

THE SIMON PRINCIPLES

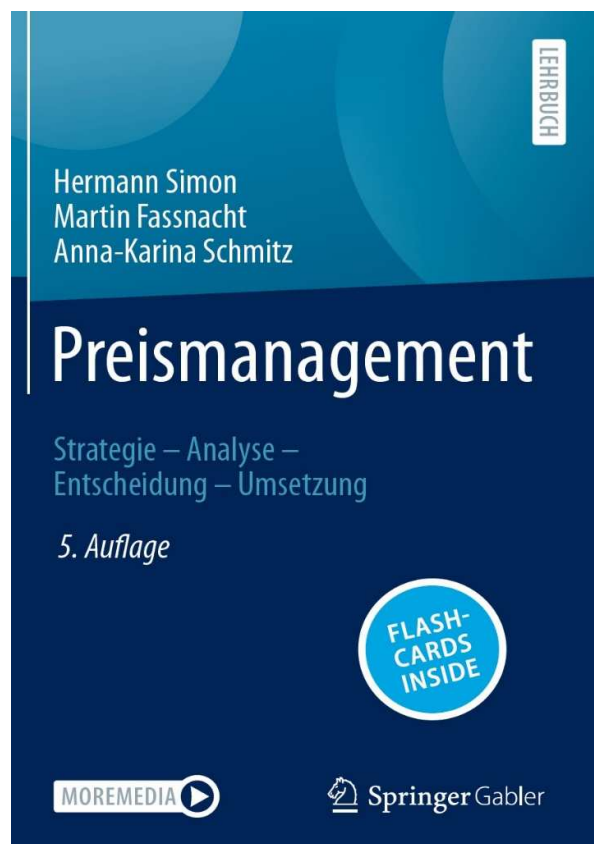
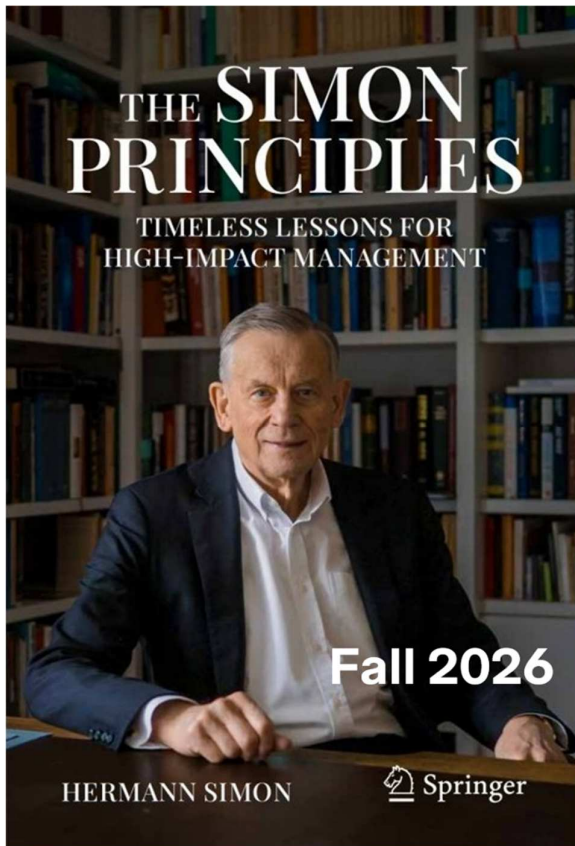
TIMELESS LESSONS FOR
HIGH-IMPACT MANAGEMENT



HERMANN SIMON

 Springer

NEW



Books on Inflation



Books on Hidden Champions



Books on Profit



Autobiography



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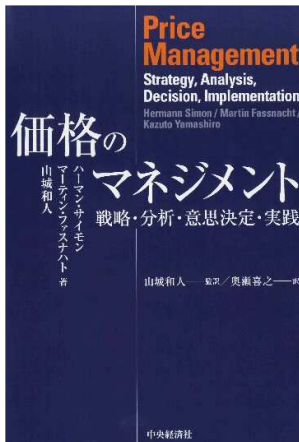


Country overview

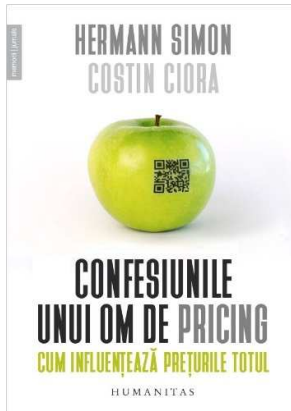
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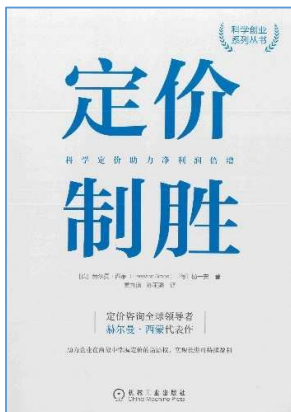
Preismanagement, 5th edition
with Martin Fassnacht and Anna-Karina
Schmitz
SpringerGabler, 2025



Japanese version of Price Management
Chuo Keizai, 2025



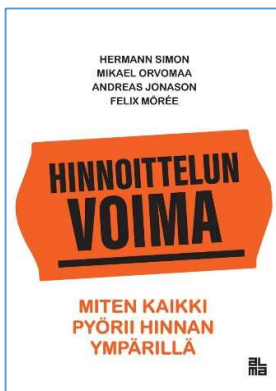
Confesiunile unio om de pricing
Romanian version of Confessions of the
Pricing Man
Humanitas, 2023



Chinese version of Confessions of the Pricing
Man, 2nd edition
HZ Books, 2023



Chinese version of Price Management
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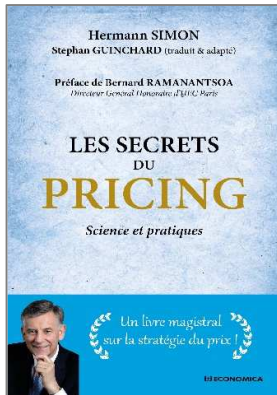
Hinnoittelun Voima
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Man
Alma Books, 2021



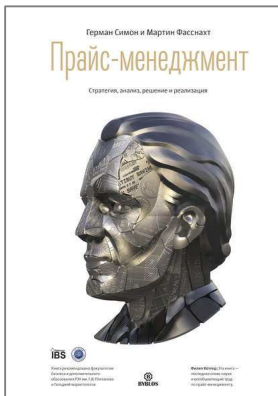
Lời tự thú của một bác thầy dinh gia
Vietnamese version of Confessions of the
Pricing Man
Alpha Books, 2021



Sæt prisen rigtigt
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Politikens Forlag, 2020



Les secrets du pricing – science et pratiques
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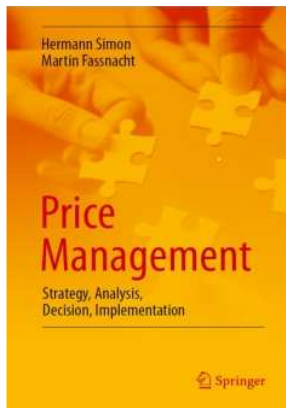
Russian version of Price Management
Byblos, 2019



