

Books

by Hermann Simon

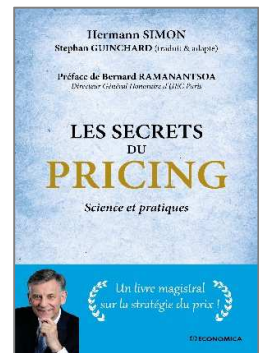
Forthcoming in 2021



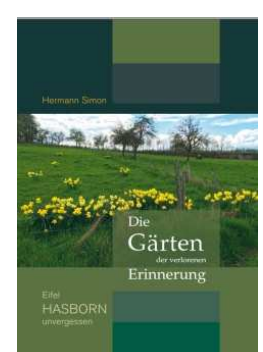
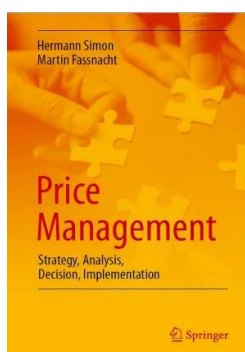
New in 2020



New in 2019



New in 2018



Content (within topics in chronological order, latest book first)

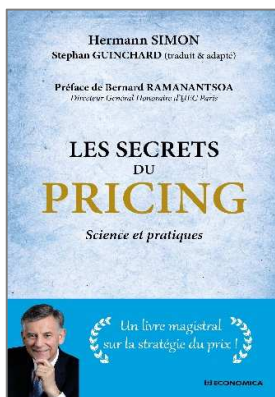
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Sæt prisen rigtigt
Danish version of Confessions of the Pricing Man
Politikens Forlag, 2020



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



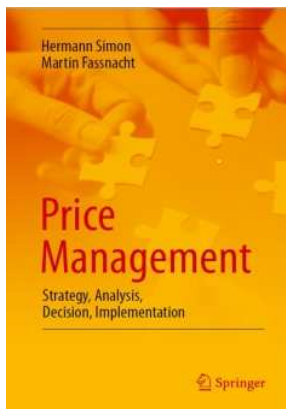
Russian version of Price Management
Byblos, 2019



Zarządzanie cenami
Polish version of Price Management
PWN, 2019



Ta betalt!
Swedish version of Confessions of the Pricing Man
Mondial, 2019



Price Management
Springer, 2019



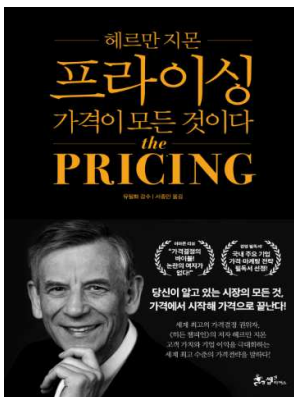
Taiwanese version of Confessions of the Pricing Man – How Price Affects Everything
Commonwealth 2018



Bir Fiyatlandirmacinin 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
Vogel/HZ Books 2017



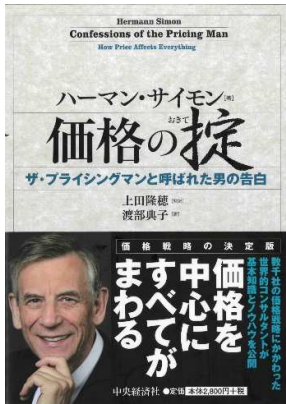
Korean version of Confessions of the Pricing Man – How Price Affects Everything
2017



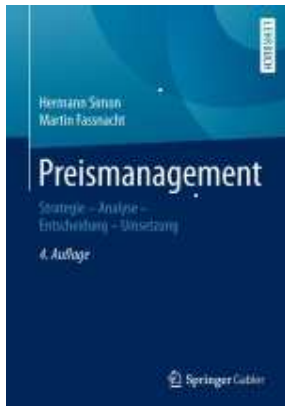
Russian version of Confessions of the Pricing Man – How Price Affects Everything
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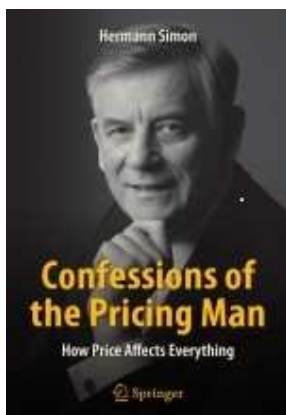
Pricing Man – Jak zarządzanie ceną może odmienić biznes
Polish version of Confessions of the Pricing Man
Harvard Business Review Polska, 2016



Confessions of the Pricing Man – How Price Affects Everything
Japanese version
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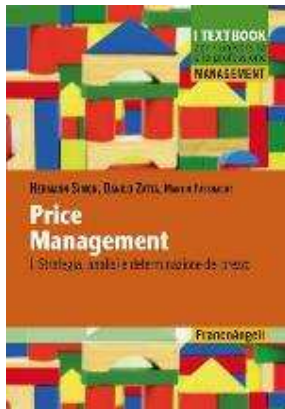
Preismanagement
4th edition
Springer Gabler 2016



Confessions of the Pricing Man – How Price Affects Everything
US version of Preisheiten
Springer 2015



Preisheiten–Alles was Sie über Preise wissen müssen
2nd edition of German original
Campus, 2015 (1st edition 2013)



