

CONTENTS

| | |
|-----|---|
| 4 | Hartmut Ostrowski Preface |
| 6 | Hartmut Berghoff From Small Publisher to Global Media and Services Company. Outline of the History of Bertelsmann, 1835 to 2010 |
| 84 | Stephan Füssel The Bertelsmann Book Publishing Companies. 1945 to 2010 |
| 130 | Siegfried Lokatis A Concept Circles the Globe. From the Lesering to the Internationalization of the Club Business |
| 172 | Peter Wicke A Corporation Writes Music History. Bertelsmann and Music |
| 208 | Erik Lindner Reinhard Mohn and Gerd Bucerius. An Entrepreneurial Friendship |
| 238 | Clemens Wischermann Corporate Culture at Bertelsmann In the Second Half of the 20th Century. |
| 282 | Dietrich Leder “The Big Deal.” The Television Business |
| 330 | Norbert Gilson Services in a Digitized Society. Arvato |
| 372 | Historical Supplement |
| 395 | List of Authors |
| 400 | List of Illustrations |
| 402 | Index of Names |
| 409 | Credits |