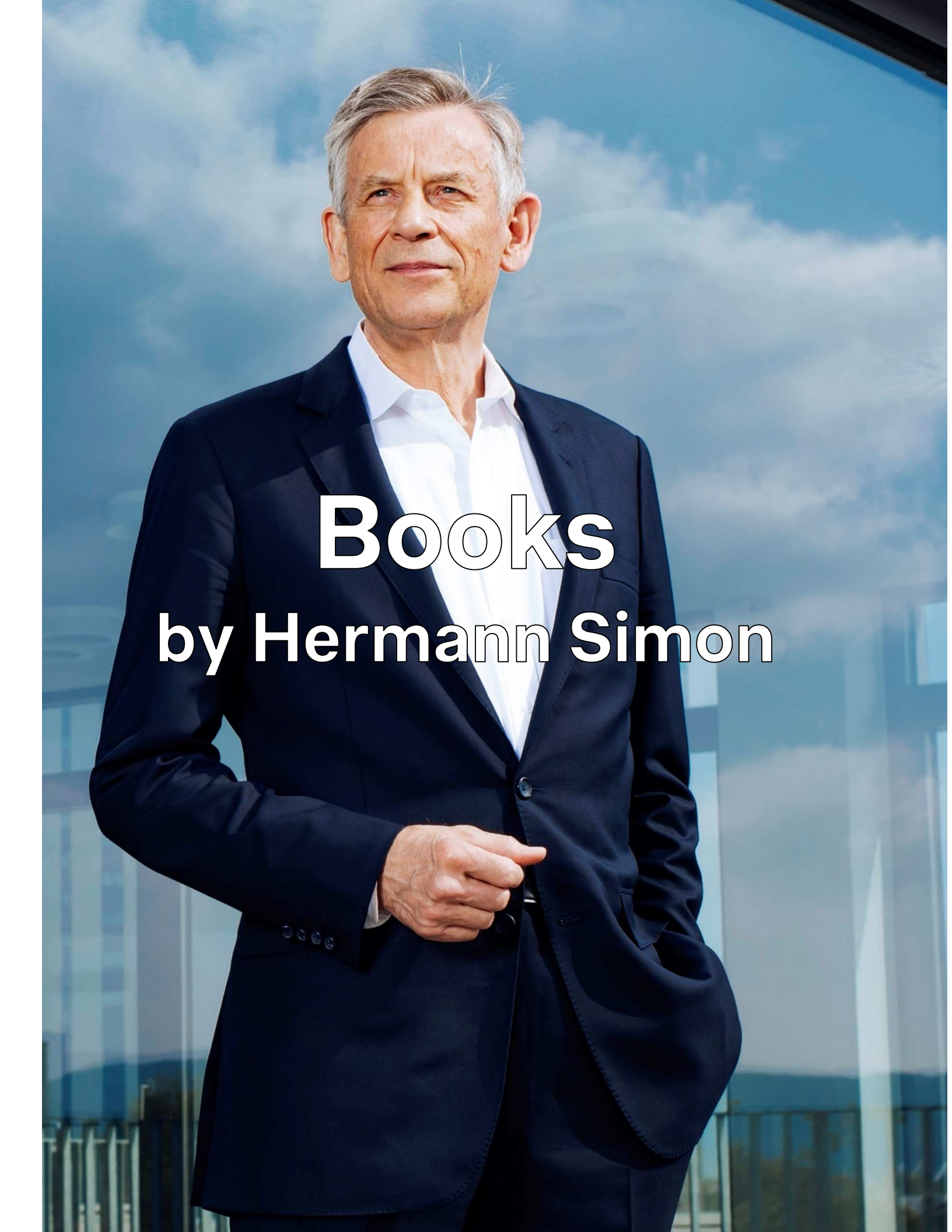


A full-body portrait of Hermann Simon, an older man with grey hair, wearing a dark blue suit jacket over a white shirt. He is standing outdoors in front of a large glass building with a blue sky and clouds in the background. His right hand is partially in his pocket, and he is looking directly at the camera with a slight smile.

Books by Hermann Simon

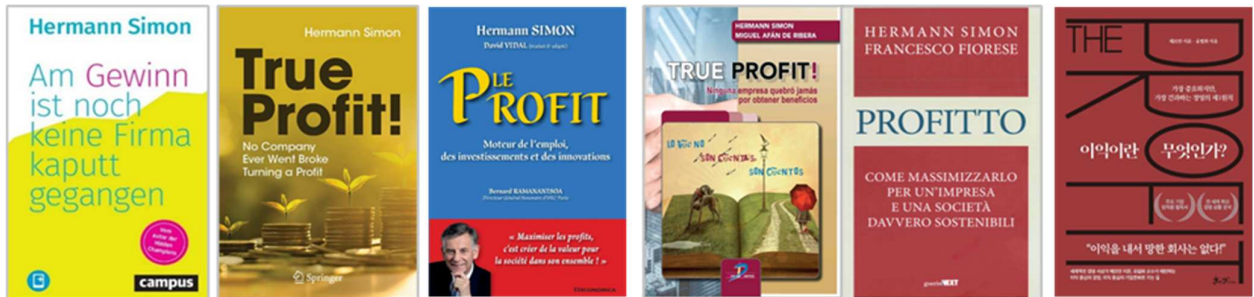
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Books on Hidden Champions



Books on Profit



Autobiography



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Hermann Simon Business School in Shouguang, China