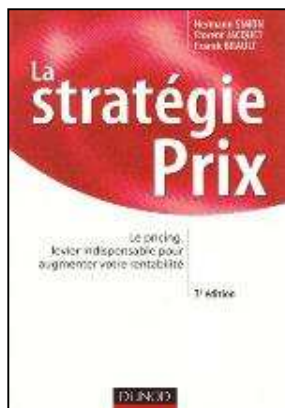
Price Management– I. Strategie, analisi e determinazione del prezzo.
Italian version of Preismanagement
Franco Angeli, 2013



Price Management–II. Strumenti operativi e applicazioni settoriali
Italian version of Preismanagement
Franco Angeli, 2013



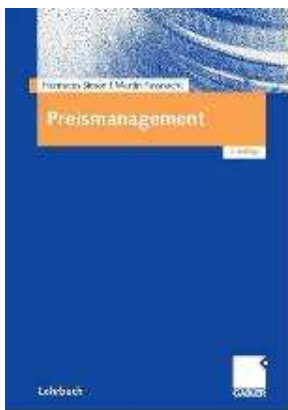
Korean version of Preismanagement
3rd edition
PY Books, 2012



La Stratégie Prix
3rd edition
Dunod, 2011



Chinese version of Power Pricing (“Platinum edition”)
Citic, 2010



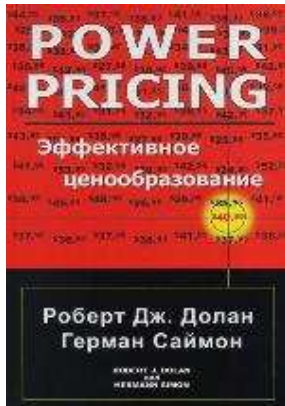
Preismangement
3rd edition
Gabler, 2009



Strategie di pricing—come migliorare la redditività aziendale
Italian original
Hoepli, 2006



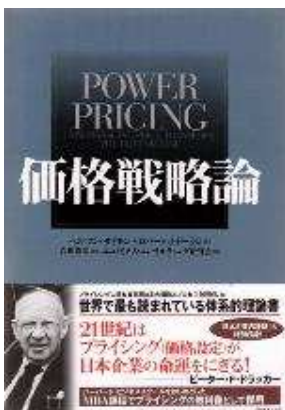
La Stratégie Prix
2nd edition
Dunod, 2005



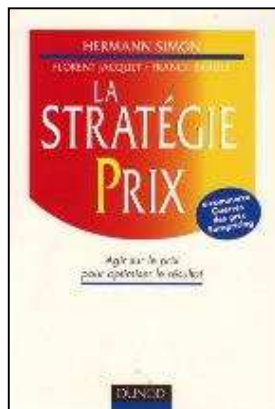
Russian version of Power Pricing
Ekzamen, 2005



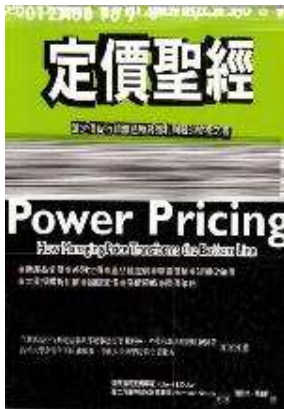
Chinese version of Power Pricing
Citic, 2004



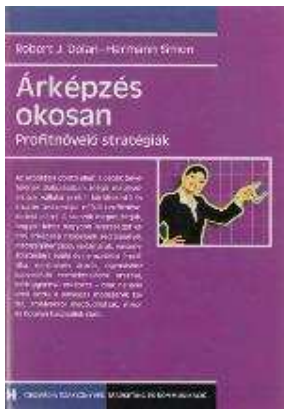
Power Pricing–How Managing Price
Transforms the Bottom Line
Japanese version of Power Pricing
Japan UNI Agency, 2002



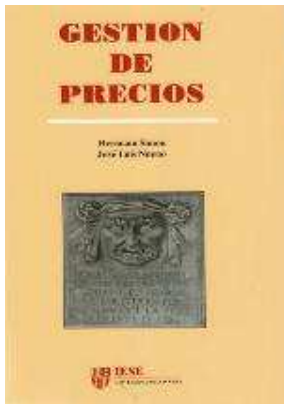
La Stratégie Prix
1st edition
Dunod, 2000



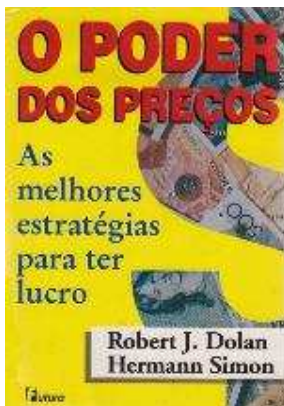
Taiwanese version of Power Pricing
Leviathan Publishing Company, 2000



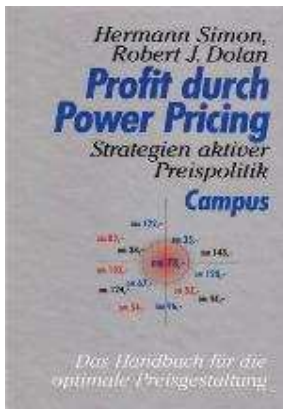
Árképzés okosan
Hungarian version of Power Pricing
Geomedia Kaidoi, 2000