Zarządzanie cenami
Polish version of Price Management
PWNI, 2019



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



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



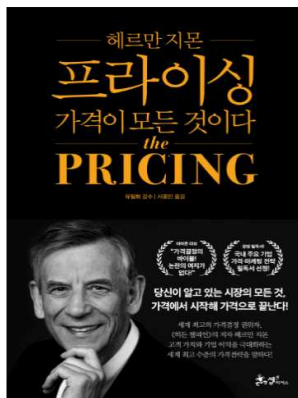
Farsi/Persian version of Confessions of the Pricing Man – How Price Affects Everything
2017



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



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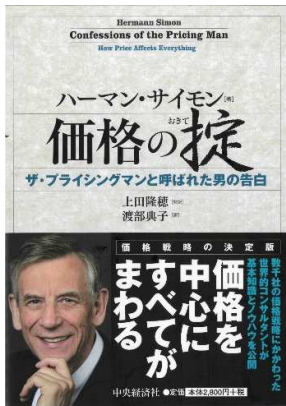
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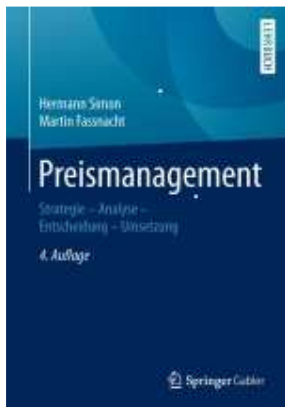
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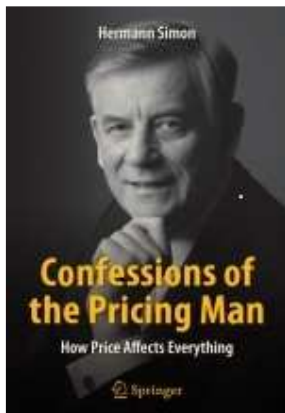
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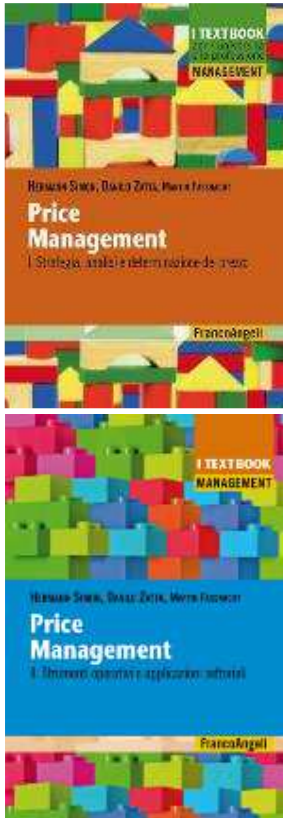
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Preisheiten–Alles was Sie über Preise wissen müssen
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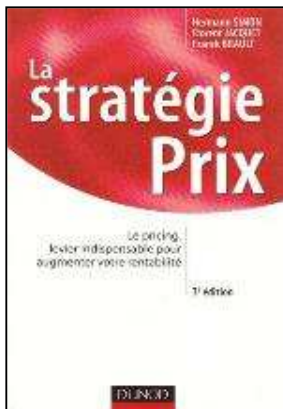
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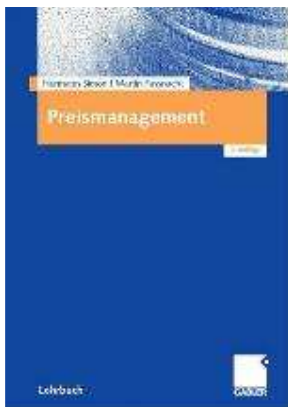
Korean version of Preismangement
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La Stratégie Prix
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Chinese version of Power Pricing (“Platinum edition”)
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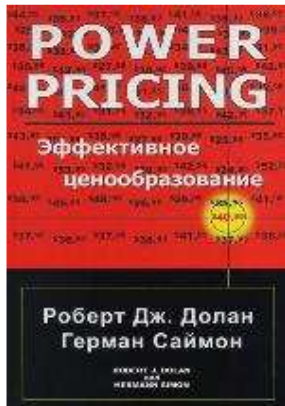
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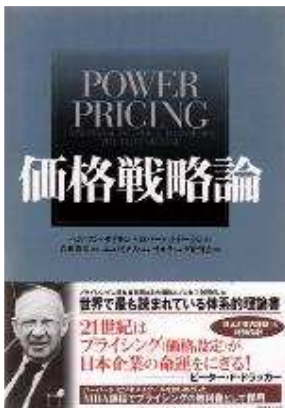
La Stratégie Prix
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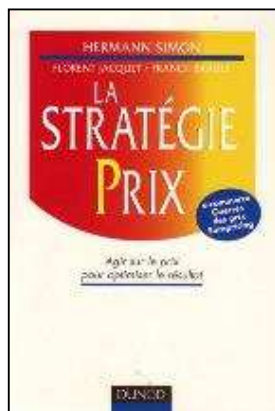
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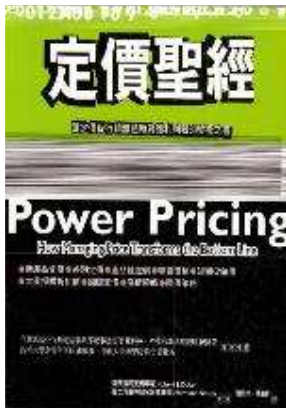
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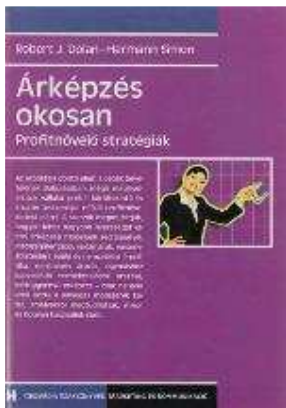
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Japanese version of Power Pricing
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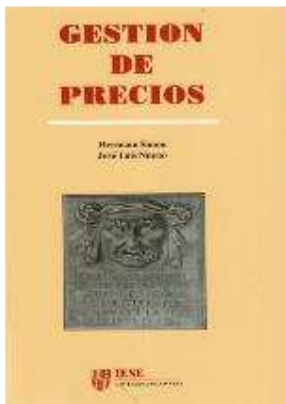
La Stratégie Prix
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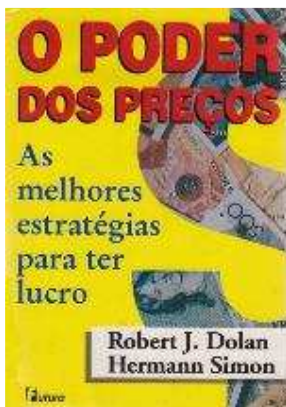
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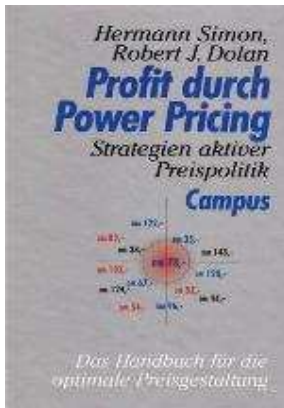
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Hungarian version of Power Pricing
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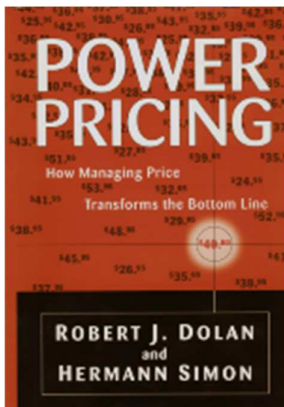
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Profit durch Power Pricing–Strategien aktiver Preispolitik
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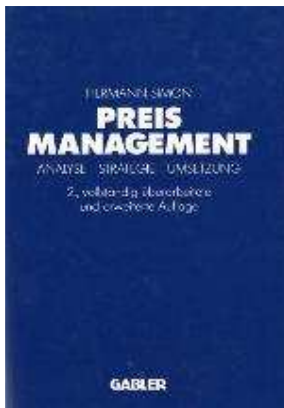
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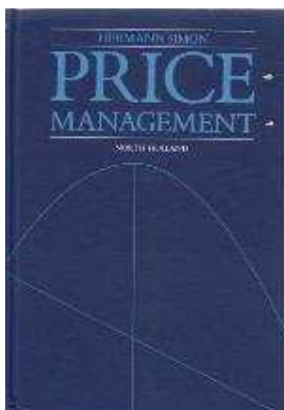
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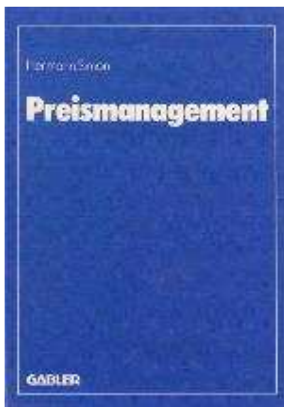
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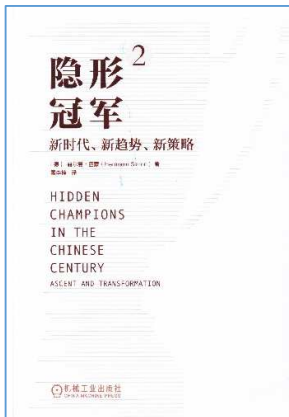
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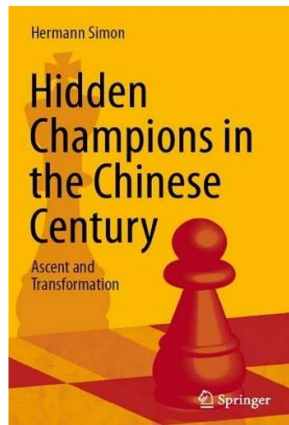
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Vogel, 2017