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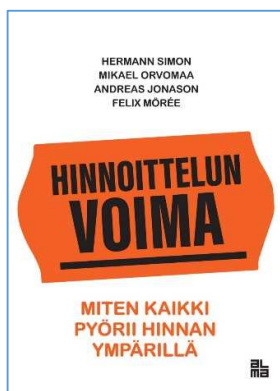
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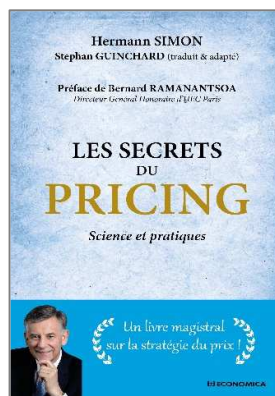
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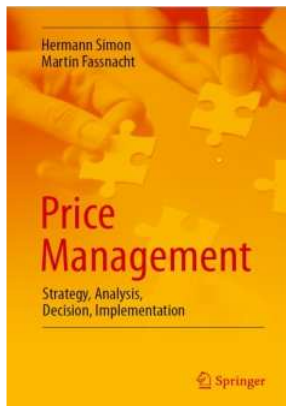
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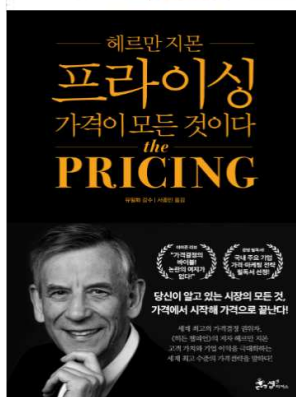
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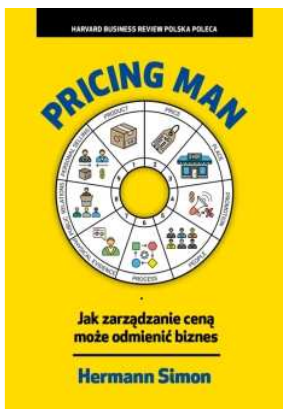
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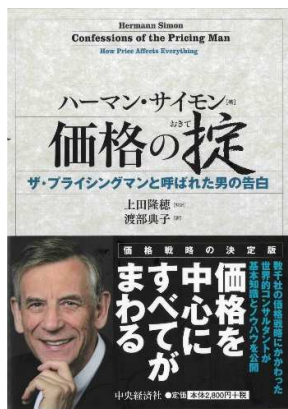
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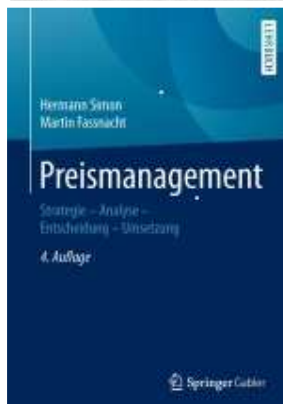
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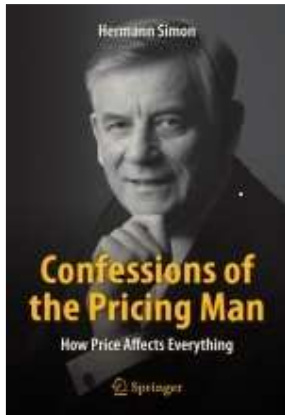
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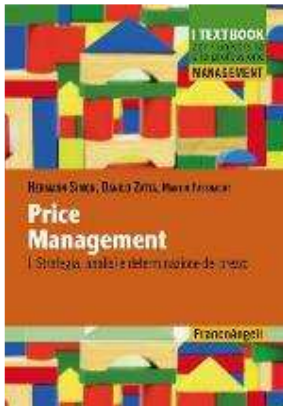
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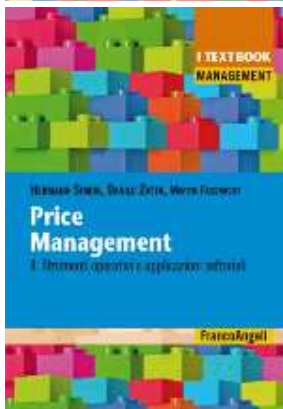
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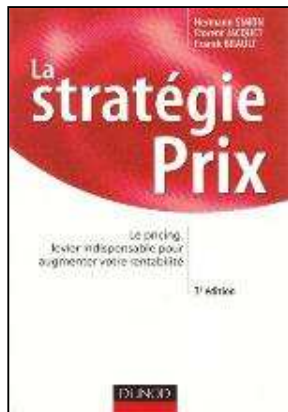
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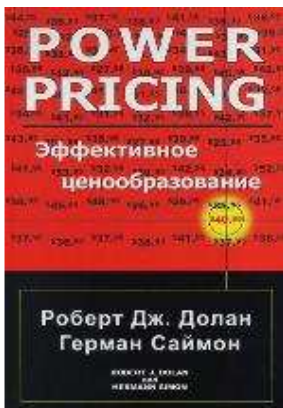
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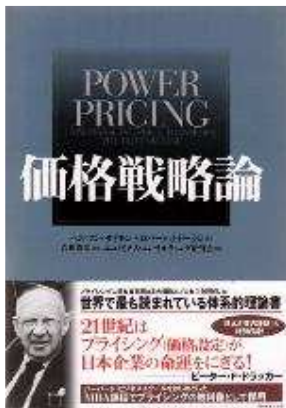
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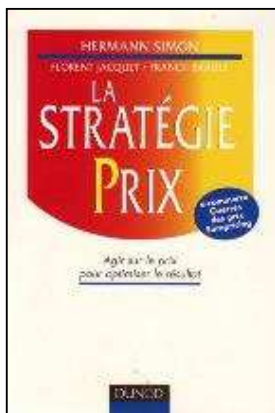
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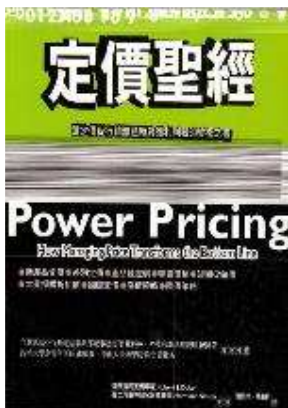
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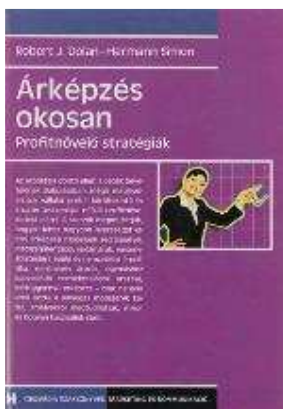
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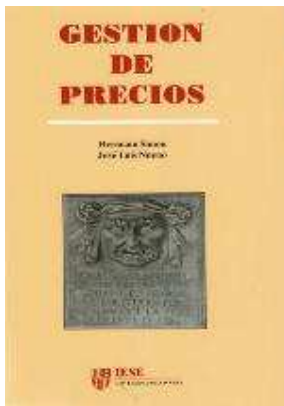
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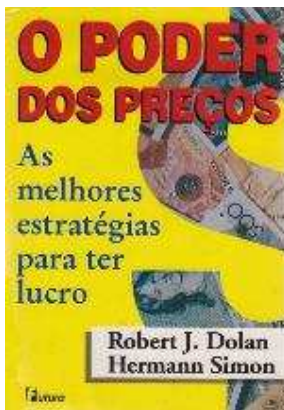
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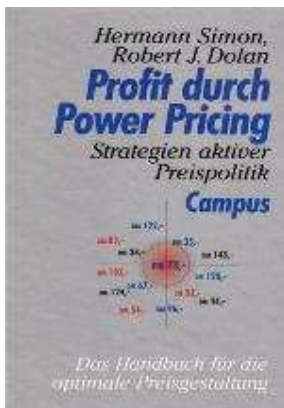
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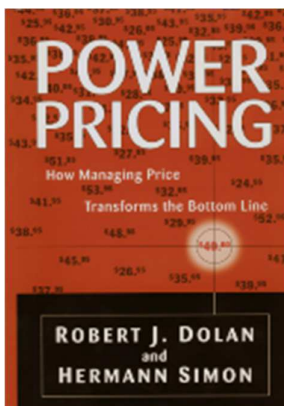
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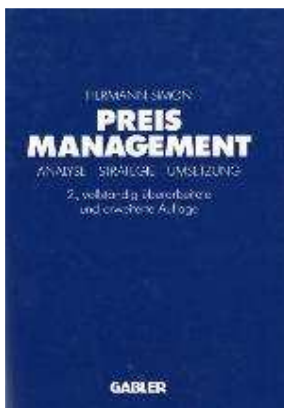
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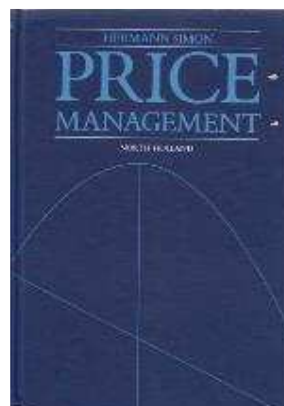
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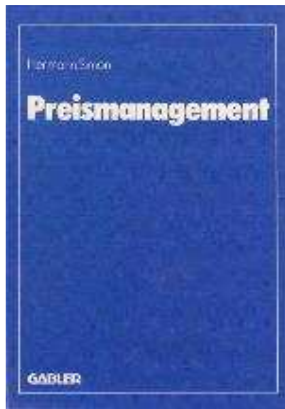