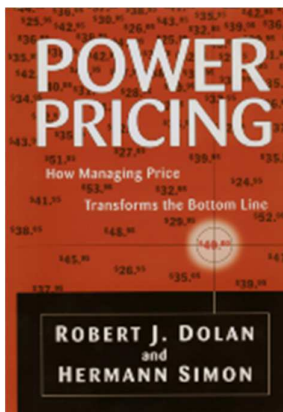
Gestion de Precios
Spanish original
IESE, 1999



O poderes dos precios–as melhores estratégias
para ter lucro
Brazilian version of Power Pricing
Editora Futura, 1998



Profit durch Power Pricing–Strategien aktiver Preispolitik
German version of Power Pricing
Campus, 1997



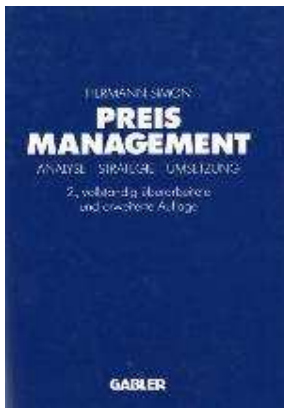
Power Pricing–How Managing Price Transforms the Bottom Line
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The Free Press, 1997



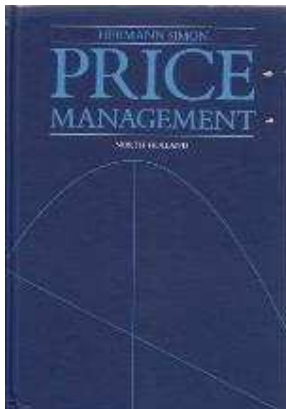
Zarządzanie cenami
Polish version of Preismanagement, 2nd edition
Polish Scientific Publisher, 1996



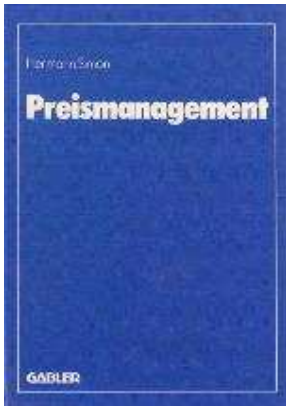
Preismanagement kompakt
German original
Gabler Verlag, 1995



Preismanagement
German original
Gabler Verlag, 2nd edition 1992



Price Management
US version of Preismanagement
Elsevier, 1989



Preismanagement
German original
Gabler, 1982



Preisstrategien für neue Produkte
German original
Westdeutscher Verlag, 1976



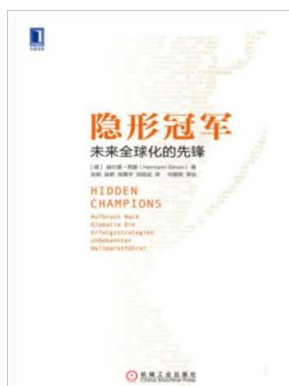
Chinese version of Hidden Champions
HZ Books, 2019



Russian version of Hidden Champions,
Byblos, 2017



Taiwanese version of Hidden Champions
Commonwealth Books, 2017



Chinese version of Hidden Champions
Vogel, 2017



Japanese version of Hidden Champions
Chuokeizai, 2015



Chinese version of Hidden Champions
Vogel, 2015



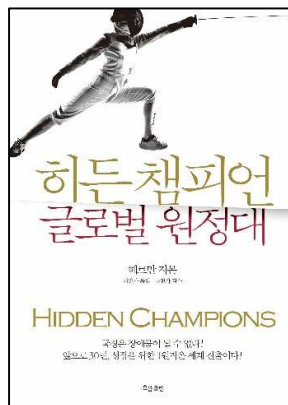
Gizli Sampiyonlar
Turkish version of Hidden Champions
Optimist, 2014



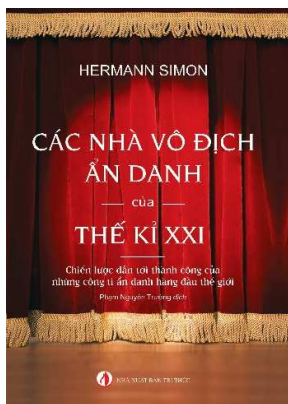
Aziende Vincenti
Italian version of Hidden Champions–
Aufbruch nach Globalia
Hoepli, 2014



Russian version of Hidden Champions
KnoRus, 2014



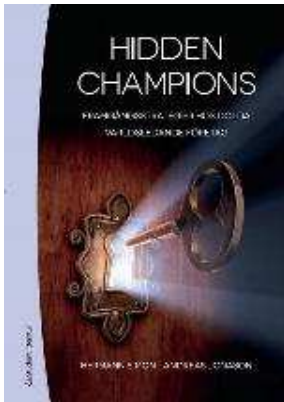
Korean version of Hidden Champions–
Aufbruch nach Globalia
Next Wave Publishing, 2014



