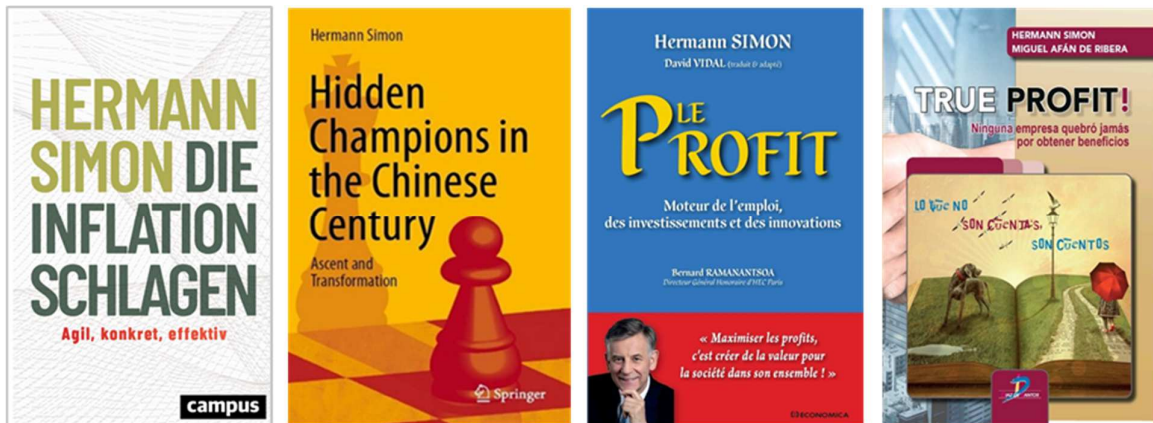


Books

by Hermann Simon

New and forthcoming books

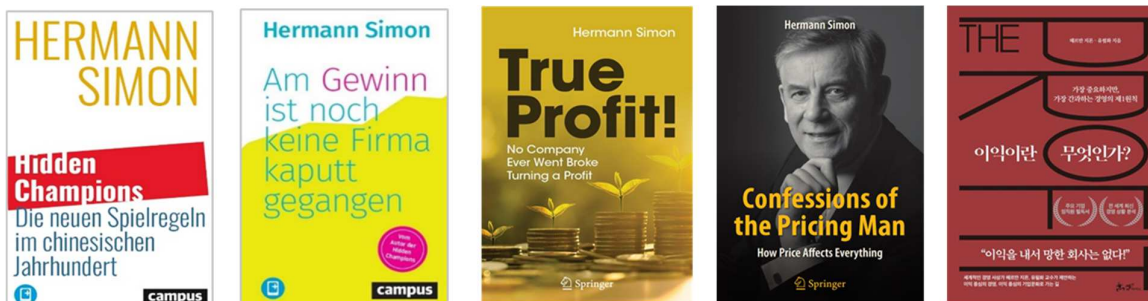


Beating Inflation	USA, France, Denmark, Poland, Sweden, Finland, Turkey
True Profit	Italy, Sweden
Hidden Champions	China, Korea, Poland, Taiwan
Confessions of the Pricing Man	Norway, Romania, Korea

Autobiography



Other recent books



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May 11, 2021: Inauguration Hermann Simon Business School in Shouguang, China

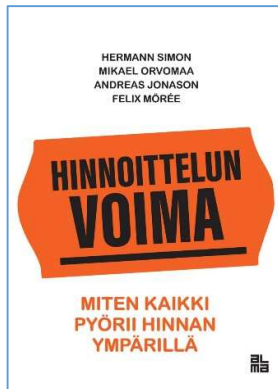


Country overview

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Chinese version of Price Management
HZ Books, 2021



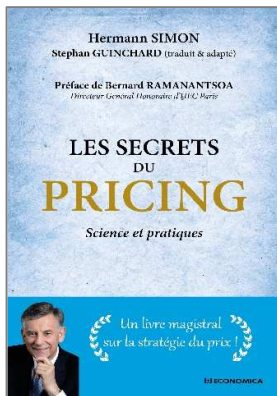
Hinnoittelun Voima
Finnish version of Confessions of the Pricing Man
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Lời tự thú của một bác thầy định giá
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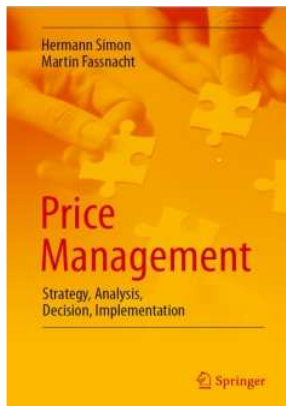
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Ta betalt!
Swedish version of Confessions of the Pricing Man
Mondial, 2019



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



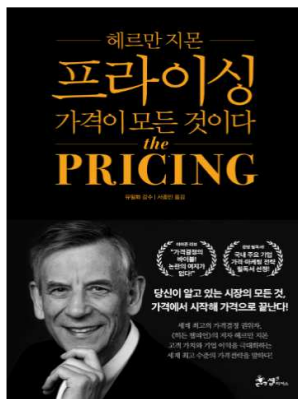
Farsi/Persian version of Confessions of the
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2017



