



HERMANN SIMON

Leading Authority on Pricing and Profit

Hermann Simon, Chairman of Simon-Kucher Strategy & Marketing Consultants, is considered the most influential management thinker after the late Peter Drucker.

Simon has been 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, and European Management Journal.

As a board member of numerous joint-stock companies and boards of trustees, Simon has gained substantial experience in the area of corporate governance. Between 1984 and 1986 he was the head of the European Marketing Academy (EMAC).

Simon has published over 30 books in 22 languages, including the worldwide best-seller

"Hidden Champions" (1996, cover story of BusinessWeek in January 2004), "Power Pricing" (1997), "Simon for Managers" (2001), "Think" (2004), "Manage for Profit, not for Market Share" (2006), and the definitive business book "Price Management" (2008).

Before entirely committing himself to the management consulting business, Simon was Professor of Business Administration and Marketing at the universities of Mainz and Bielefeld. 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. Between 1985 and 1988 he was the Director of the European School of Management and Technology.

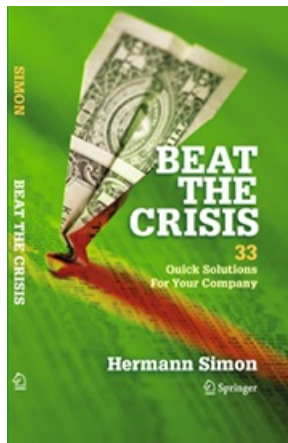
Simon studied Economics and Business Administration at the universities of Bonn and Cologne, and completed his Ph.D under the supervision of Dr. Horst Albach at the University of Bonn.

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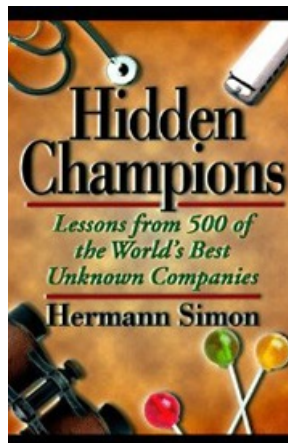
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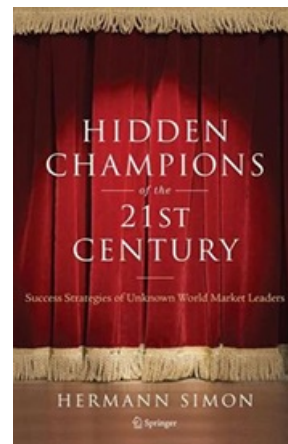
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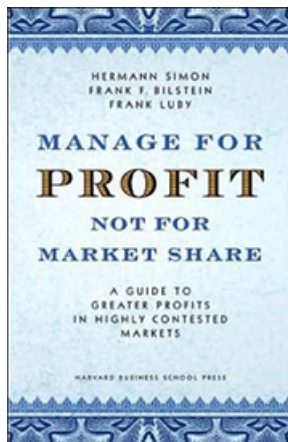
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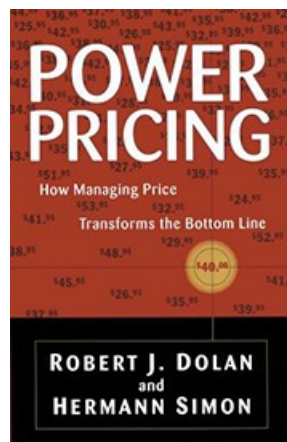
HIDDEN CHAMPIONS



HIDDEN CHAMPIONS OF
THE 21ST CENTURY



MANAGE FOR PROFIT,
NOT FOR MARKET
SHARE



POWER PRICING