Japanese version of Hidden Champions
Chuokeizai, 2015



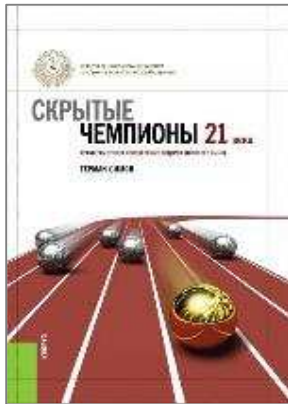
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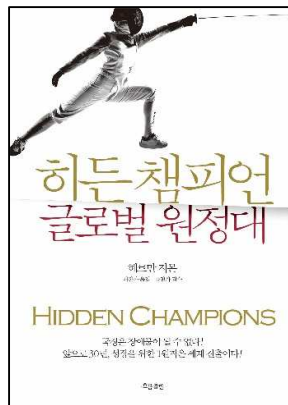
Gizli Sampiyonlar
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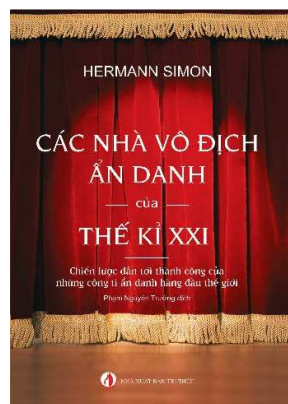
Aziende Vincenti
Italian version of Hidden Champions– Aufbruch
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KnoRus, 2014



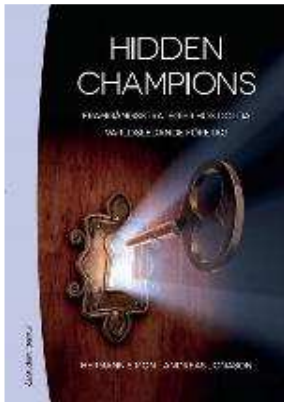
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Các Nhà Vô Địch Ẩn Danh Của Thế Kì XXI,
Vietnamese version of Hidden Champions
Knowledge Publishing House, 2013



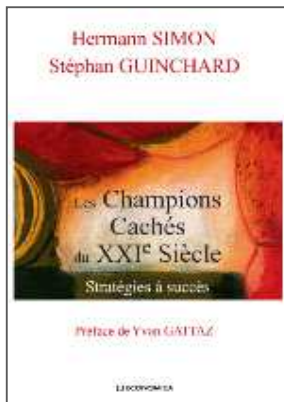
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Hidden Champions–framgångsstrategier hos okända världsledande företag
Swedish version of Hidden Champions
Studentlitteratur, 2013



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Les champions cachés du XXIe siècle
French version of Hidden Champions
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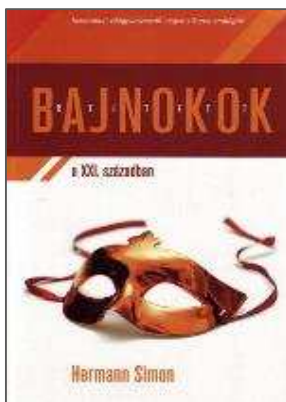
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Aziende vincenti–Piccole e medie imprese che hanno conquistato il mondo
Italian version of Hidden Champions
Hoepli, 2011



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



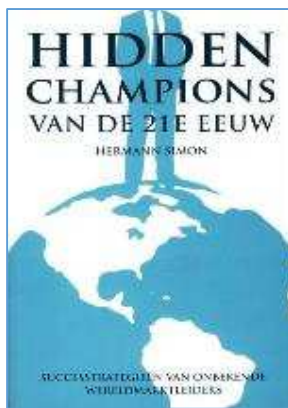
Bajnokok rejtett a XXI században
Hungarian version of Hidden Champions
Leadership Kft, 2010



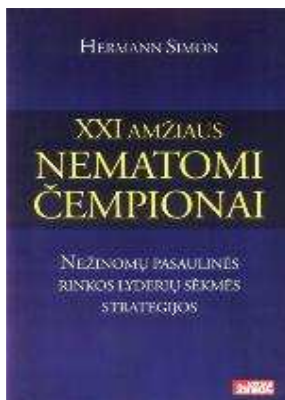
Campeones Ocultos del siglo XXI
Spanish version of Hidden Champions Wolters
Kluwer Espana, 2010