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



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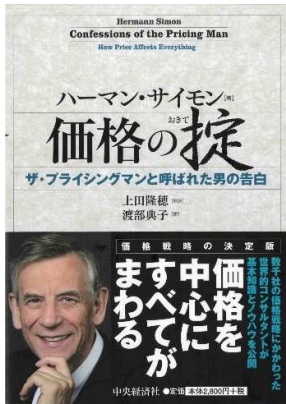
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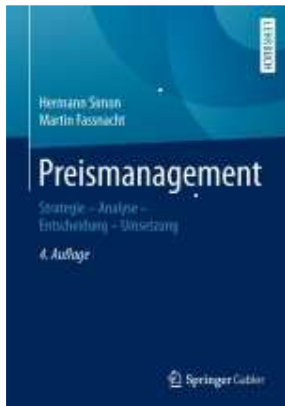
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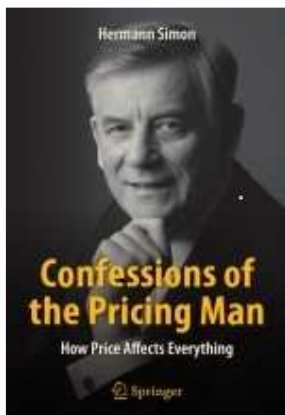
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Harvard Business Review Polska, 2016



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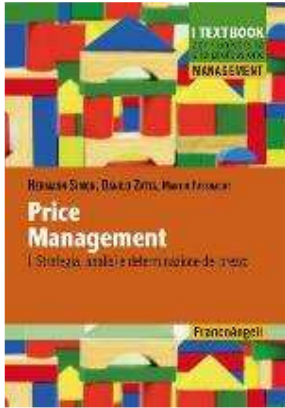
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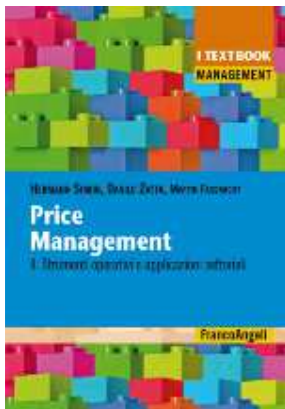
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Preisheiten–Alles was Sie über Preise wissen müssen
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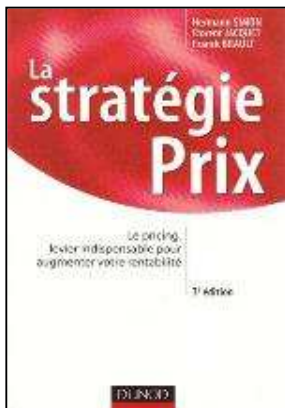
Price Management– I. Strategie, analisi e determinazione del prezzo.
Italian version of Preismanagement
Franco Angeli, 2013



Price Management–II. Strumenti operativi e applicazioni settoriali
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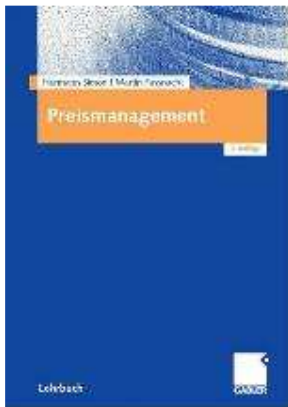
Korean version of Preismanagement
3rd edition
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La Stratégie Prix
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Dunod, 2011