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



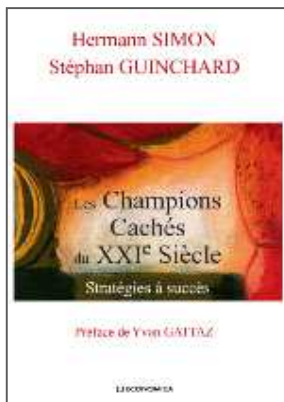
Taiwanese version of Hidden Champions
Commonwealth Books, 2013



Hidden Champions–framgångsstrategier hos okända världsledande företag
Swedish version of Hidden Champions
Studentlitteratur, 2013



Hidden Champions–Aufbruch nach Globalia
German original
Campus, 2012



Les champions cachés du XXIe siècle
French version of Hidden Champions
Economica, 2012



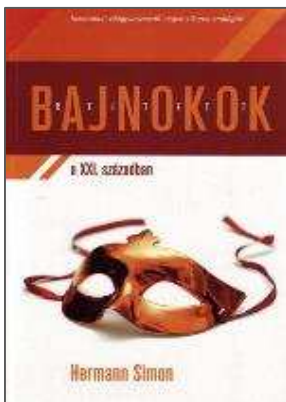
Japanese version of Hidden Champions
Chuo-Keizai, 2012



Aziende vincenti–Piccole e medie imprese che hanno conquistato il mondo
Italian version of Hidden Champions
Hoepli, 2011



Skrytí šampióni 21. století
Czech version of Hidden Champions
Management Press, 2010



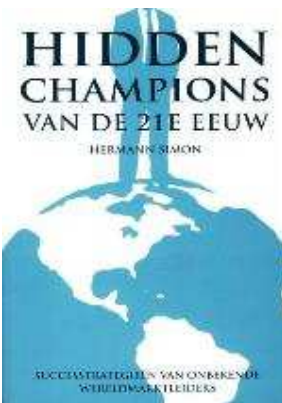
Bajnokok rejtett a XXI században
Hungarian version of Hidden Champions
Leadership Kft, 2010



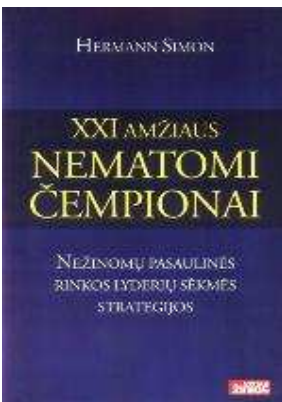
Campeones Ocultos del siglo XXI
Spanish version of Hidden Champions Wolters Kluwer Espana, 2010



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



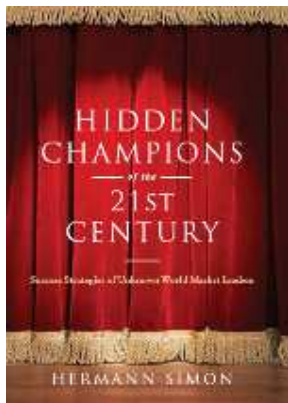
XXI amžiaus nematomi čempionai
Lithuanian version of Hidden Champions
Verslo Zinios, 2009



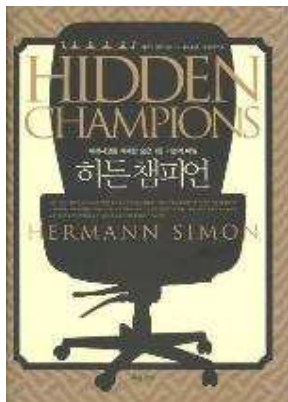
Tajemniczy mistrzowie XXI wieku–Strategie sukcesu nieznanych liderów na światowych rynkach
Polish version of Hidden Champions
Difin, 2009



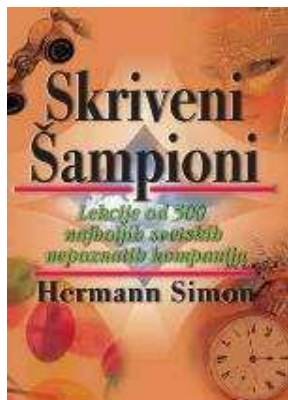
Hidden Champions of the 21st Century
Chinese version of Hidden Champions des 21.
Jahrhunderts
Citic Press, 2009



Hidden Champions of the 21st Century
US original
Springer, 2009



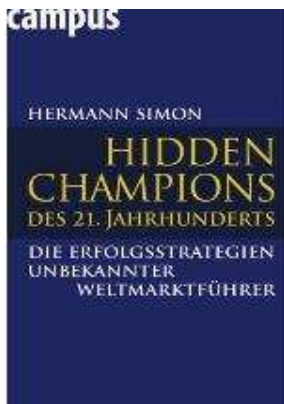
Hidden Champions
Korean version of Hidden Champions des 21.
Jahrhunderts
Nextwave Publishing, 2008



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



Arabic version of Hidden Champions
Al Ahram, 2008



Hidden Champions des 21. Jahrhunderts–Die
Erfolgsstrategien unbekannter Weltmarktführer
German original
Campus, 2007



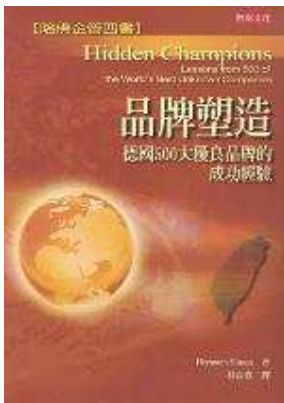
Campioni nascosti–come le piccole e medie
aziende hanno conquistato il mondo
2nd edition of Italian version of Hidden
Champions
Il sole 24 ore, 2007