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



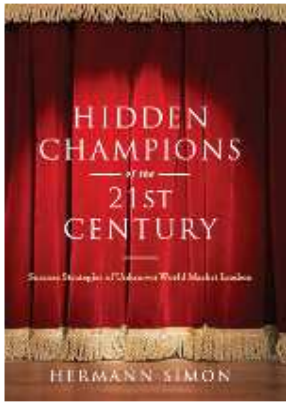
XXI amžiaus nematomi čempionai
Lithuanian version of Hidden Champions Verslo
Zinios, 2009



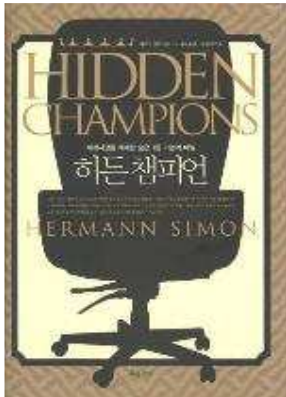
Tajemniczy mistrzowie XXI wieku–Strategie
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Polish version of Hidden Champions
Difin, 2009



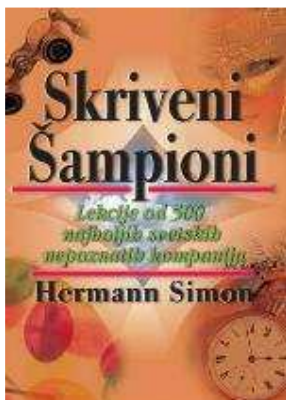
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Chinese version of Hidden Champions des 21.
Jahrhunderts
Citic Press, 2009



Hidden Champions of the 21st Century
US original
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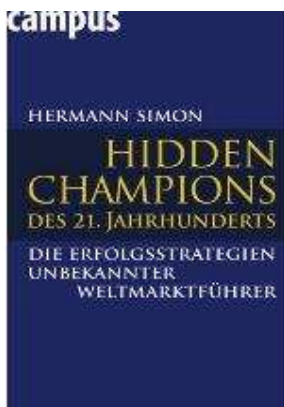
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Skriveni Sampioni–Lekcije od 500 najboljih
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Serbian version of Hidden Champions
Izdavac Intermet, 2008



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Al Ahram, 2008



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Erfolgsstrategien unbekannter
Weltmarktführer
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Campus, 2007



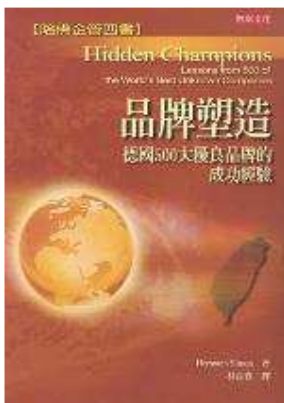
Campioni nascosti–come le piccole e medie
aziende hanno conquistato il mondo
2nd edition of Italian version of Hidden
Champions
Il sole 24 ore, 2007



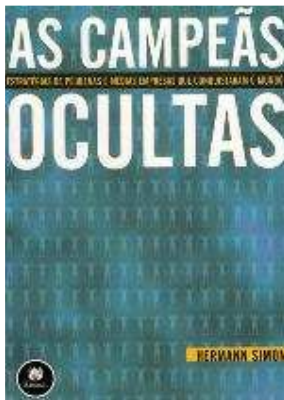
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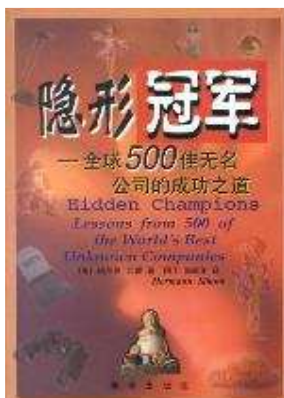
Russian version of Hidden Champions
Delo, 2005



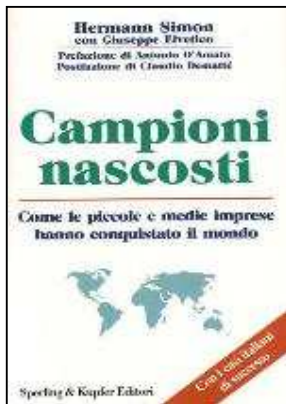
Taiwanese version of Hidden Champions
2nd edition
2004, Triumph



As campeas ocultas
Brazilian version of Hidden Champions
Bookman, 2003



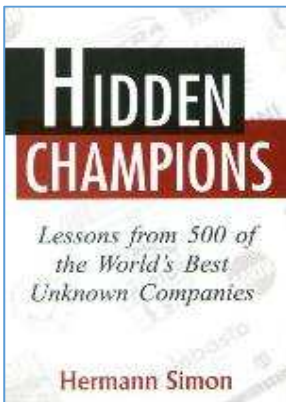
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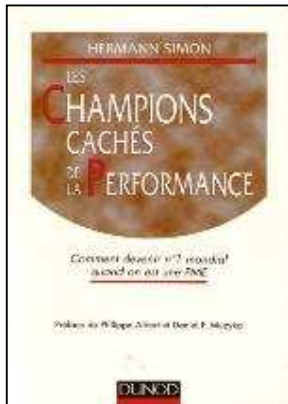
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Beyaz Yayinlari, 1999



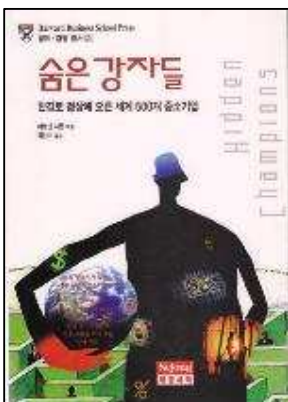
Les champions cachés de la performance
French version of Hidden Champions
Paris: Dunod 1998



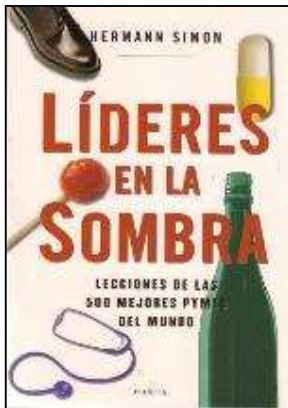
Verborgen kampioenen
Dutch version of Hidden Champions
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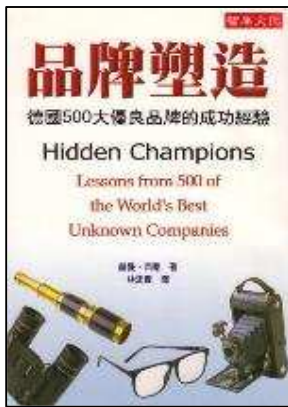
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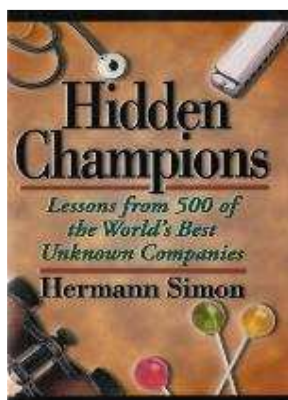
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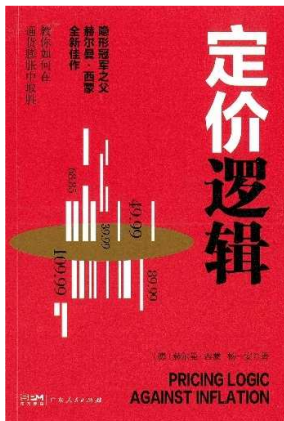
Taiwanese version of Hidden Champions