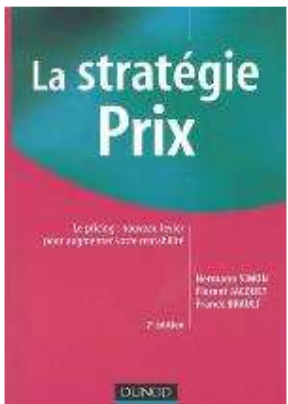
Chinese version of Power Pricing (“Platinum edition”)
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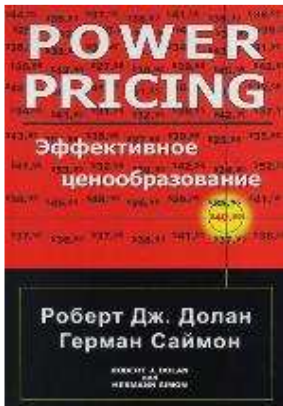
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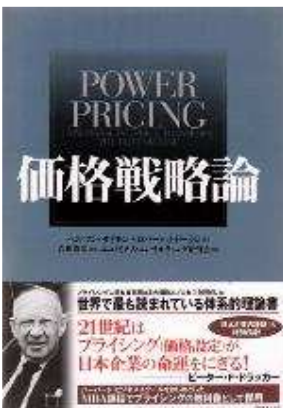
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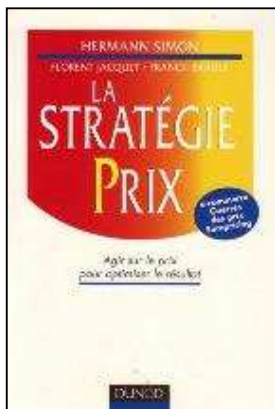
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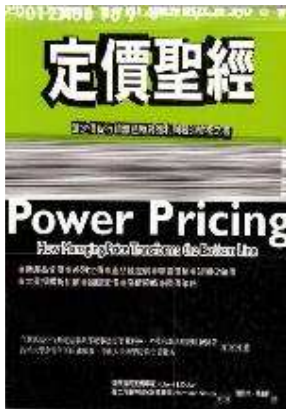
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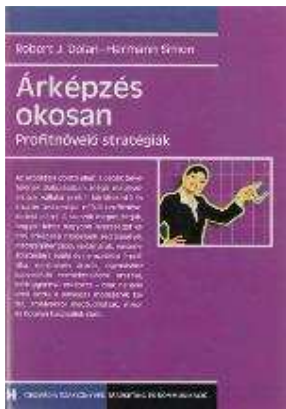
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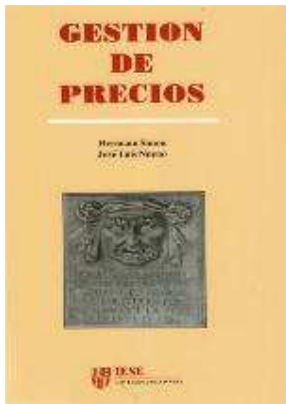
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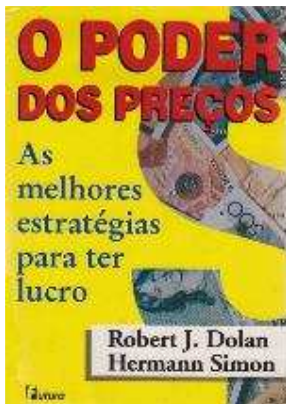
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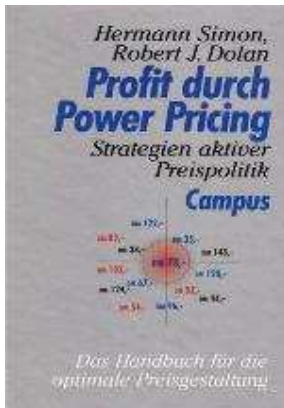
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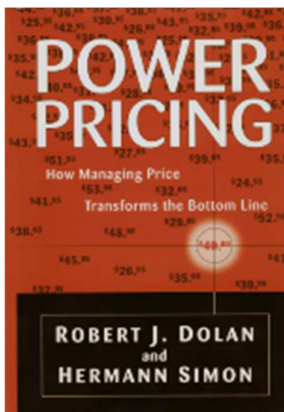
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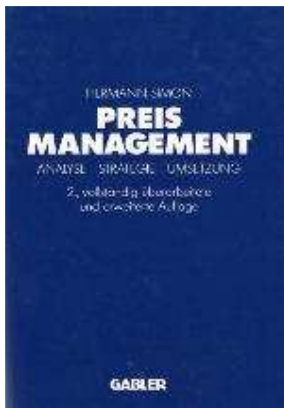
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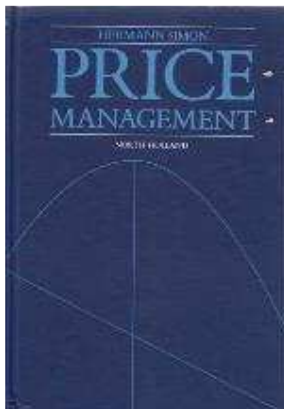
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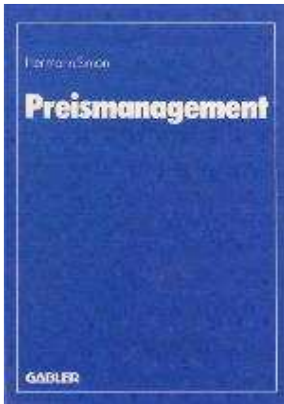
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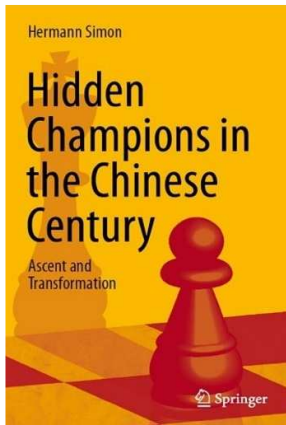
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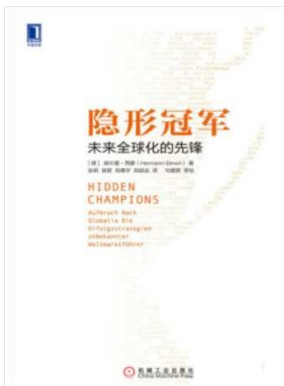
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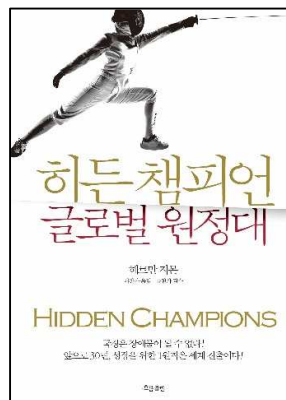
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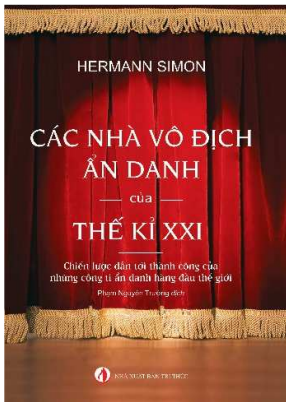
Aziende Vincenti
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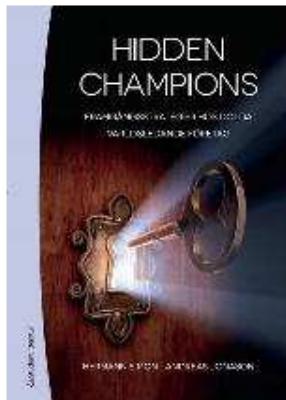
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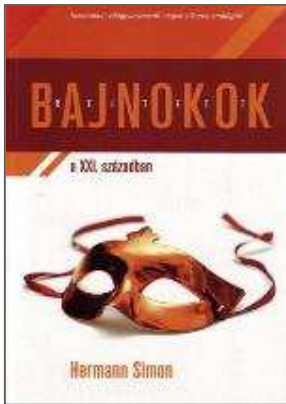
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Aziende vincenti–Piccole e medie imprese che
hanno conquistato il mondo
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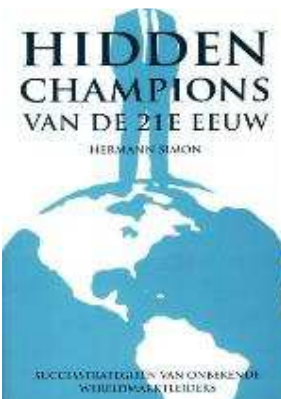
Bajnokok rejtett a XXI században
Hungarian version of Hidden Champions
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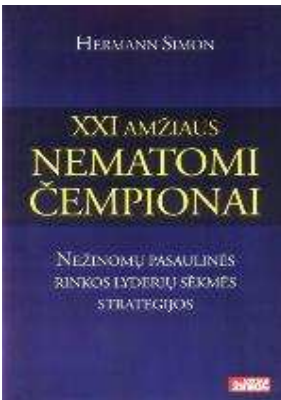
Campeones Ocultos del siglo XXI
Spanish version of Hidden Champions Wolters
Kluwer Espana, 2010