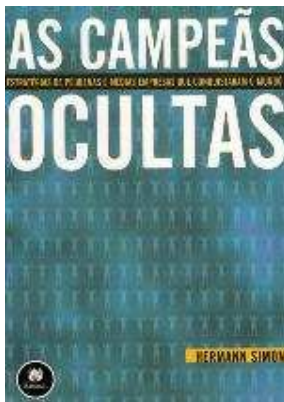
3rd edition of Chinese version of Hidden
Champions
Economic Daily Publishers, 2005



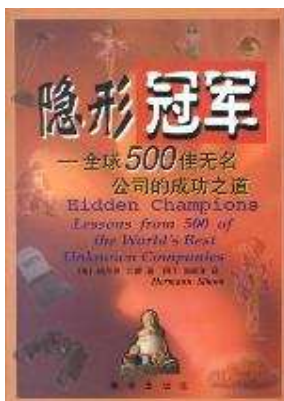
Russian version of Hidden Champions
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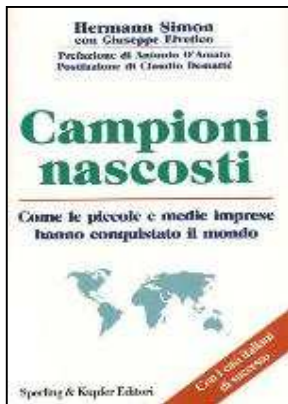
Taiwanese version of Hidden Champions
2nd edition
2004, Triumph



As campeas ocultas
Brazilian version of Hidden Champions
Bookman, 2003



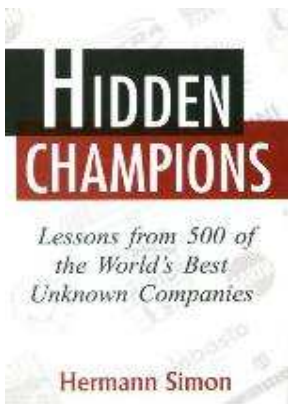
1st/2nd edition of Chinese version of Hidden Champions
2nd ed. Xinhua, 2003



Campioni nascosti—come le piccole e medie aziende hanno conquistato il mondo
1st edition of Italian version of Hidden Champions
Sperling & Kupfer, 2001



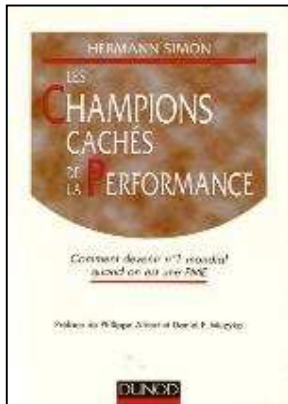
Tajemniczy mistrzowie
Polish version of Hidden Champions
Wydawnictwo Naukowe PWN, 1999



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



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



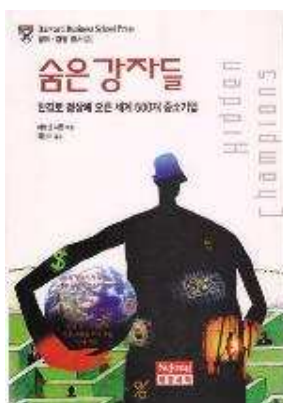
Les champions cachés de la performance
French version of Hidden Champions
Paris: Dunod 1998



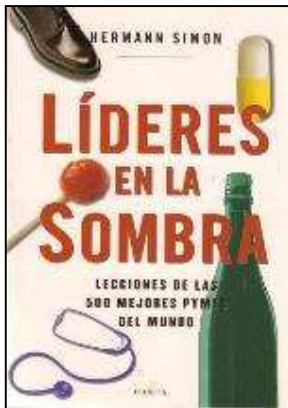
Verborgen kampioenen
Dutch version of Hidden Champions
Kluwer, 1997



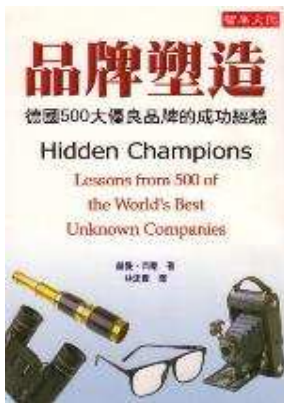
Japanese version of Hidden Champions
Toppan, 1998



Korean version of Hidden Champions
Sejong Books, 1997



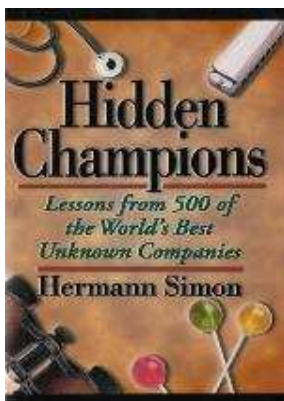
Líderes en la sombra–lecciones de los 500 mejores pymes del mundo
Spanish version of Hidden Champions
Planeta, 1997