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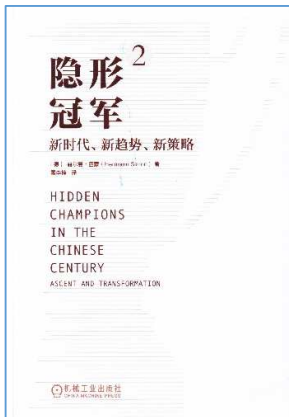
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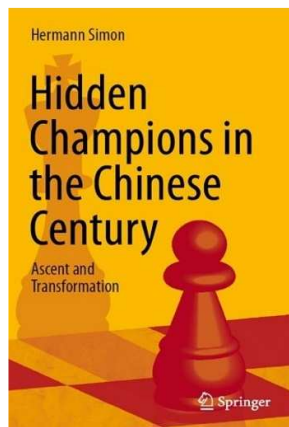
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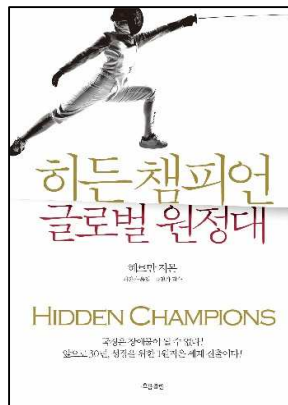
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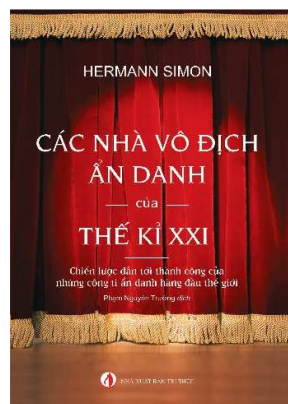
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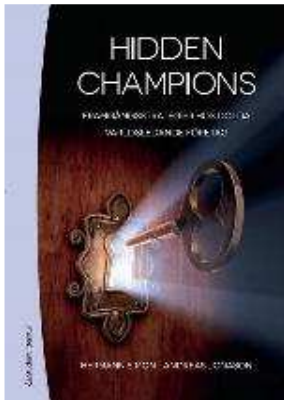
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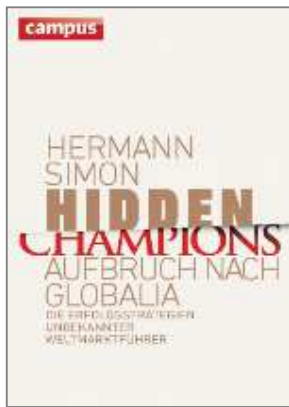
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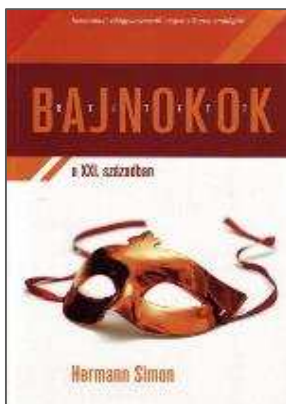
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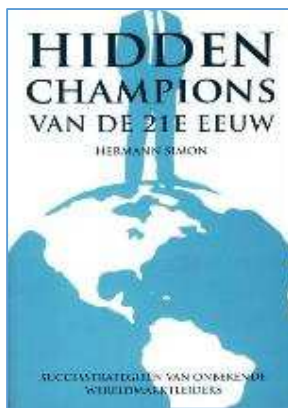
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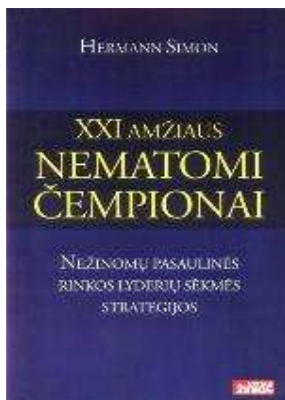
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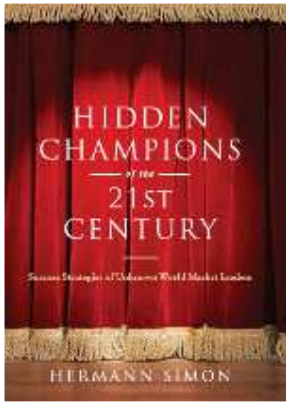
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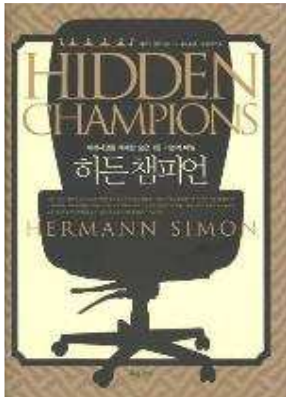
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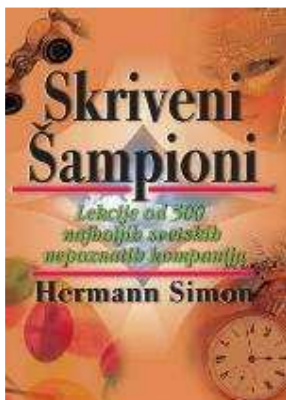
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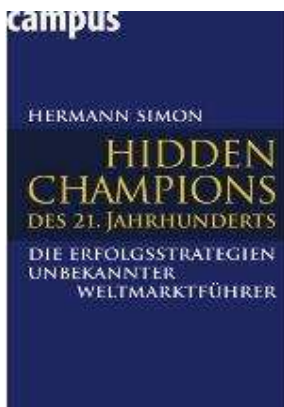
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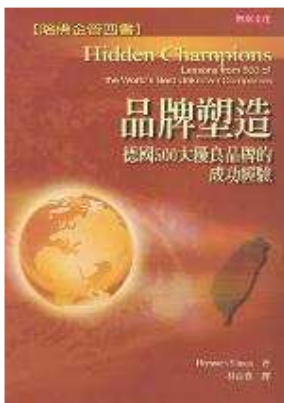
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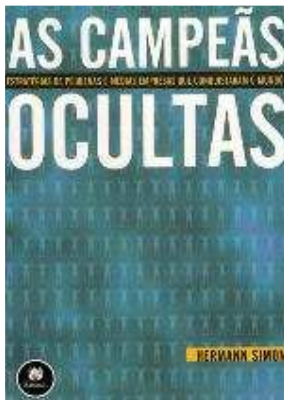
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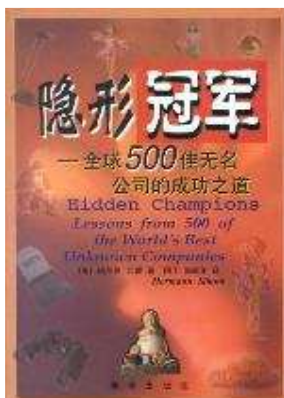
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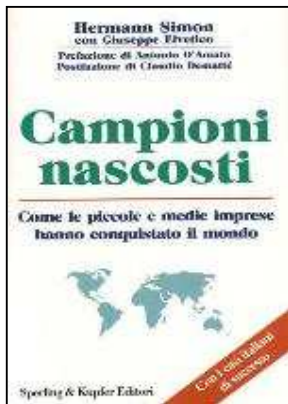
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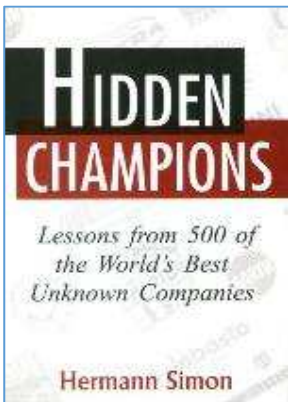
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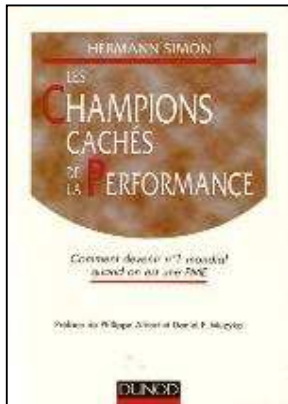
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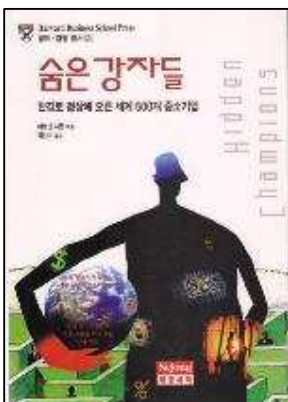
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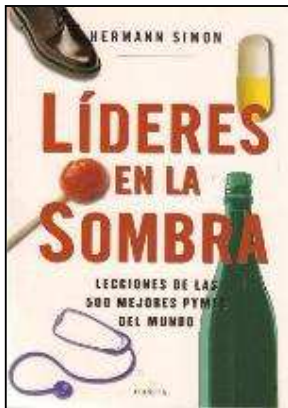
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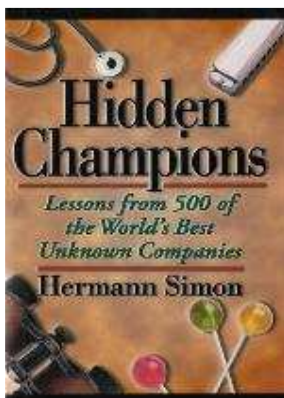
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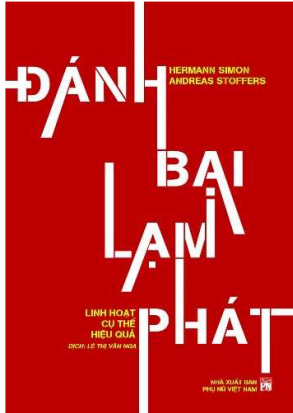