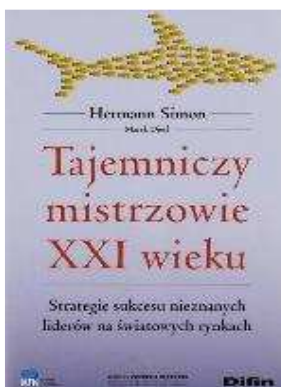
Skriti Zmagovalci 21. Stoletja
Slovene version of Hidden Champions
Planet GV, 2010



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Dutch version of Hidden Champions
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XXI amžiaus nematomi cempionai
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Verslo Zinios, 2009



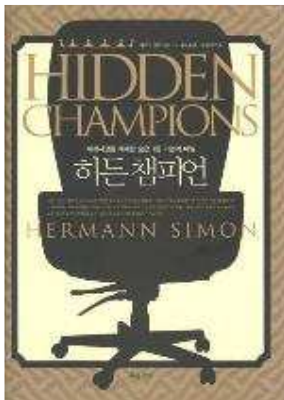
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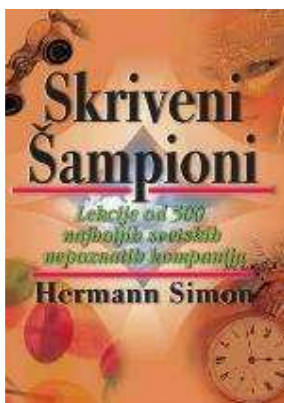
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Citic Press, 2009



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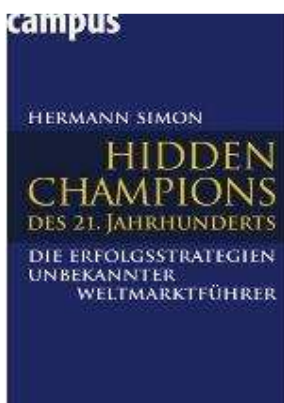
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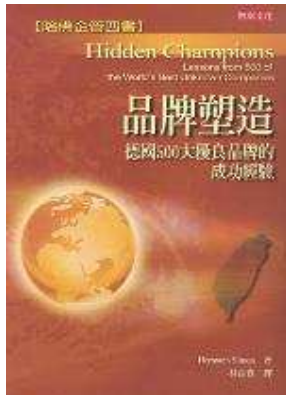
Campioni nascosti—come le piccole e medie aziende hanno conquistato il mondo
2nd edition of Italian version of Hidden Champions
Il sole 24 ore, 2007



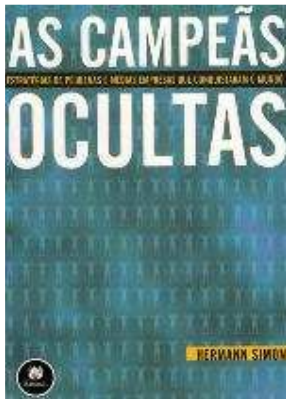
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Economic Daily Publishers, 2005



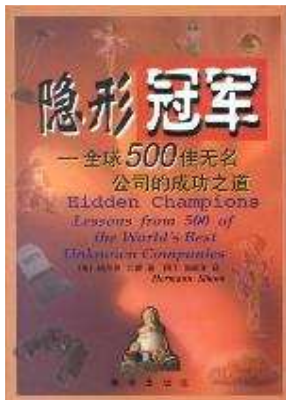
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Delo, 2005



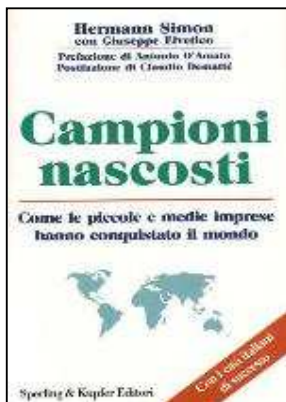
Taiwanese version of Hidden Champions
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2004, Triumph



As campeas ocultas
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Bookman, 2003



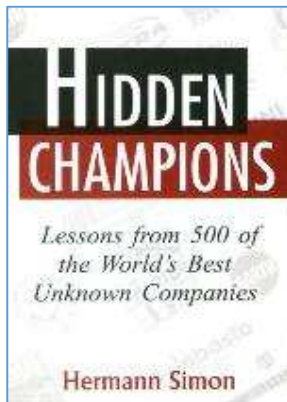
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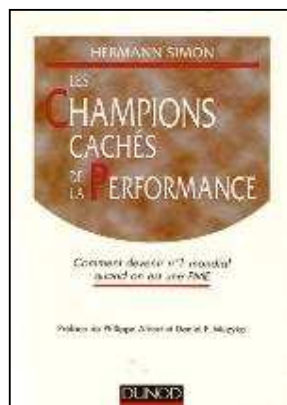