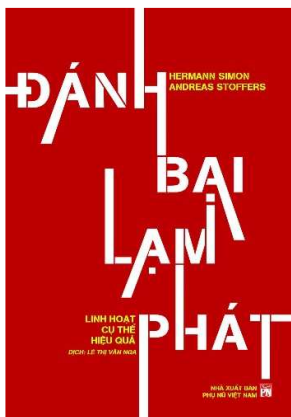
Die heimlichen Gewinner–Die Erfolgsstrategien unbekannter Weltmarktführer
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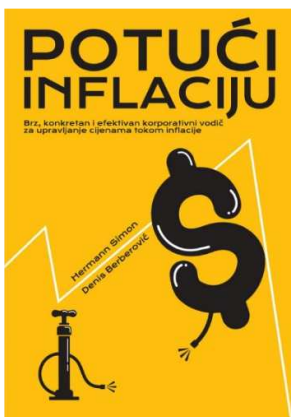
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Vietnam Women's Publishing House, 2024



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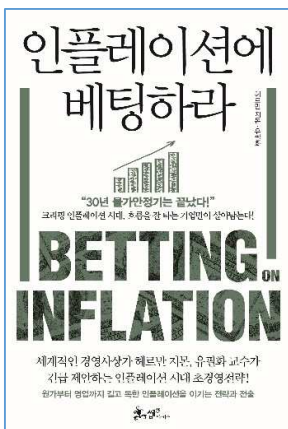
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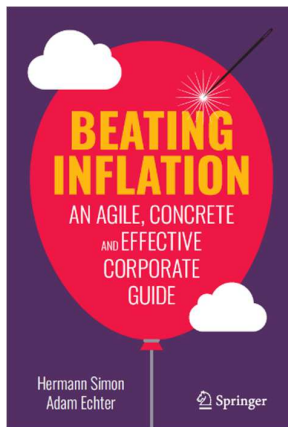


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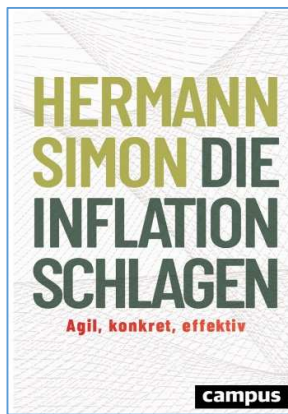


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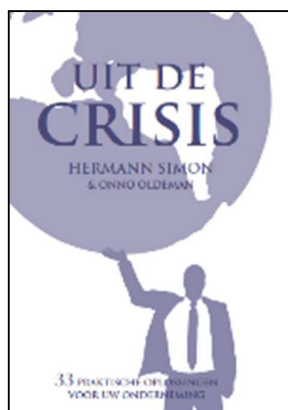
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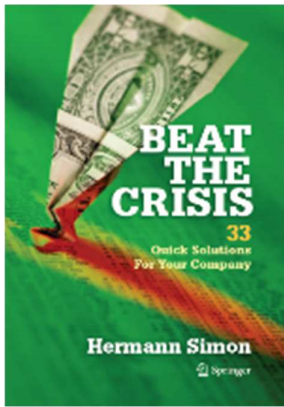


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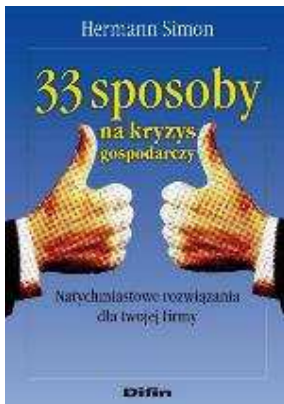


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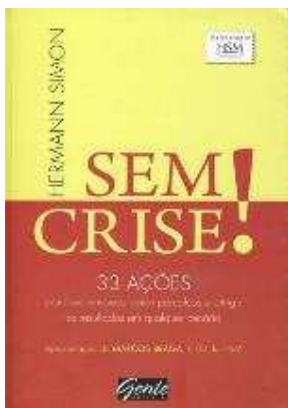