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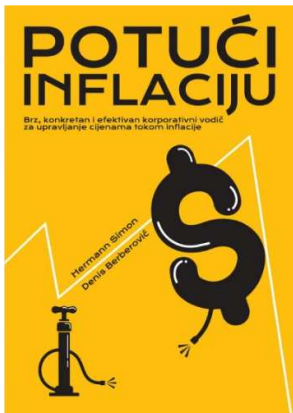


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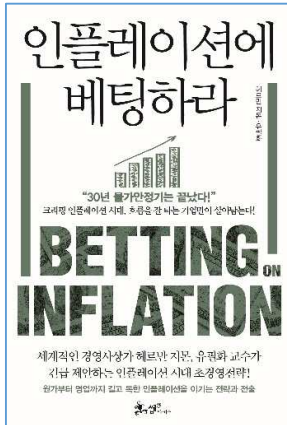


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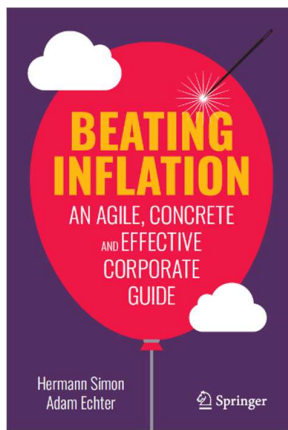


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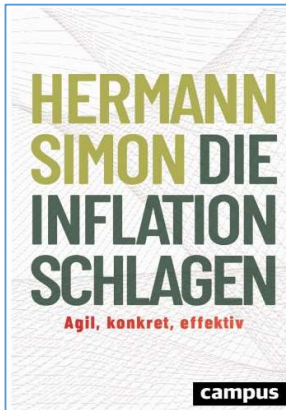