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Beyaz Yayinlari, 1999



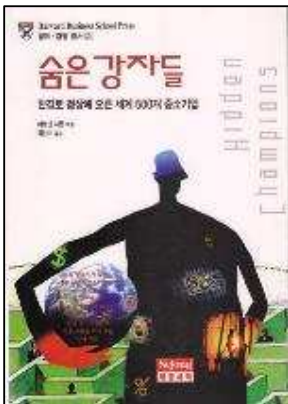
Les champions cachés de la performance
French version of Hidden Champions
Paris: Dunod 1998



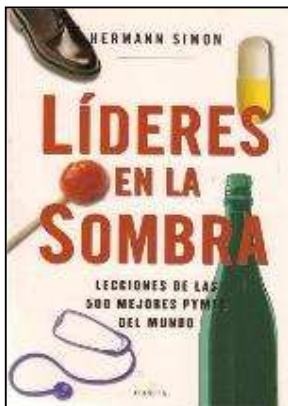
Verborgen kampioenen
Dutch version of Hidden Champions
Kluwer, 1997



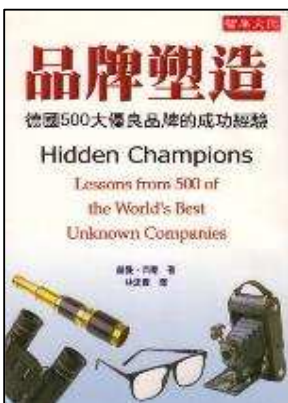
Japanese version of Hidden Champions
Toppan, 1998



Korean version of Hidden Champions
Sejong Books, 1997



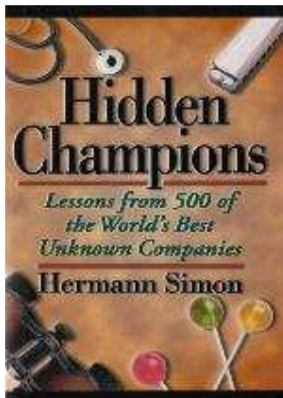
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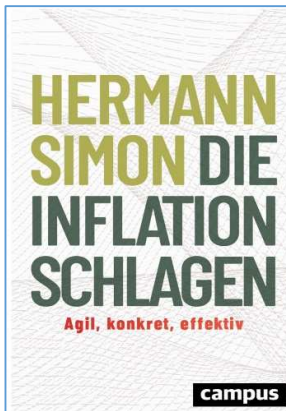
Die heimlichen Gewinner–Die Erfolgsstrategien unbekannter Weltmarktführer
German version of Hidden Champions
Campus, 1997



Hidden Champions–Lessons from 500 of the World's Best Unknown Companies
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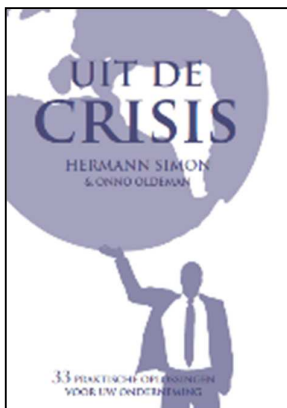
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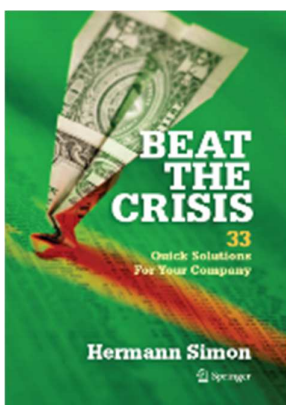
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Pretext, 2015



