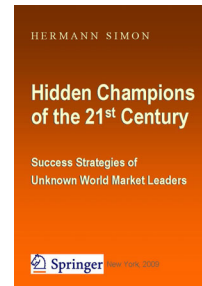


Hermann Simon:
“Hidden Champions of the 21st Century
Success Strategies of Unknown World Market Leaders”
Springer, N.Y.: February 2009



Negative headlines concerning the economy have dominated the press, management research and public discussions for years. Primarily large corporations are in the spotlight for criticism. But hardly anyone knows the midsize world market leaders, the “Hidden Champions”, although they form the spearhead of the economy. Their seclusion clashes with their unbelievable achievements: since 1995, the hidden champions have created one million positions while many well-known businesses continue reducing jobs.

In his most recent book “Hidden Champions of the 21st Century – Success Strategies of Unknown World Market Leaders“ Hermann Simon gets to the bottom of the strategies of the concealed world market leaders: Why are these companies so successful? Twelve years after the first release of his book “Hidden Champions“ which has been published in 15 countries, Simon now focuses mainly on leadership practices and strategies during the globalization era.

The development of the hidden champions during the last ten years is sensational: Sales volume more than doubled, global market share increased, rates of returns raised, and competitors were outdone. These companies are in a phase of massive innovation. Many of them own global market shares of over 50 percent. Today, on average, they are more than twice as large as their greatest competitors – numbers most large enterprises can only dream of.

The favorable growth potential of mid-sized companies remains unused to date. It is time to reverse the learning process and – instead of unilaterally focusing on large corporations – examine the mid-sized companies.

On the basis of numerous case studies Simon discloses the success strategies of the hidden champions, irrespective of fashions and trends. He also looks into leadership personalities of the hidden champions and, by means of hidden champion audits, presents a strategy system that large and mid-sized companies can use to reappraise their strategic positions. Such benchmarking processes not only convey new insights, they also facilitate the implementation since Simon determines not only academically feasible but also standard of comparison circumstances already put into practice.