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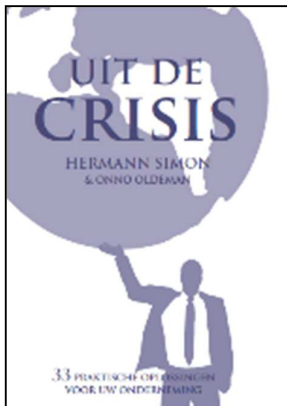
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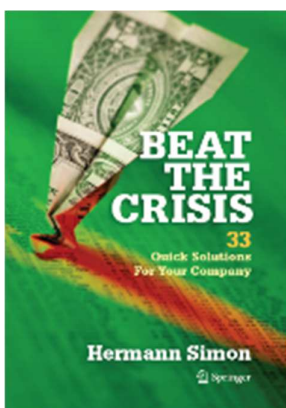
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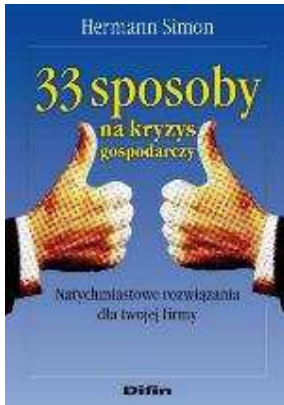


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Natchemiasowe rozwiazania dla twojej firmy
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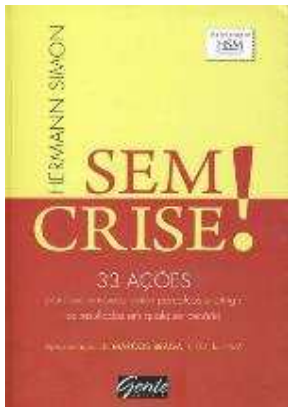