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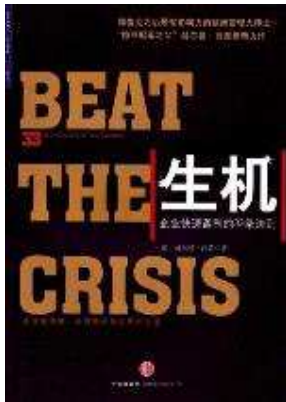
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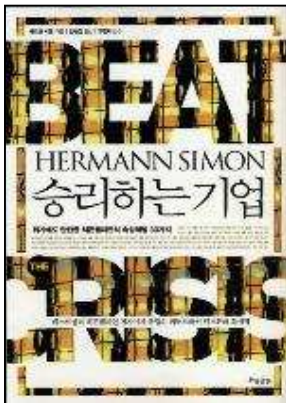
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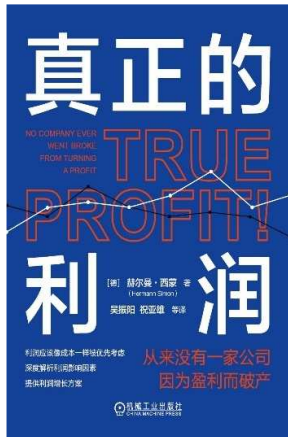
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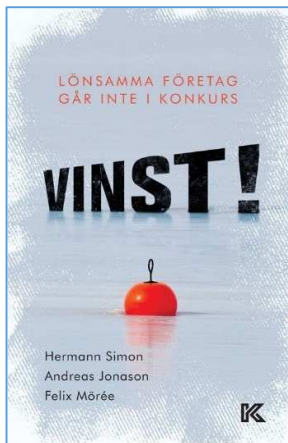
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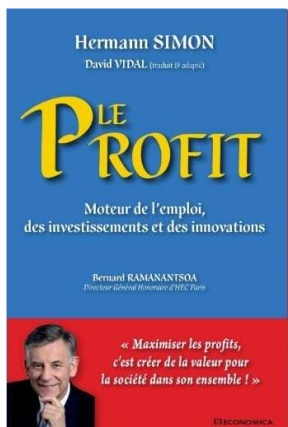
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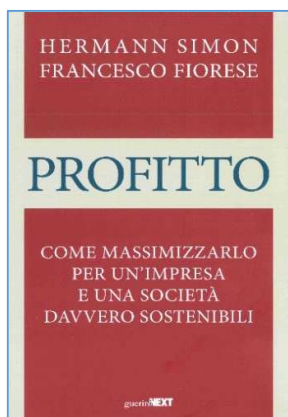
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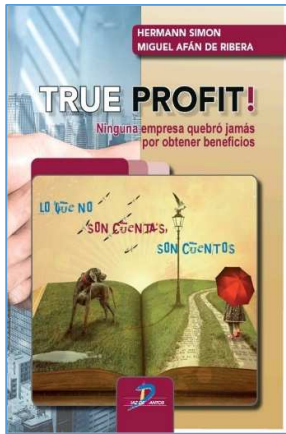
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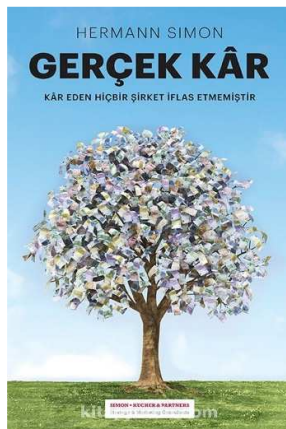
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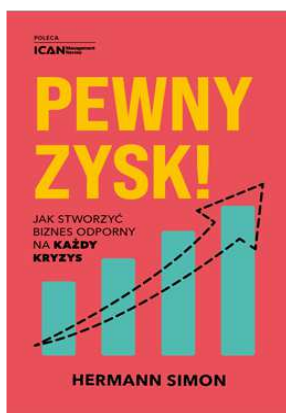
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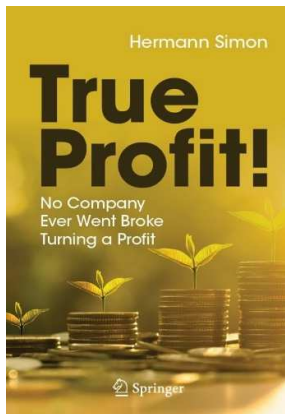
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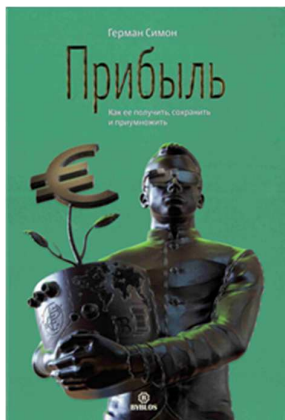
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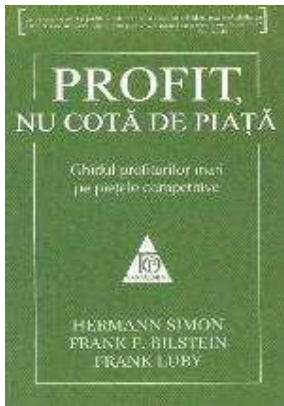
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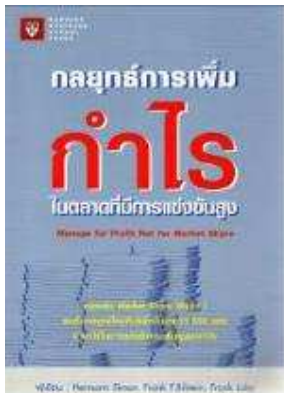
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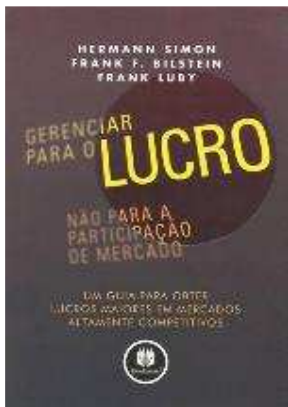
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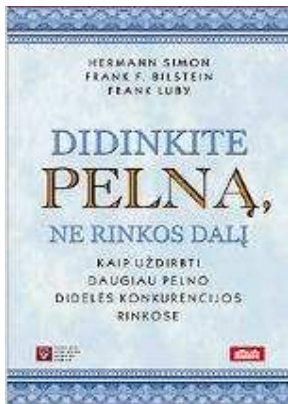
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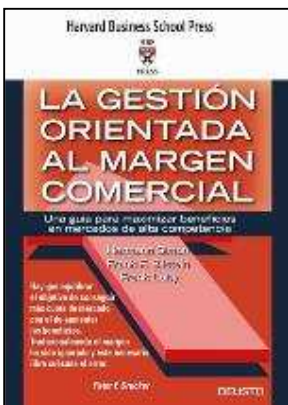
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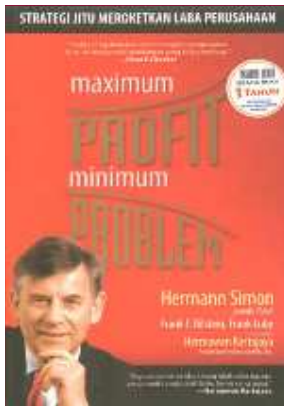
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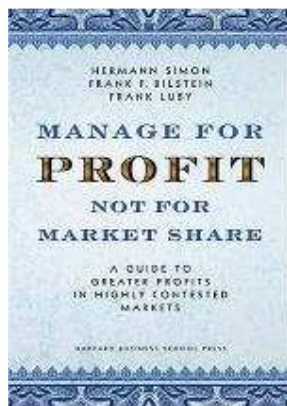
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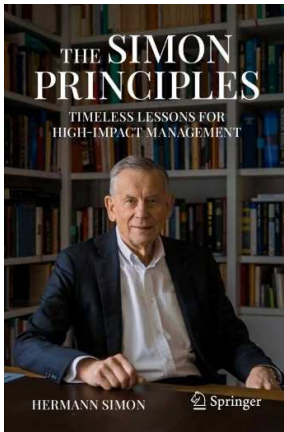
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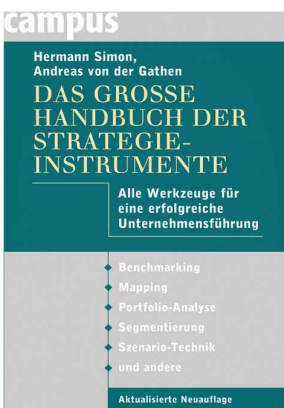
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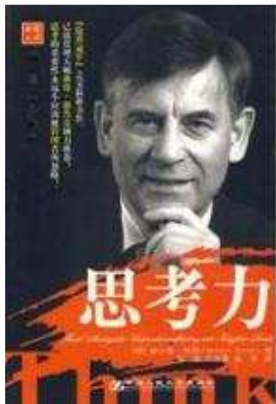


