
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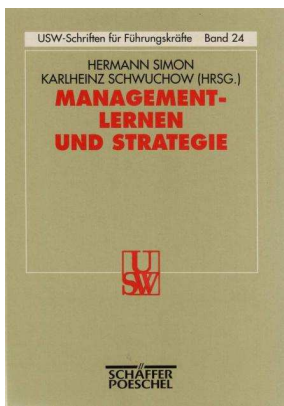
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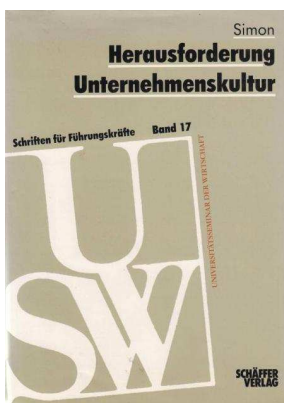
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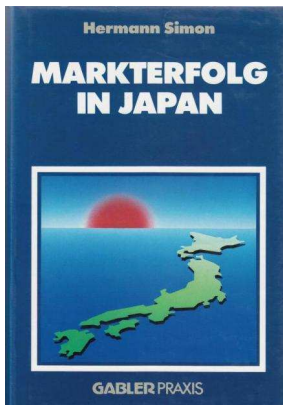
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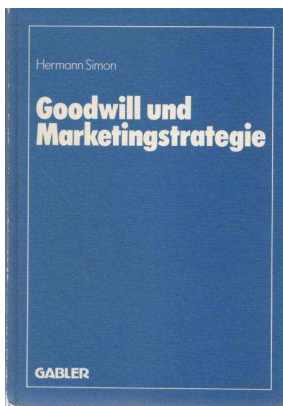
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Hermann Simon is the Founder and Honorary Chairman of Simon-Kucher & Partners. He is an expert in strategy, marketing and pricing. He is the only German in the Thinkers50 Hall of Fame of the most influential international management thinkers in the world. In German-speaking countries he has been continuously voted the most influential living management thinker since 2005. In China, a business school has been named after him.

Before committing himself entirely to management consulting, Simon was a professor of business administration and marketing at the Universities of Mainz (1989-1995) and Bielefeld (1979-1989). He was also a visiting professor at Harvard Business School, Stanford, London Business School, INSEAD, Keio University in Tokyo and the Massachusetts Institute of Technology. From 1995 to 2009 he was CEO of Simon-Kucher & Partners. His Hirsch-Index is 49.

Professor Simon has published over 35 books in 26 languages, including the worldwide bestsellers *Hidden Champions* (Boston 1996, cover story of BusinessWeek in 2004) and *Power Pricing* (New York 1997), as well as *Manage for Profit, Not for Market Share* (Boston 2006). His book *Hidden Champions of the 21st Century, Success Strategies of Unknown World Market Leaders* (New York 2009) investigates the strategies of little known market leaders. *Confessions of the Pricing Man* was published in 2015, his newest textbook *Price Management* in 2019. English-language versions of his autobiography and of his recent book on profit orientation are forthcoming with Springer, New York, in 2020/2021.

Simon was and is a member of the editorial boards of numerous business journals, including the *International Journal of Research in Marketing*, *Management Science*, *Recherche et Applications en Marketing*, *Décisions Marketing*, *European Management Journal* as well as several German journals. For several decades he regularly wrote columns for the German business monthly *Manager Magazin*. As a board member of numerous foundations and corporations, Professor Simon has gained substantial experience in corporate governance. From 1984 to 1986 he was the president of the European Marketing Academy (EMAC). Simon is co-founder of the first Special Purpose Acquisition Company (SPAC) listed on the German Stock Exchange in Frankfurt and the first search fund in Germany.

A native of Germany, he studied economics and business administration at the universities of Bonn and Cologne. He received his diploma (1973) and his doctorate (1976) from the University of Bonn. Simon has received numerous international awards and holds honorary doctorates from IEDC Business School of Bled (Slovenia), from the University of Siegen (Germany) and from Kozminski University Warsaw (Poland). He is a honorary professor at the University of International Business and Economics in Beijing.