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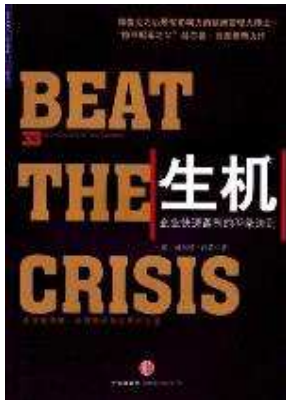
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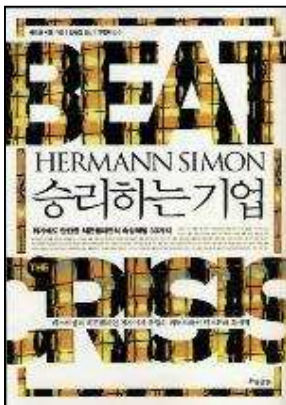
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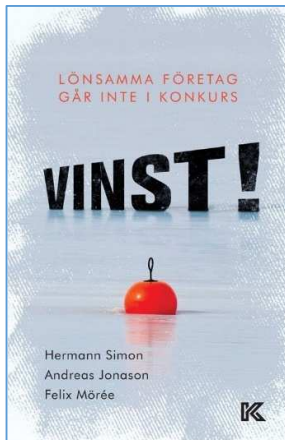
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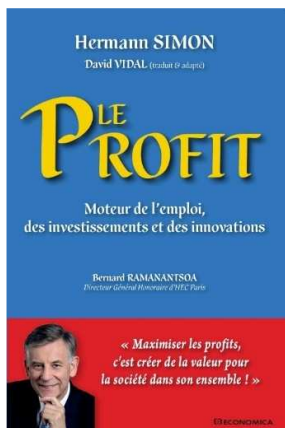
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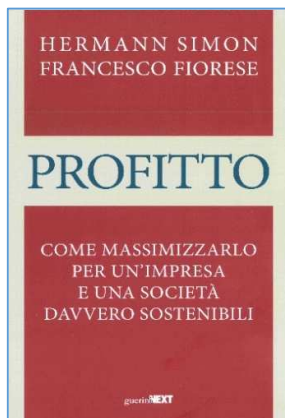
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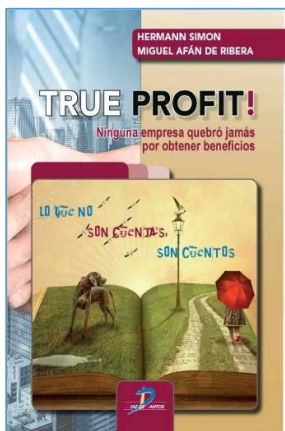
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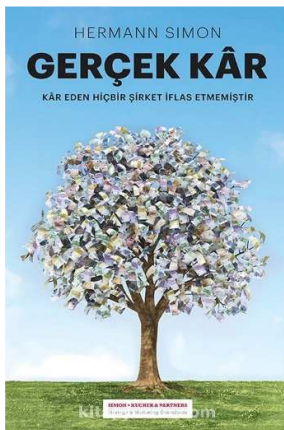
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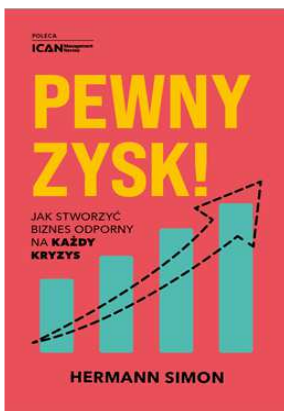
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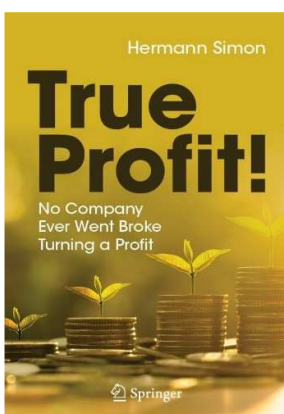
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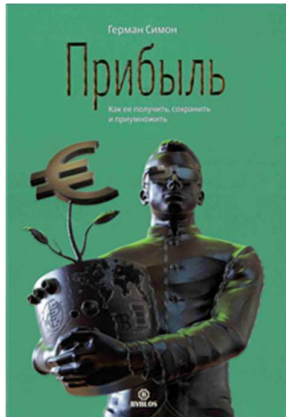
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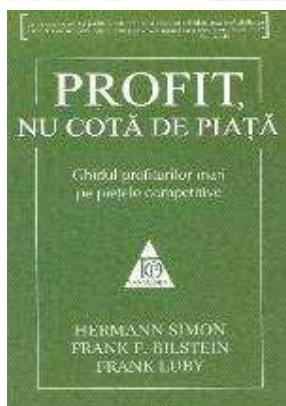
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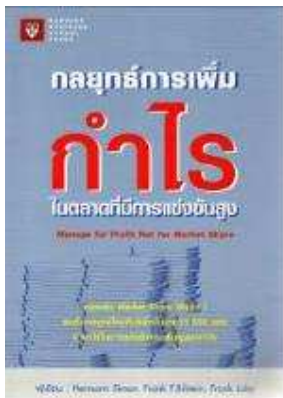
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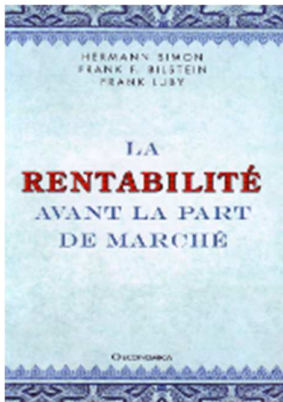
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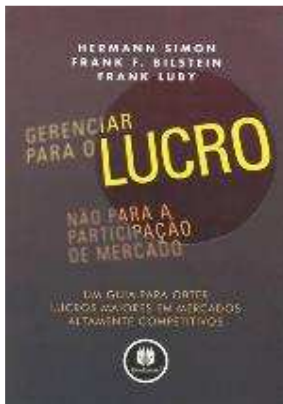
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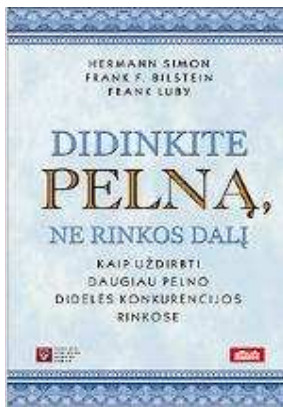
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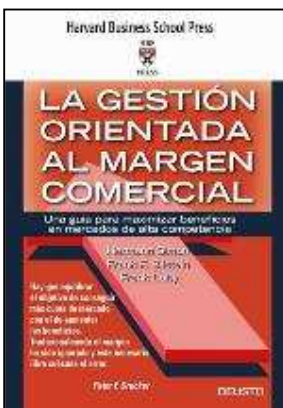
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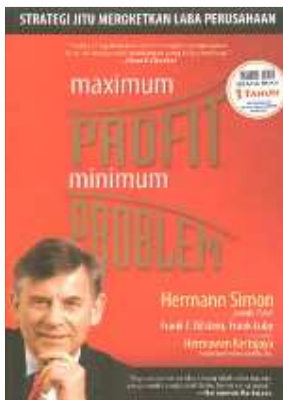
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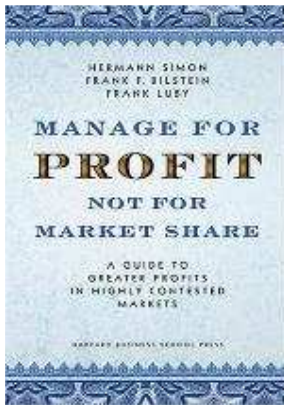
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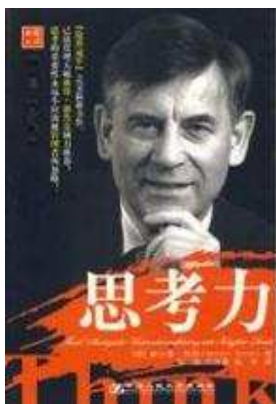
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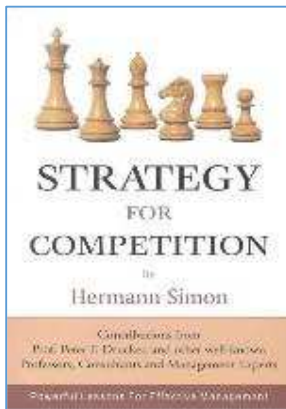
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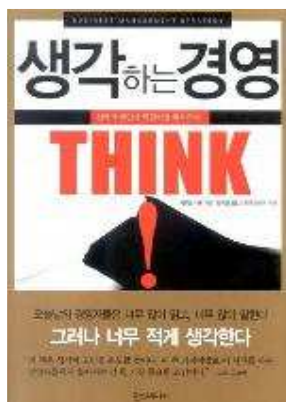
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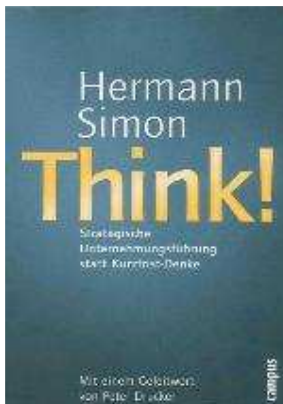