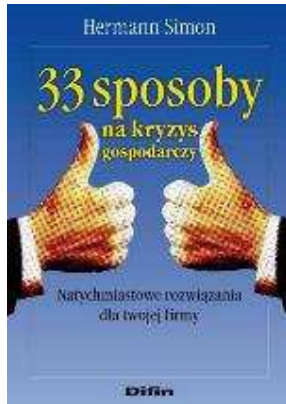
Uit de crisis–33 praktische oplossingen voor
uw onderneming
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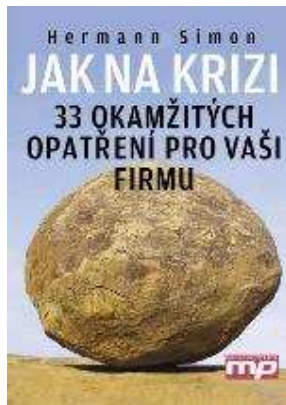
Beat the Crisis–33 Quick Solutions for Your
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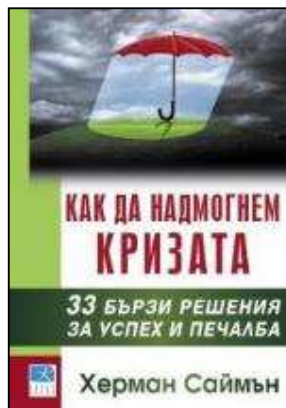
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Natchemiasowe rozwiazania dla twojej firmy
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Jak na crizi–33 okamžitých opatření pro vaši
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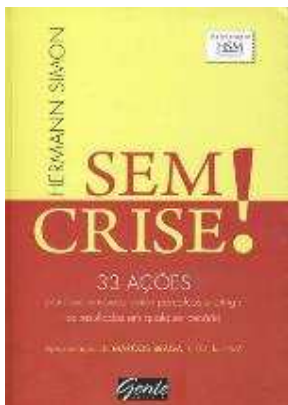
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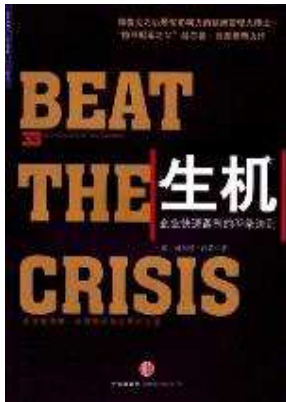
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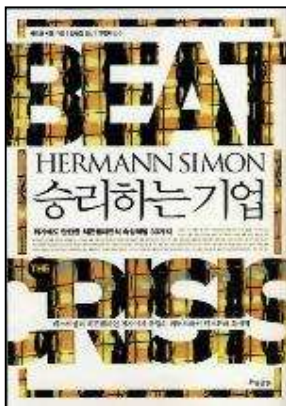
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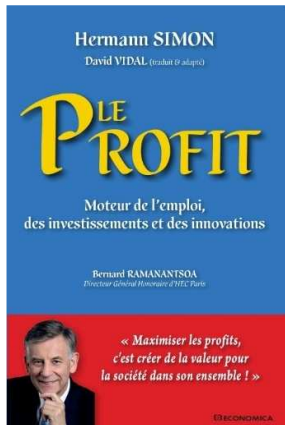
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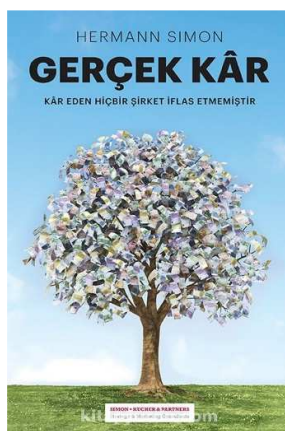
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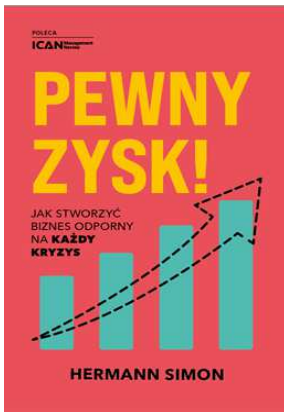
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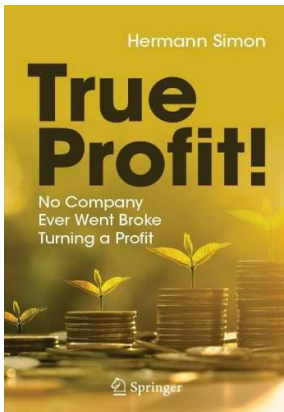
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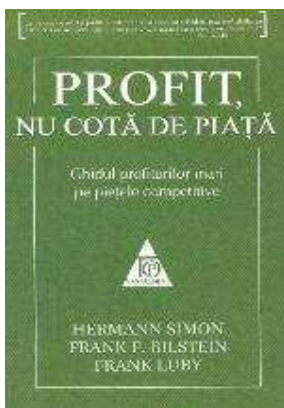
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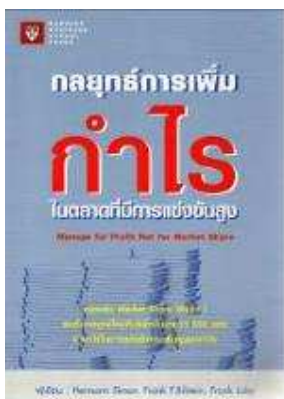
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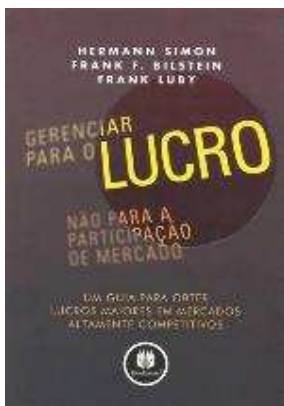
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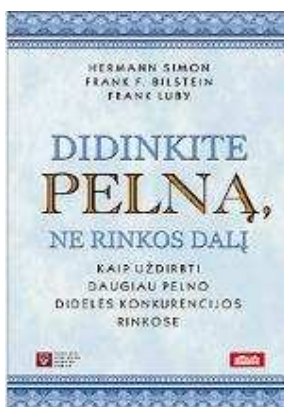
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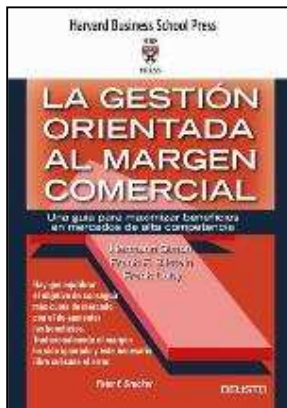
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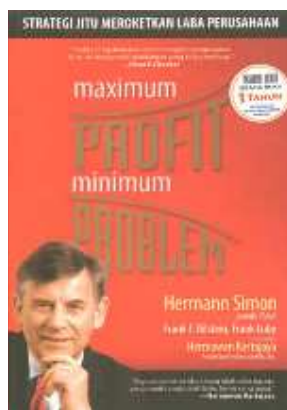
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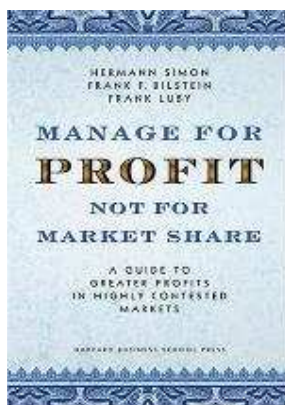
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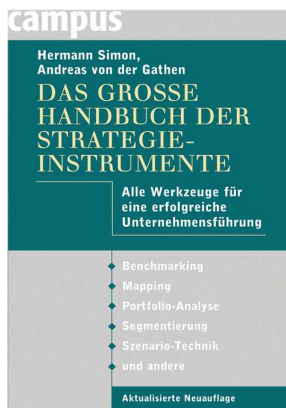
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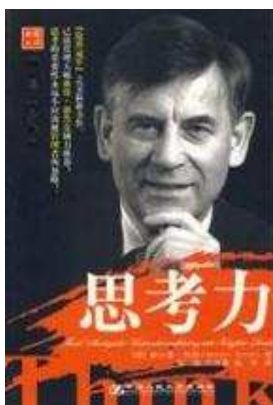
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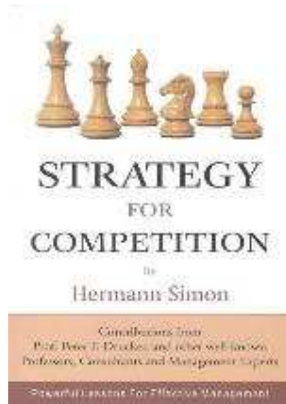
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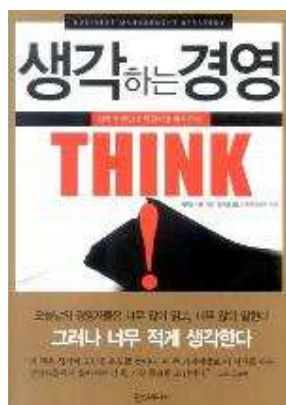
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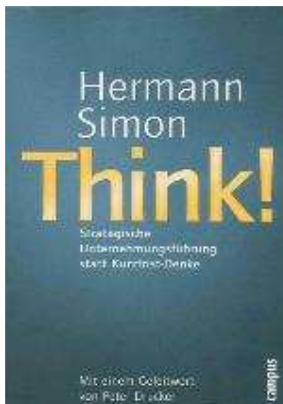
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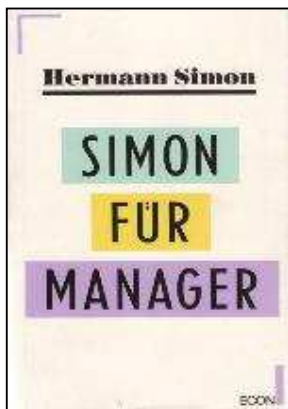
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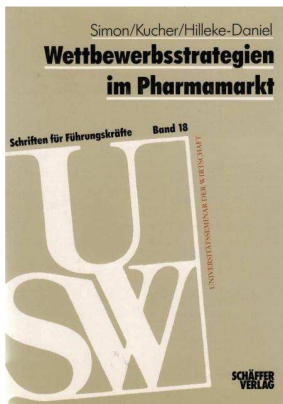
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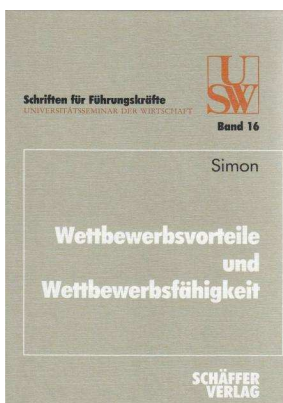
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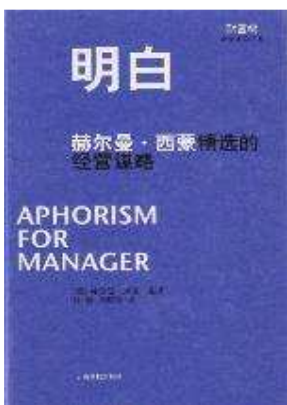
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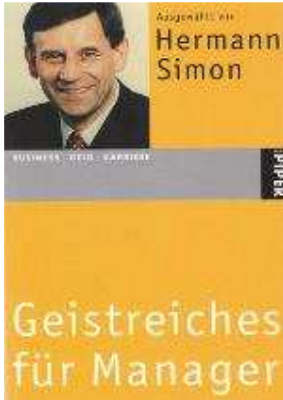
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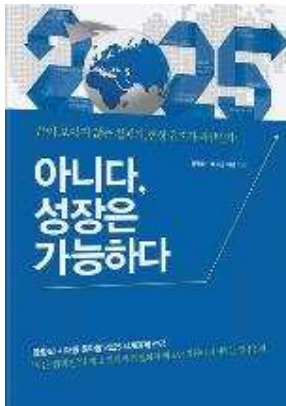
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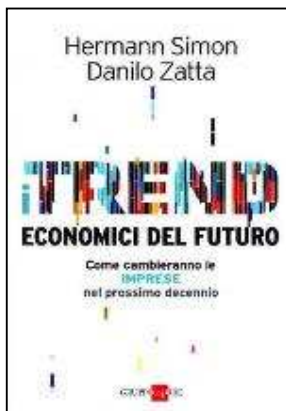