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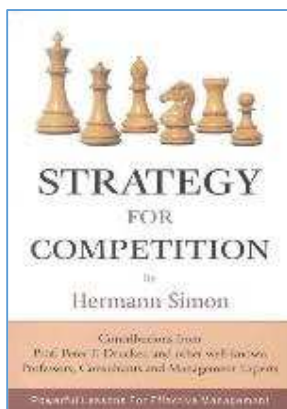
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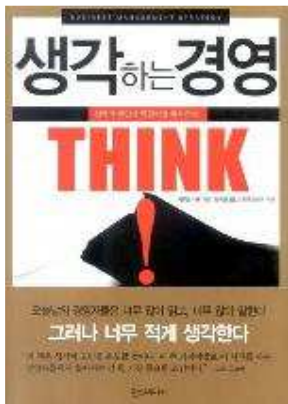
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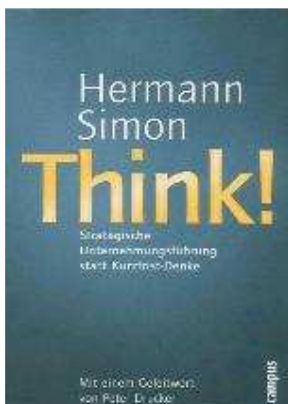
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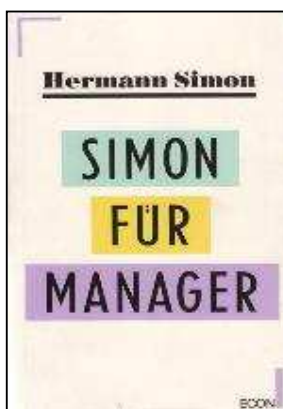
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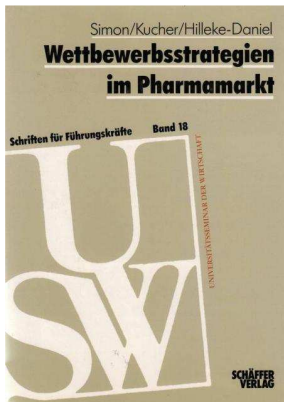
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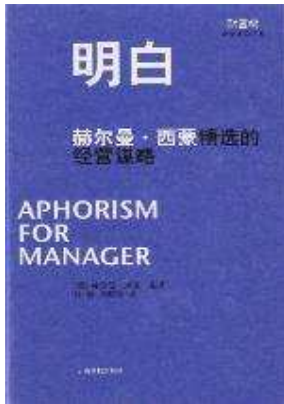
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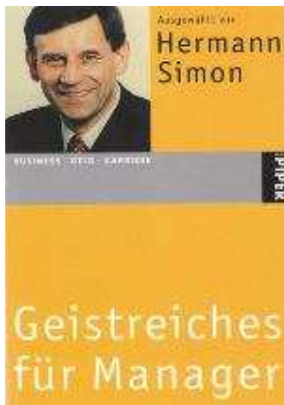
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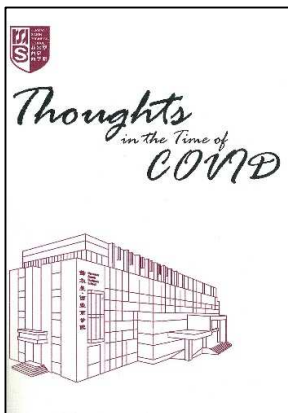
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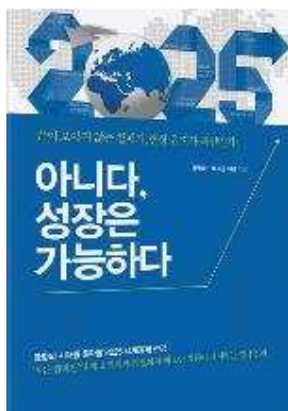
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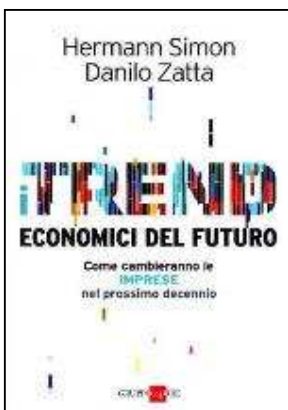
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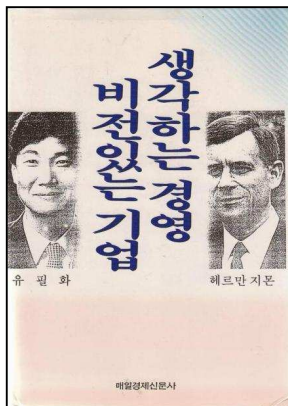
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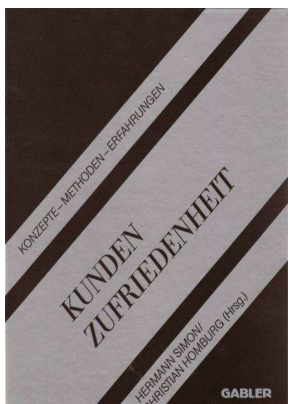
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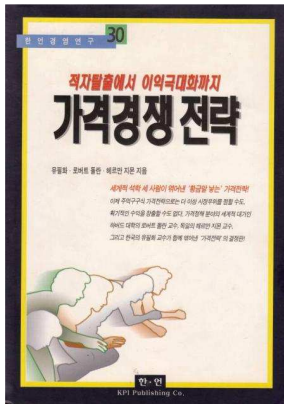
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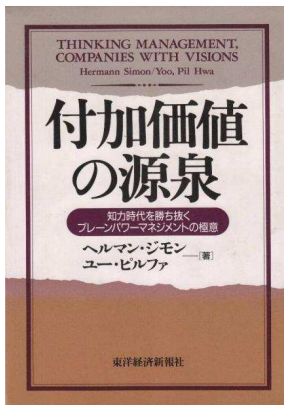
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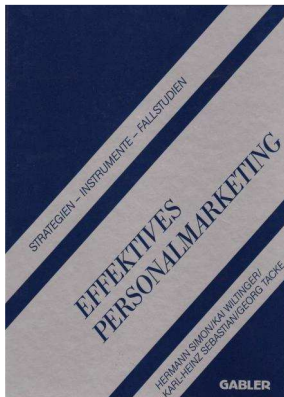
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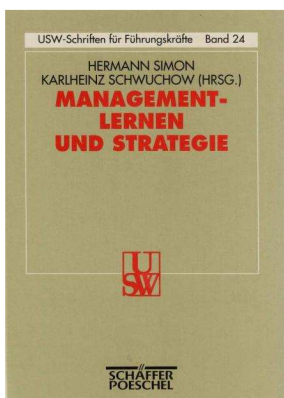
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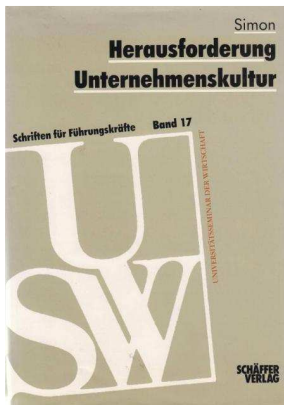
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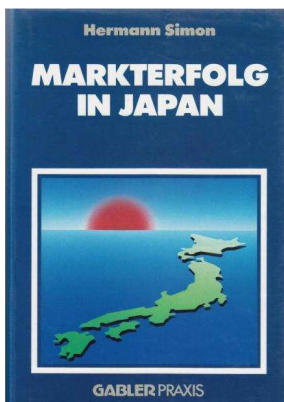
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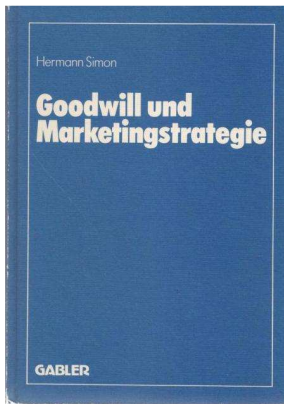
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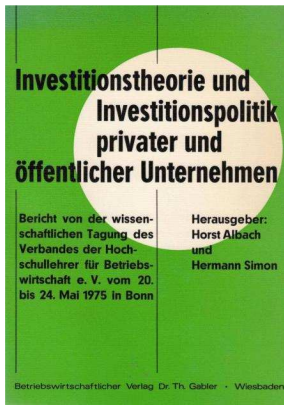
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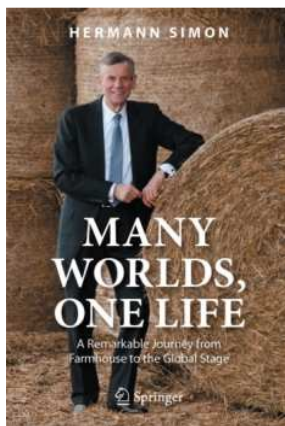
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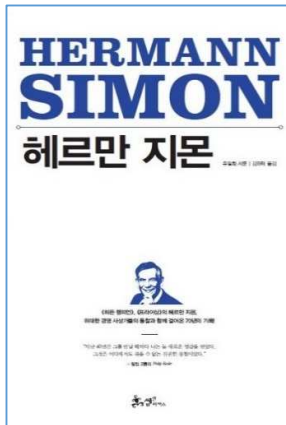
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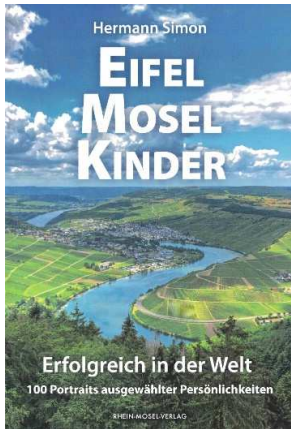
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- **Goal: Ambition to be the best**
- **Focus: Marketing, pricing, growth**
- **Scope: Global presence**