Taiwanese version of Hidden Champions



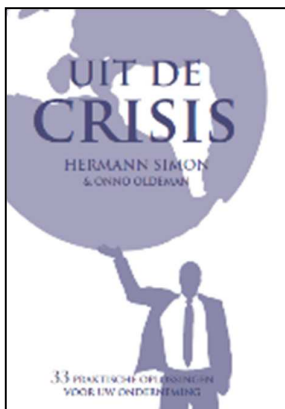
Die heimlichen Gewinner–Die Erfolgsstrategien unbekannter Weltmarktführer
German version of Hidden Champions
Campus, 1997



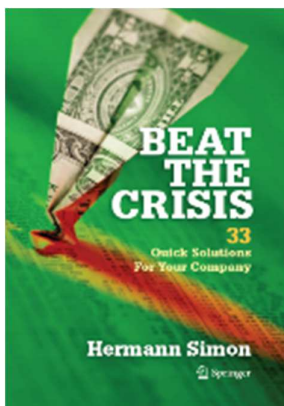
Hidden Champions–Lessons from 500 of the World's Best Unknown Companies
US original
Harvard Business School Press, 199



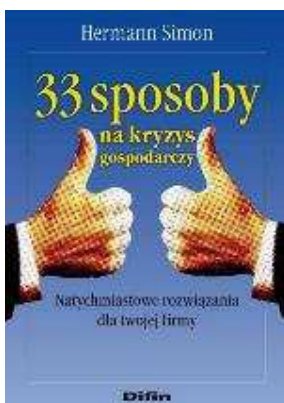
Russian version of 33 Sofortmaßnahmen gegen die Krise
Pretext, 2015



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

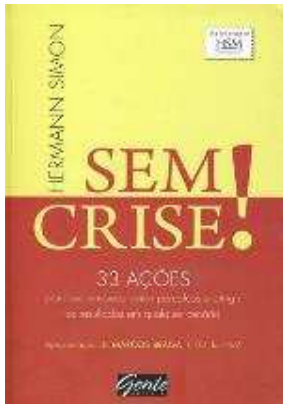
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Como vencer la crisis–33 soluciones rápidas para su empresa

Spanish version of 33 Sofortmaßnahmen gegen die Krise

Wolters Kluwer, 2009



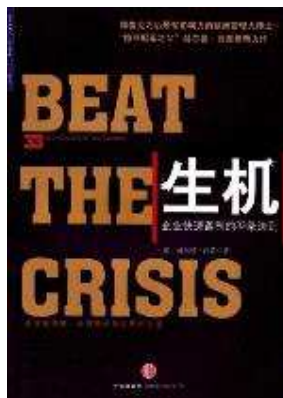
Sem crise! 33 ações para su empresa para evitar percalcos e atingi os resultados em qualquer cenario
Brazilian version of 33 Sofortmaßnahmen gegen die Krise
Gente editora, 2009



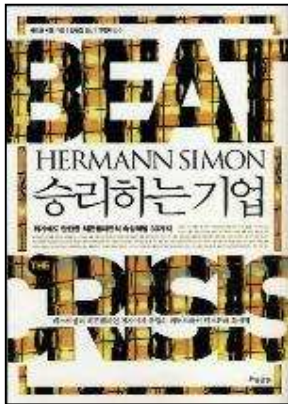
Kriza–kako uspešno poslovati v spremenjenih razmerah–33 učinkovitih za vašo gospodarsko družbo
Slovenian version of 33 Sofortmaßnahmen gegen die Krise
Planet GV, 2009



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
gegen die Krise
Nextwave Publishing, 2009



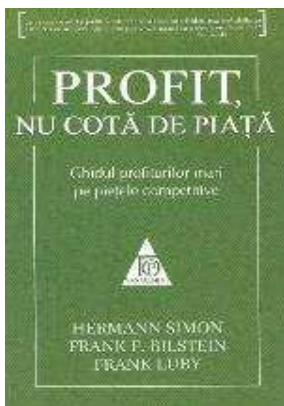
33 Sofortmaßnahmen gegen die Krise–Wege
für Ihr Unternehmen
German original
Campus, 2009



Am Gewinn ist noch keine Firma kaputt gegangen
Campus, 2020



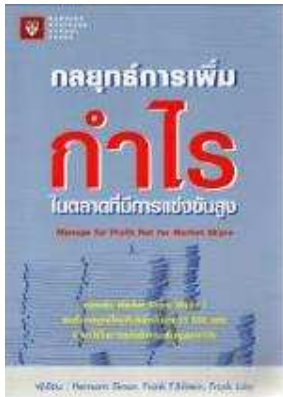
Pazar payı değil, kar amaçlı yönetim
Turkish version of Manage for Profit, not for Market Share
Harvard Business School Press, 2012



Profit, nu cotă de piață–Ghidul profiturilor mari pe piețele competitive
Romanian version of Manage for Profit, not for Market Share
Editura All, 2011