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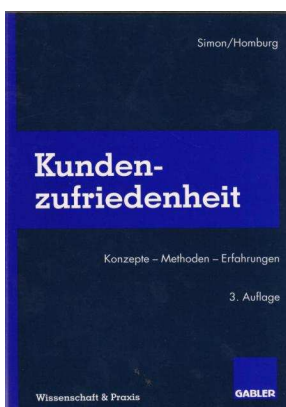
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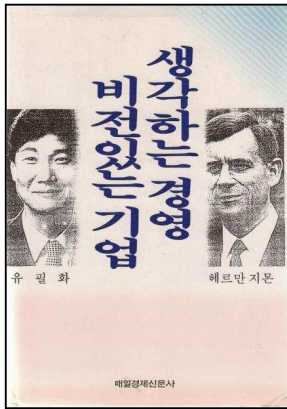
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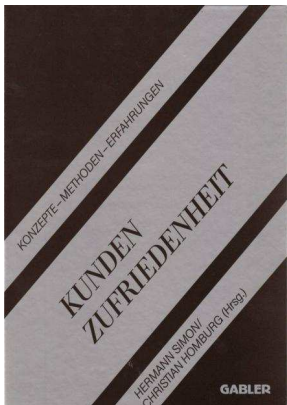
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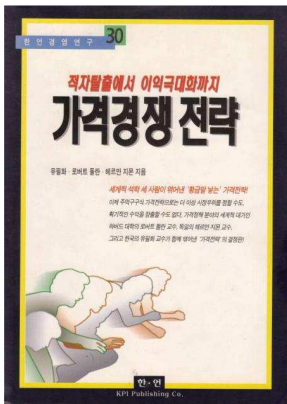
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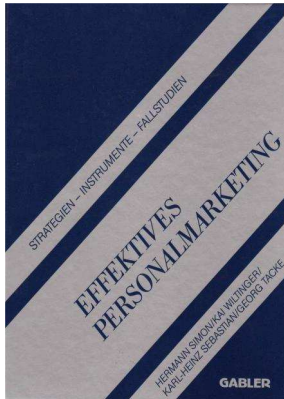
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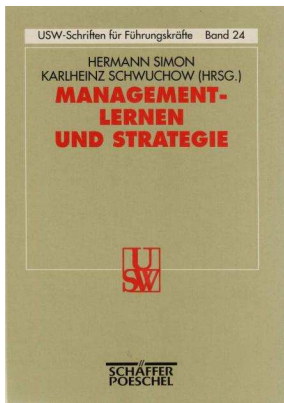
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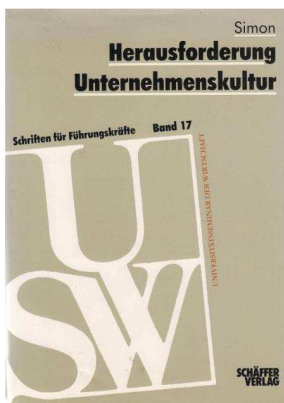
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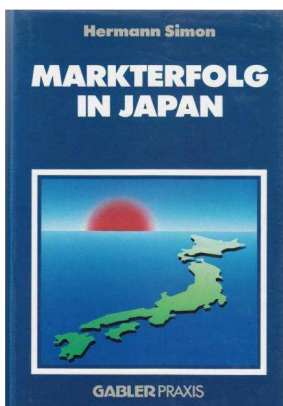
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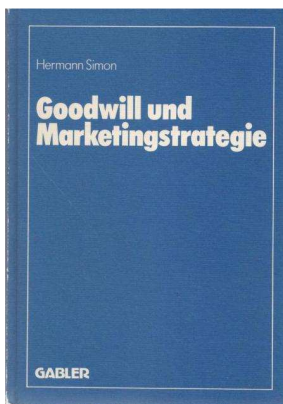
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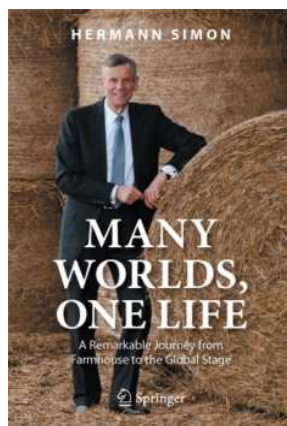
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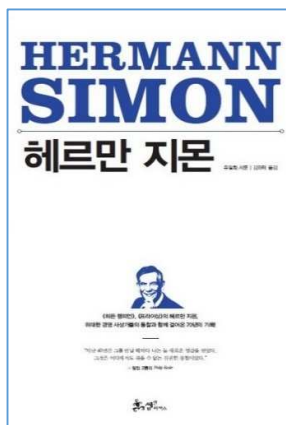
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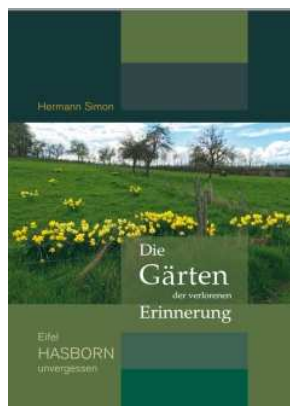
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Hermann Simon is the Founder and Honorary Chairman of Simon-Kucher & Partners. He is an expert in strategy, marketing and pricing. He is the only German in the “Thinkers50 Hall of Fame” of the most influential management thinkers in the world. In German-speaking countries he has been continuously voted the most influential living management thinker. The magazine *Cicero* ranks him in the top 100 of the 500 most important intellectuals.

