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# GERMAN HIDDEN CHAMPIONS: THE EU'S BEST OPTION IN GLOBAL B2B MARKETS



German Hidden Champions:  
The EU's best option in  
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LAP Lambert Academic Publishing. Paperback. Condition: New. 320 pages. Dimensions: 9.0in. x 6.0in. x 0.7in. Hermann Simons books about German Hidden Champions (HC) provide empirical evidence on Paul Krugman's theory of international trade and economic geography (Nobel Prize winner in 2008), including ideas of Edward Chamberlin, Joseph Schumpeter, and Erich Gutenberg. The spectacular success of about 1,500 German HC is the best known case of how to succeed globally in spite of relatively small size. Globalia (Simon) is different from...

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