Zwyciężanie na trudnym rynku–Sprawdzone strategie firm w fazie dojrzałości
Polish version of Manage for Profit, not for Market Share
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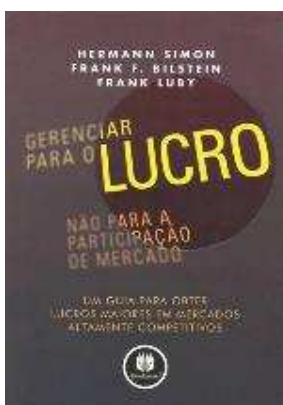
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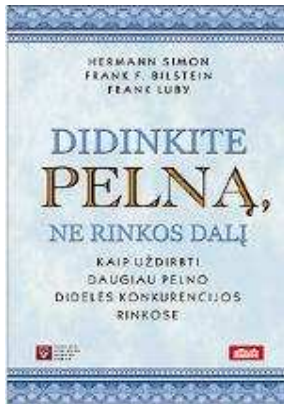
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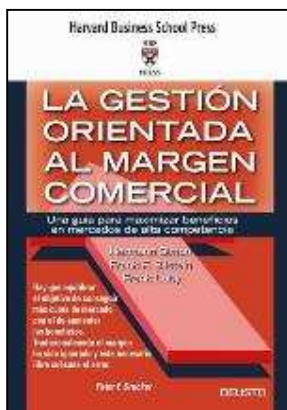
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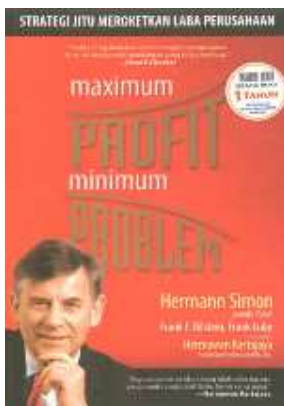
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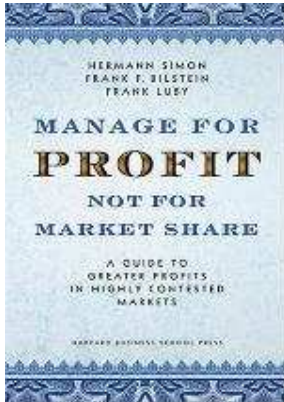
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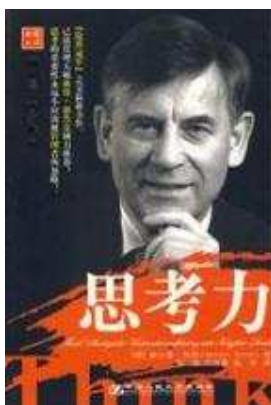
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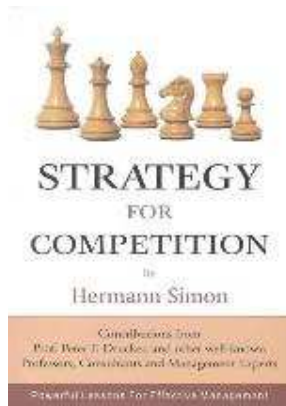
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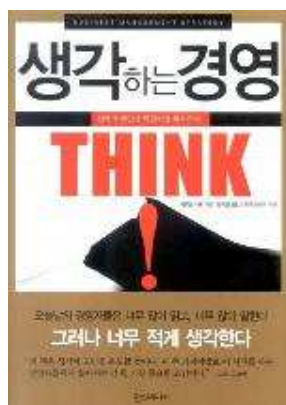
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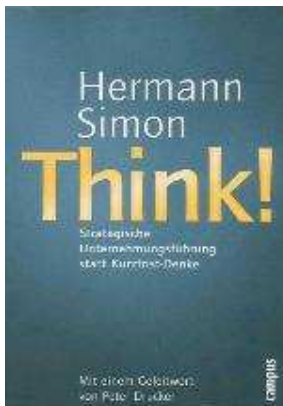
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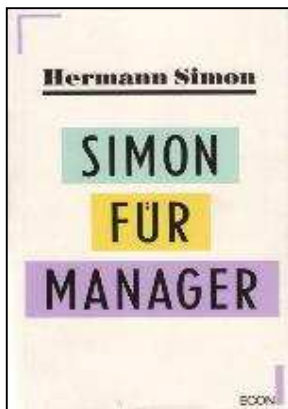
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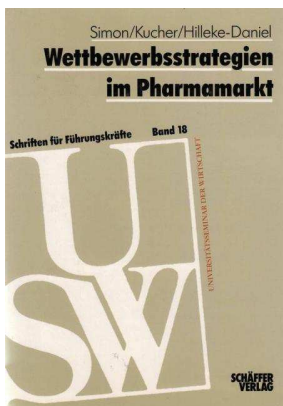
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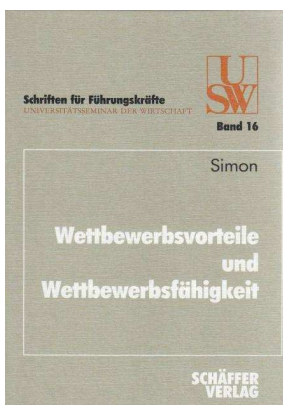
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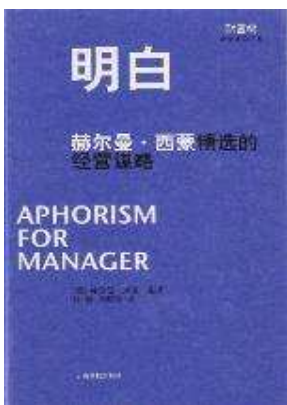
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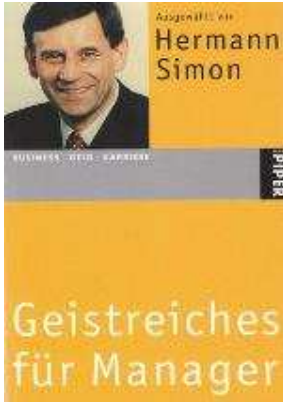
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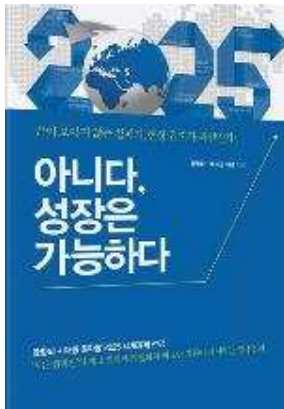
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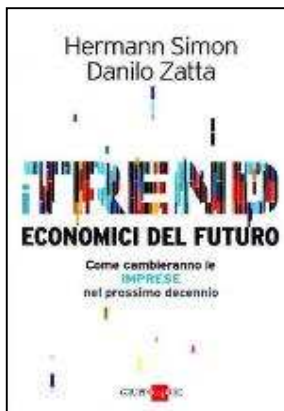