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One of only five 5-star companies



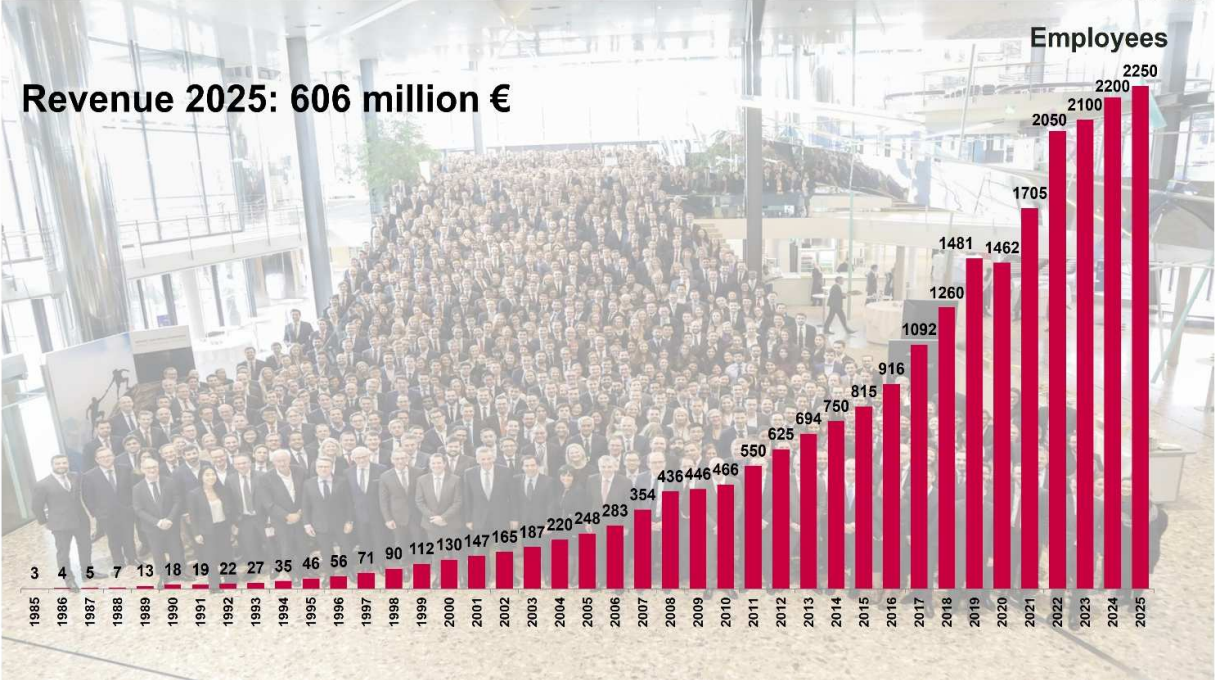
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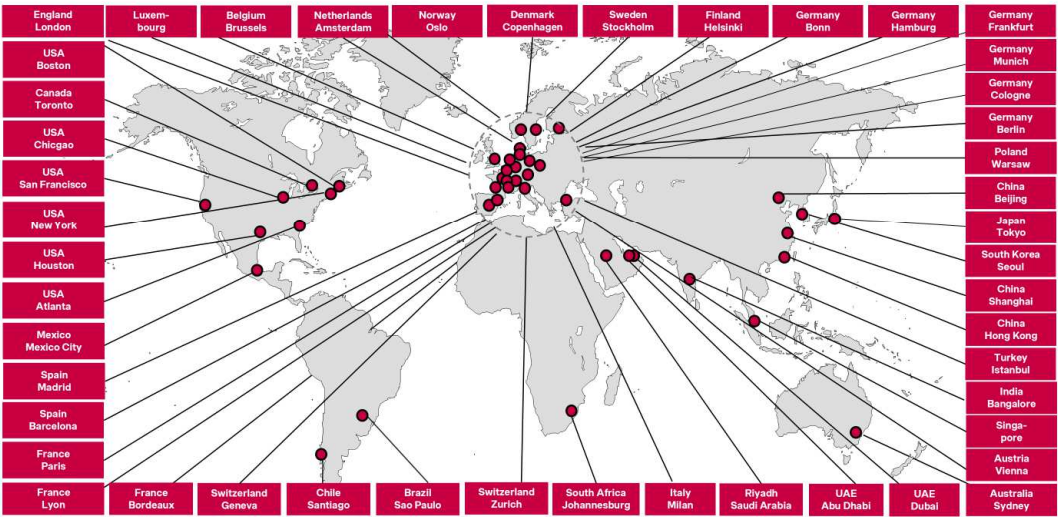


Revenue 2025: 606 million €

Employees



Global Presence: 47 Offices in 30 Countries





Hermann Simon is the founder and Honorary Chairman of Simon-Kucher, global market leader in pricing and growth consulting with 47 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 also repeatedly been voted the most influential German management thinker. Cicero magazine ranked him among the 100 leading German intellectuals. 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 countries are the bestsellers on hidden champions, a term he coined in 1990. Hidden Champions in the Chinese Century was published in 2021. His most recent English-language book, published in 2022, 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 at 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 holds 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.