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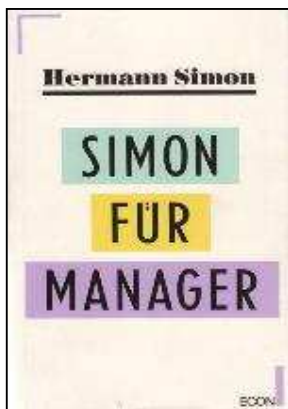
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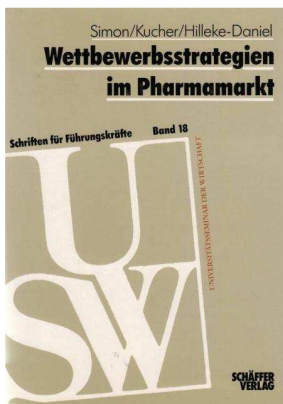
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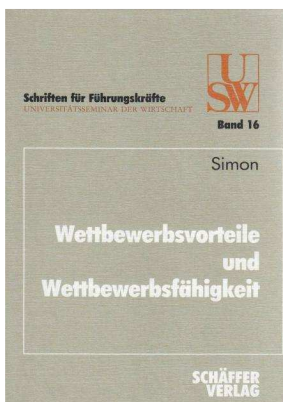
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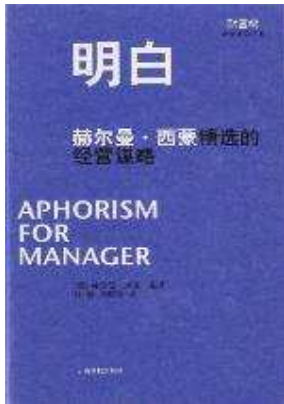
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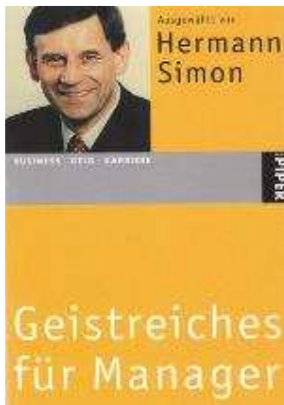
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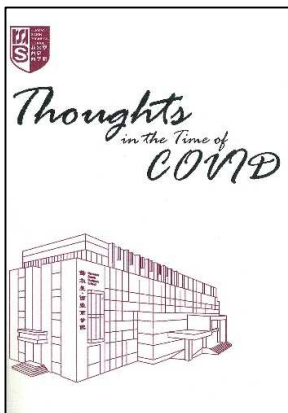
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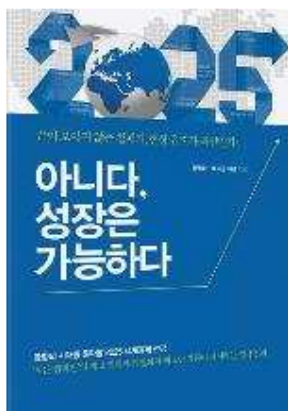
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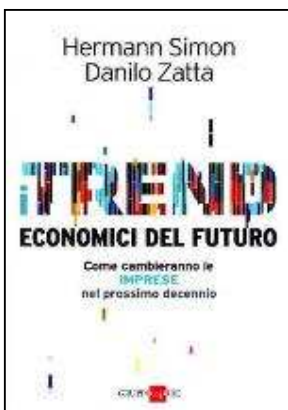
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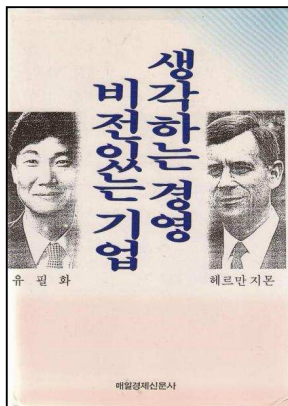
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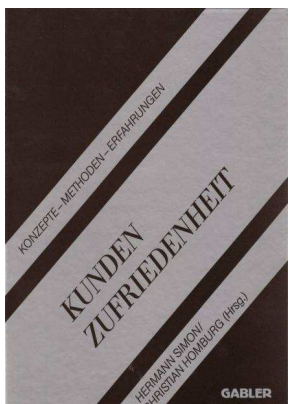
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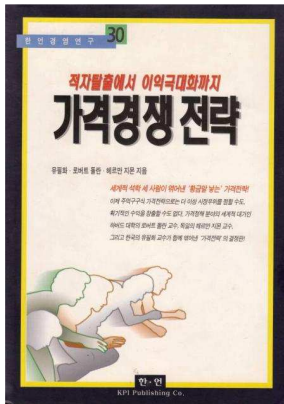
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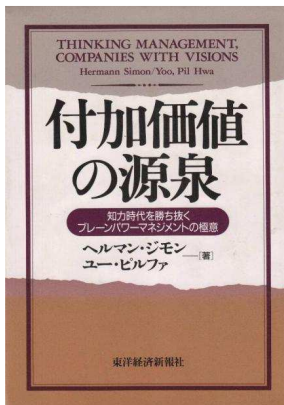
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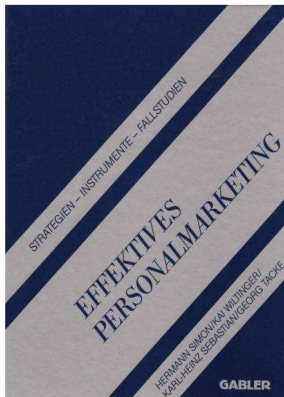
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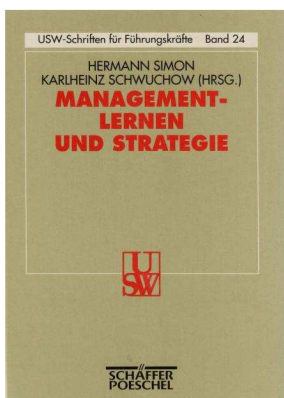
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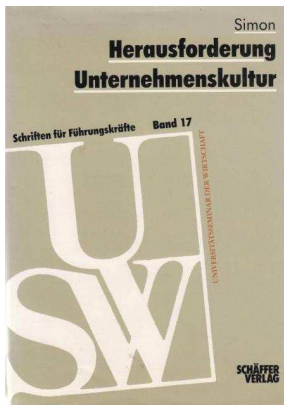
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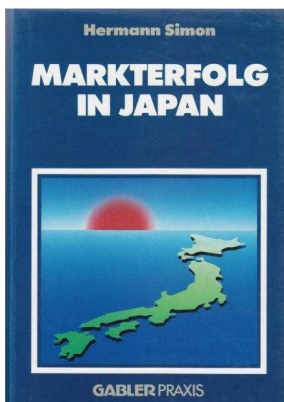
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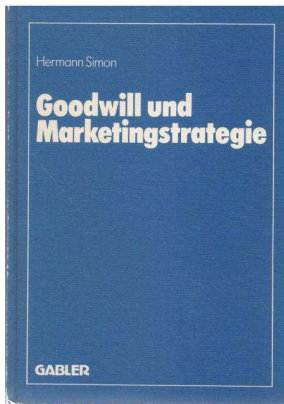
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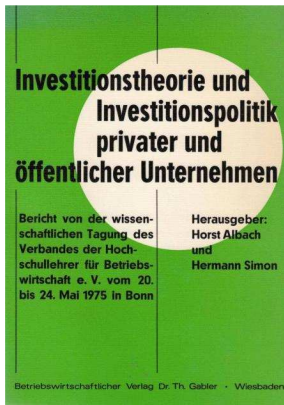
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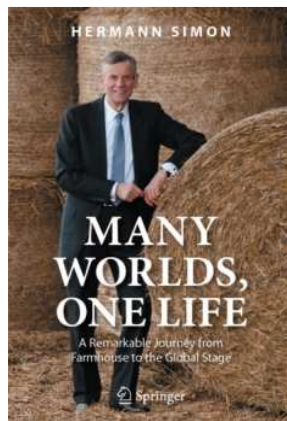
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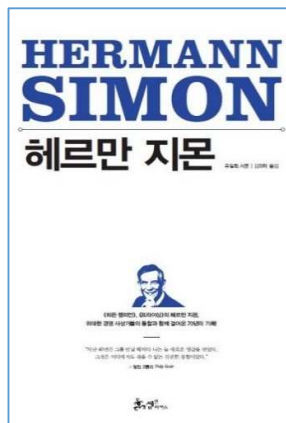
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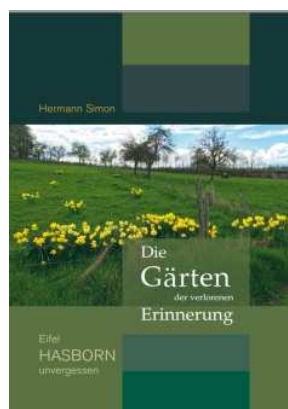
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Simon-Kucher