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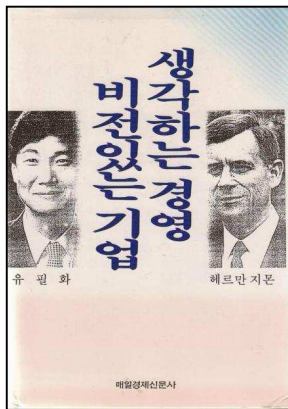
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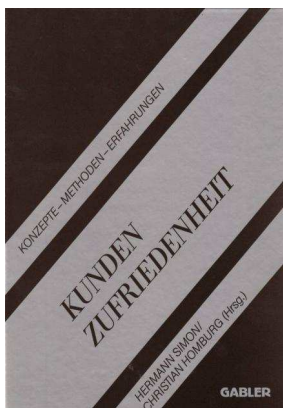
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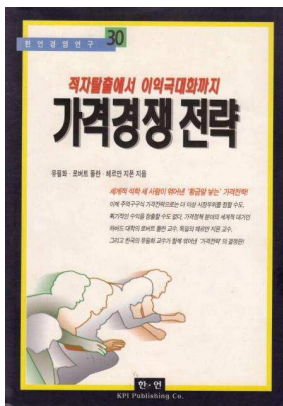
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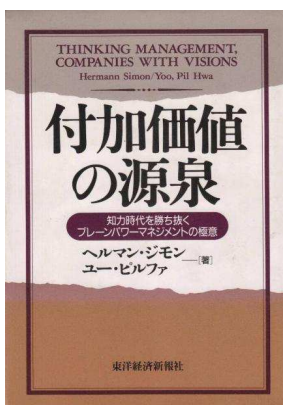
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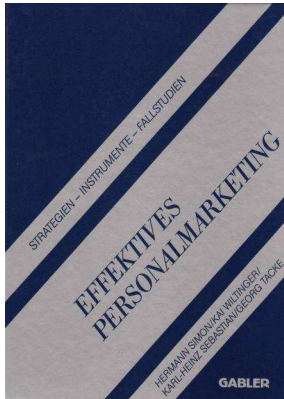
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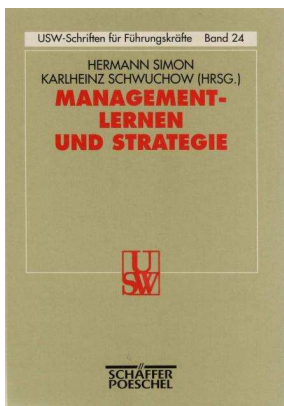
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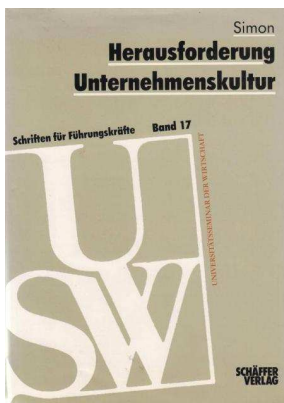
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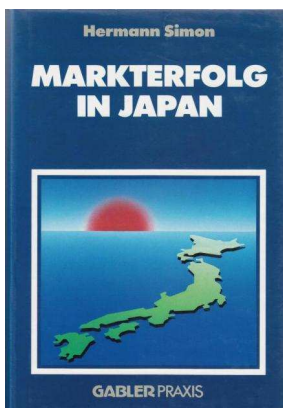
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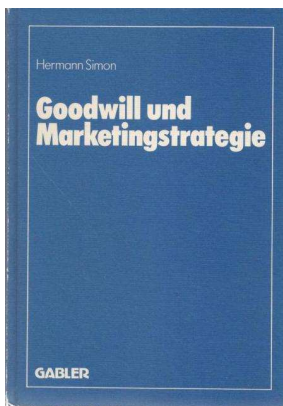
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Hermann Simon is the Founder and Honorary Chairman of Simon-Kucher & Partners. He is an expert in strategy, marketing and pricing. He is the only German in the Thinkers50 Hall of Fame of the most influential international management thinkers in the 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.