

## Books

"Organisation und Marktstrategie im Tabakwarenfachgroßhandel" ("Organization and Market-Strategy within tobacco-distribution") was printed in German in 1983 and analyses the legal framework in Germany for the distribution of tobacco-products and the changes of the supply-chain due to technological innovations on wholesale-level. ISBN 3-525-12265-9

"Kultur und Geschichte des Handels" ("Culture and History of Commerce") ISBN 3-87257-228-8 was firstly published in Germany in 1999. It is an intertwine between 5000 years history of commerce and its documentation by art. In 2003 a Korean edition (ISBN 89-7208-186-8) was available. Updated and enlarged the Russian edition was published in 2007 (ISBN 5-85523-120-8) and the Chinese edition is in preparation for 2011.

"Praxisorientierte Handelsforschung" ("Applied Research for Retail/Wholesale") published in German in 2001 is the description of 50 years research by today's EHI Retail Institute/Cologne. ISBN 3-87257-238-5

"Sammler, Stifter und Mäzene des Handels" ("Collectors, Sponsors and Donors of Commerce") was published in Germany in 2002. It describes the companies of 254 families from eight centuries – with 1000 social or cultural activities beyond their core-business. ISBN 3-87357-249-0 Volume 2 is under preparation in 2009. "EuroShop: Inspiration/Motivation/Innovation" is a German/English written history of the intertwine between the economic/political parameters in Germany (partly Europe) since 1950 and the impulses on the founding of the fair for investment-goods for retailers "EuroShop" in 1966 – as well as its impact as a catalyst for innovation for the macro-economic development. This book was published in 2004. ISBN 3-87257-266-0

"World Cruise of Kruzenshtern" describes the history of their German/Russian Tall ship which is under sail since 1926 and based today at the Baltic State Academy in Kaliningrad. The ship surrounded the world in 2005/2006 and was accompanied by the famous painter Andrey Krasilschikov and the three well-known photographers specialized on the maritime genre Y. Maslyaev, A. Seleznev and W. Semidjanov. 90 pictures in colours are published in the book – the introduction is in Russian, English, Spanish, French and German. ISBN 5-85523-053-8

"Modern Stores" on part 2 of the EuroShop book, but updated – and in Russian language. This history of technical development divides outlets into 15 different segments. High caliber experts describe the process of innovation from their experience. This shopfitting-guide is available since the beginning of 2009. ISBN 5-85523-055-4

"City and Regional Marketing. Concepts. Trends. Case Studies"

This reader of 25 experts describes in English and Russian language concepts, case-studies and trends of the development of infrastructure and branding in East and West. The book is available since the end of April 2010.

ISBN 978-5-99009-133-7

"TeamSpirit for Networking" Edited by M. Fedorov and B. Hallier "TeamSpirit for Networking"; this English/Russian Book has four chapters:

- The history of the European Retail Academy since 2005 inclusive the concept of the Kruzenshtern Workshops
- A report about the first Eurasia Youth Forum with activities in Yekaterinburg/Russia and Astana/Kazakhstan

- An introduction into the start to develop within the EU a sector-network for vocational training in retail
  - A chapter about spin-off-networks and sponsors
- The book was published in Russia in spring 2011. ISBN 5-9656-0091-7

"From Crisis to Competence" In this English/German reader in chapter 1 Prof. Dr. B. Hallier describes the BSE-crisis and the consequences to build up tracing and tracking systems for cows and beef – and how from anti-crisis management now pro-active marketing has been created. In chapter 2 external experts from the total supply chain contribute with additional systems or scientific approaches. Chapter 3 are historical data and sources – thought for follow-up studies of interested universities. The book is available via <http://www.orgainvent.de/> ISBN 978-3-941502-09-3

"German-Russian Twin Cities" This Russian/German publication is a survey of all cities with official partner contracts. It is a preparatory study for the next bi-annual meeting of the twin-cities in spring 2013 - this time in Uljanovsk/Russia: birthplace of Lenin. The book will be available in the end of 2012.

"Food Waste Management" The English/German reader

published in January 2015, is with its Chapter 1 an introduction into e-learning-modules of the handbook of the EU-project FoRWaRd being developed in eight languages by an international consortium to decrease food waste and to improve food security. Chapter 2 offers connections to partners within the Total Supply Chain and the European Retail Academy. ISBN 978-3-941502-15-4