- **Goal: Ambition to be the best**
- **Focus: Marketing, sales, pricing**
- **Scope: Global presence**

Simon-Kucher: Leading in Pricing, Marketing, Sales



UK (Financial Times)

- **Marketing**
- **Brand**
- **Pricing**

1

Financial Times: Die besten Beratungsunternehmen Großbritanniens, 2018

Germany (Manager Magazin)

- **Marketing**
- **Sales**

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France (Capital)

- **Marketing**
- **Sales**
- **Pricing**

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Middle East (Consultancy-me.com)

- **Pricing**
- **Sales**
- **Marketing**
- **E-Commerce**



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- **Strategy Consulting**

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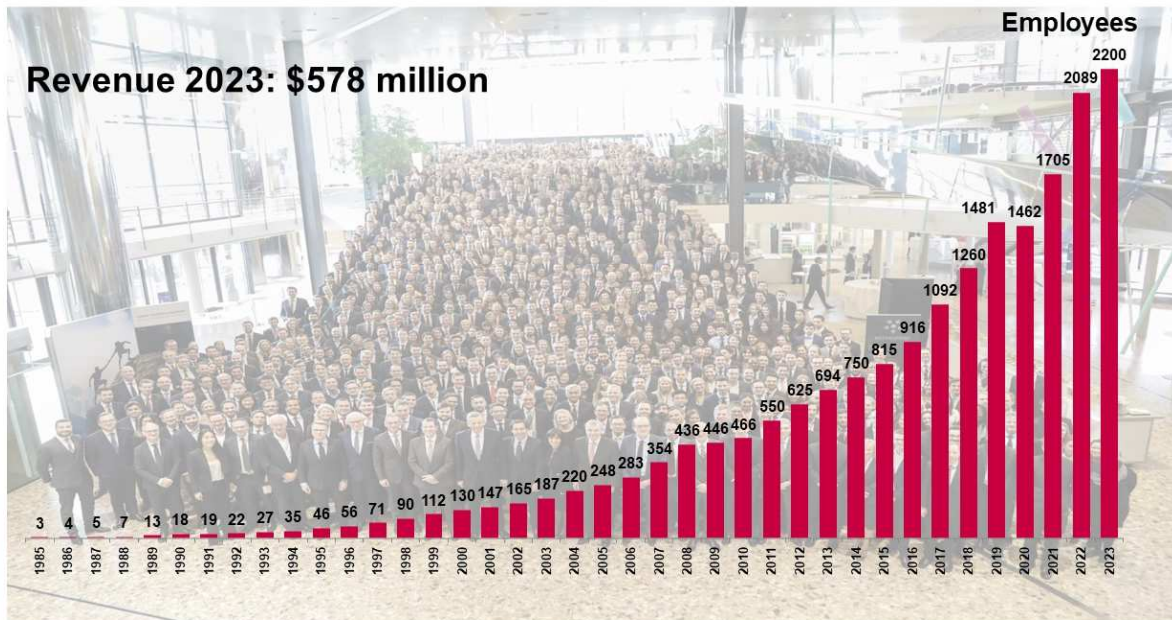
**WORLD'S BEST
MANAGEMENT
CONSULTING FIRMS**

**Forbes
2022**
POWERED BY STATISTA

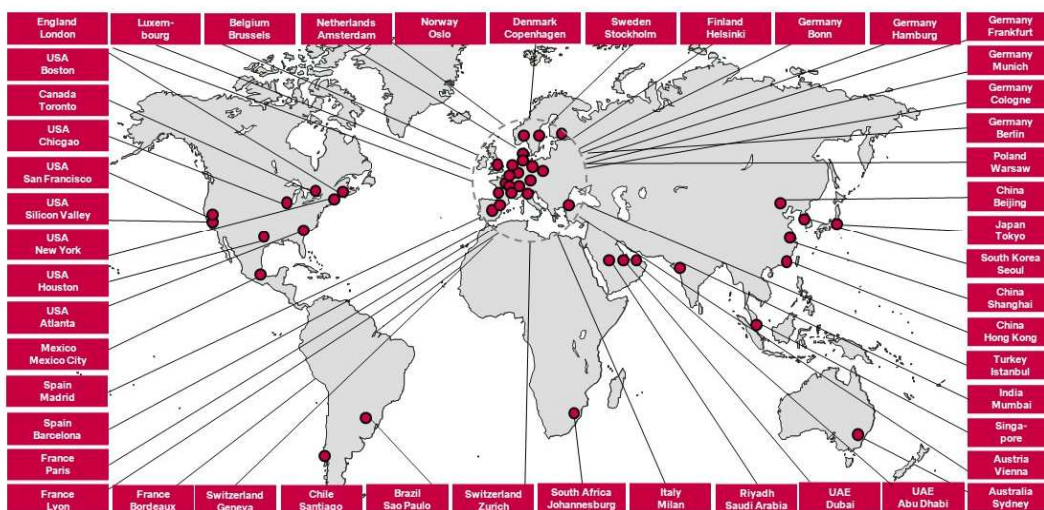
Recognized across 12 sectors and functional areas, Simon-Kucher was one of only five consultancies in the world to be awarded five stars for the Marketing, Brand & Pricing function

Forbes, 2022, together with Statista: List of the World's Best Management Consulting Firms, 2022

Growth

SIMON-
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Global Presence: 48 Offices in 30 Countries, also in Korea

SIMON-
KUCHER



Hermann Simon is the founder and Honorary Chairman of Simon-Kucher, global market leader in pricing and growth consulting with 48 offices and 2,200 employees worldwide. He is an expert in strategy, marketing and pricing and an internationally sought-after consultant and speaker. Simon is the only German in the "Thinkers50 Hall of Fame" of the world's most influential management thinkers. He has repeatedly been voted the most influential German management expert. Cicero magazine ranked him among the 100 leading German intellectuals across all fields. In China, the Hermann Simon Business School is named after him.

In his "first" life, Professor Simon taught at the universities of Mainz (1989-95) and Bielefeld (1979-88) as well as at leading universities such as Harvard Business School, Stanford University, London Business School, INSEAD, Keio University Tokyo and Massachusetts Institute of Technology. From 1985 to 1988, he directed USW, Germany's leading executive institute, now the European School of Management and Technology, Berlin.

Among his more than 40 books in 31 languages are his bestsellers on hidden champions, a term he coined in 1990. "Hidden Champions in the Chinese Century" was published in 2021. His most recent book is "Beating Inflation." He describes his life in "Two Worlds, One Life – A Remarkable Journey from Farmhouse to the Global Stage". Simon has served on the editorial teams of numerous journals. As a board member, he gained experience in monitoring organizations. He co-initiated the first special purpose acquisition company (SPAC) listed on a German stock exchange. He also co-initiated the first German search fund.

Hermann Simon studied economics and business administration at the Universities of Cologne and Bonn. He completed his doctorate and habilitation at the University of Bonn. He is the recipient of numerous prizes (Prize of the Markenverband, Erich Gutenberg Prize, Georg Bergler Prize, Prix de l'Académie des Sciences Morales et Politiques). Simon received honorary doctorates from universities in Germany, Poland, and Slovenia. He holds Honorary Professorships of the University of International Business and Economics in Beijing and of the Wenzhou University of Technology. Simon served in the German Air Force and is a reserve officer. His hometown awarded him and his wife Cecilia honorary citizenship.