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.

In 1985 he founded Simon-Kucher & Partners, which is today the world’s leading price consultancy with 41 offices and 1600 employees. From 1995 to 2009 he served as its CEO. He is today Honorary Chairman of the firm.

Professor Simon has published over 40 books in 30 languages, including world bestsellers on Hidden Champions and price management. His autobiography *Many Worlds, One Life: A Remarkable Journey from Farmhouse to Global Stage* has been published in English, German, Chinese, Japanese, and Korean. His textbook *Price Management* (2019), his autobiography *Many Worlds, One Life: A Remarkable Journey from Farmhouse to Global Stage* (2021), and *True Profit! No Company Ever Went Broke from Turning a Profit* (2021) have all been published with Springer, New York. New this year are *Hidden Champions in the Chinese Century: Ascent and Transformation* and *Beating Inflation*, again with Springer, New York.

Simon has served on editorial boards of numerous business journals, including *Management Science*, *International Journal of Research in Marketing*, *Recherche et Applications en Marketing*, *Décisions Marketing*, *European Management Journal* as well as several German journals. For 25 years he was a columnist for Germany’s leading business monthly *Manager Magazin*. As a board member of numerous foundations and corporations, Professor Simon has gained 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, 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. In China, the “Hermann Simon Business School” is named after him.