



Soccer as an economic power

Background, facts and visions of a global billion-dollar business

ISBN: [978-3-446-48010-0](https://www.hanser.de/978-3-446-48010-0)

2nd, completely revised edition

Pages: 264

Publication date: March 2024

From the depths of the room, the round must always fit into the square ...

Professional soccer can overcome major crises: even the coronavirus pandemic was unable to bring the world's most popular sport to its knees. The show went on despite the virus. After the pandemic, the ball really got rolling again, as if coronavirus had never existed.

New developments are emerging on the soccer horizon. Women's soccer is suddenly en vogue. But at the World Cup in Australia and New Zealand, the team was eliminated in the preliminary round. The same goes for the German (men's) national team, which has delivered one failure after another since winning the 2014 World Cup.

Big wheels continue to turn in club soccer. Transfer sums continue to rise. And new players have emerged on the soccer market. Following the gradual withdrawal of Chinese investors, Arab (state) funds are playing an increasingly important role in the billion-dollar soccer business.

Where is the soccer journey heading? Can soccer still be saved? Or will global commercialization ultimately destroy it? What role do the media and investors play? Who are the winners? And who are the big losers?

The author, **Dieter Hintermeier**, himself a soccer coach and business expert, provides answers to these questions and many other insights into the highly commercial and global world of soccer - with a critical eye, but without accusations.

Highlights

- Top topic for Euro 2024 in Germany
- 60 years: Bundesliga success story
- The economic context of professional soccer made tangible
- Including interviews with top experts from the world of soccer



International Management

Challenges and solutions

ISBN: [978-3-446-47985-2](https://www.hanser.de/978-3-446-47985-2)

Pages: 250

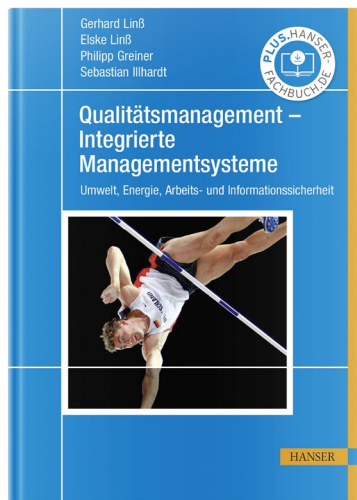
Publication date: November 2024

Increasing resilience in international business

Covid has painfully shown how quickly everything changes from one second to the next, supply chains collapse, connections are cut, production comes to a standstill and how closely we are networked internationally. What happens at one end of the world has a rapid and unexpected impact on the other! Internationally active companies face enormous challenges in an environment characterized by uncertainty, speed and complexity. This book shows what international management means today, how problems can be mastered and opportunities exploited.

The chapters cover a wide range of topics, including the impact of the COVID-19 pandemic on international business, leading intercultural teams, strategic leadership in times of crisis and the role of technology in global management. This book is a must-read for anyone who wants to be successful internationally.

- Implementing global success strategies in an environment marked by crises
- Practice-oriented and scientifically sound
- With many examples and concrete instructions for action



Quality management - Integrated management systems

Environment, energy, occupational safety and information security

ISBN: [978-3-446-47996-8](https://www.hanser.de/978-3-446-47996-8)

Pages: 300

Publication date: May 2024

Get better with a system!

A management system serves to ensure that a company successfully fulfills requirements and increases its added value. In addition to a quality management system, management systems for the environment, energy and occupational safety are also key. But what exactly does their implementation mean? What requirements must be met? How should this be done? And how can these systems be combined as effectively and simply as possible? This textbook and workbook provides answers in a concrete, understandable and implementation-oriented way.

- Knowing what is important in environmental, energy and occupational safety management
- Successfully combining environmental, energy and occupational safety management
- Implement step by step
- Equally suitable for study and practice
- With work aids to download



Workbook - Digital transformation of quality management

Successfully implementing data science innovations

ISBN: [978-3-446-47762-9](https://www.hanser.de/978-3-446-47762-9)

Pages: 230

Publication date: May 2024

Digitizing quality - The workbook for implementation

The diverse possibilities of big data, artificial intelligence (AI), predictive analytics, data science, process mining, etc., including the associated communication and networking, are also rapidly changing quality management. This workbook shows - concisely and consistently implementation-oriented - how to develop and implement a digitalization strategy tailored to your own company.

- Significantly improve products and processes
- React faster
- Better protection against risks
- With working aids - also available for download



Praxis-Guide for Digital Leader II

How professionals succeed in transformation

ISBN: 978-3-446-48009-4

Pages: 392

Publication date: May 2024

Learning never stops!

Following the success of the first "Practical Guide for Digital Leaders", other successful digital leaders report on their experiences with digital transformation in this book. Which concepts, strategies and approaches were successful? Which were less so? What problems or obstacles had to be overcome? What does sustainability mean in the context of digitalization? Or what framework conditions are necessary and what must be taken into account during implementation? Questions about digital transformation are answered directly from the field. Indispensable for anyone who wants to successfully accompany the digital transformation of a company themselves!

- Successfully mastering the digital transformation
- Always stay on track and know what is important
- Learn directly from experienced digital leaders
- Seize opportunities and manage risks
- With success factors and specific practical tips

The authors of this book are eleven successful digital leaders with a wide range of digital experience - in most cases as Chief Digital Officer (CDO), Chief Information Officer (CIO) or Chief Technology Officer (CTO) - from a wide variety of industries:



Startup Navigator –

The workbook for founding a company

ISBN: [978-3-446-47606-6](https://www.hanser.de/978-3-446-47606-6)

Pages: 266

Publication date: December 2023

Get off to a successful start with your own company!

How can entrepreneurial ideas be successfully implemented? And in such a way that it is not just a flash in the pan? What needs to be considered when setting up a company, where are the opportunities, where are the pitfalls?

This workbook provides the answers! It shows step by step how a business idea can be successfully implemented, how financing can be secured, customers won and investors convinced.

With the steps described in this guide, you can realize your entrepreneurial dreams and build a successful and sustainable business.

- Combines scientific findings and practical experience in an ideal way
- Make decisions based on measurable parameters
- Many examples and concrete implementation aids
- 66 tools and methods
- With additional material and work aids to download

"Unfortunately, many excellent start-up ideas do not lead to successful companies because the founders lack the necessary know-how to build growth companies. With the St. Gallen Startup Navigator, founders benefit from the many years of experience of experts." (Falk F. Strasczeg, Entrepreneur, Venture Capitalist and Business Angel)

"This book introduces the reader to the relevant metrics for their startup. This is how you develop your very own competitive advantage!" (Prof. Dr. Ann-Kristin Achleitner, TU Munich and member of the supervisory boards of Metro Group, Linde AG and Munich RE)

"Start-ups should be able to show which mechanisms underlie their business model and how they can actively change them. The St. Gallen Startup Navigator shows how to do this." (Dr. Florian Heinemann, founder and partner at Project A)