



HANSER



Even after 75 years, Carl Hanser Verlag (Hanser Publishers) is a lively – yet very reputable company. Here the founder’s entrepreneurial courage and publishing balance continue to have an effect on our work to this very day.

Hanser Publishers rests on a strongly programmatic and economic foundation created and intensified over the decades of its existence. Together with its staff, authors and partners, the publishers respond to their customers’ wishes, to the challenges of the market and to competition. Through consistent sharpening of the profile of our range and product innovations, as well as integrating appropriate new lines, we endeavor to achieve further profitable growth.

Only in this way can independence, which is the publishers’ highest entrepreneurial asset, be maintained long-term. We are convinced that maintaining our independence is absolutely necessary for the balanced



further development of all publishing divisions. This is the typical Hanser way of handling various markets. In addition to this, our independence ensures publishing liberty and consistent orientation to our customers' needs, and – last but not least – it provides a context inviting staff and authors to linger at length. This constantly attracts new minds.

With this concept, Hanser Publishers, which has been located in Munich for decades now, and is meanwhile represented in all German-speaking countries, will also master the future.

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Hanser is a prestigious name in the German publishing scene, respected by authors, booksellers and readers alike. Hanser products stand for high quality in content and presentation, versatility and topicality of the subjects. Competence, professionalism and credibility mark the actions of the publishing company and the performance of its staff.

Carl Hanser Verlag

Hanser books are to be found on even the smallest bookshelf and in every library: The classics edition, the small book of verse, the contemporary novel, the non-fiction book, the original children's book, the technical text book or the comprehensive state-of-the-art manual.

Hanser, as comprehended by our authors, readers and customers, is actually several, rather different publishing companies: A celebrated literature and children's book publisher as well as an important specialist publisher closely linked to industry. What is published is an extremely diversified spectrum of themes and categories for a whole range of readers, yet deliberately under one umbrella and with joint management. This profile can be attributed to Carl Hanser's publishing credo. When he founded his publishing house in 1928, there were two entrepreneurial objectives right from the beginning: a literary publishing division of superior quality and a technical specialist publishing division with practical reference to industry.

This concept has been well tested in the 75 years since the house was established. These two branches were able to expand steadily under their own steam and with their own publishing ideas. Only in this way has the publishing company, still family-owned, been able to maintain its independence even during times of fierce merger waves in the publishing world.

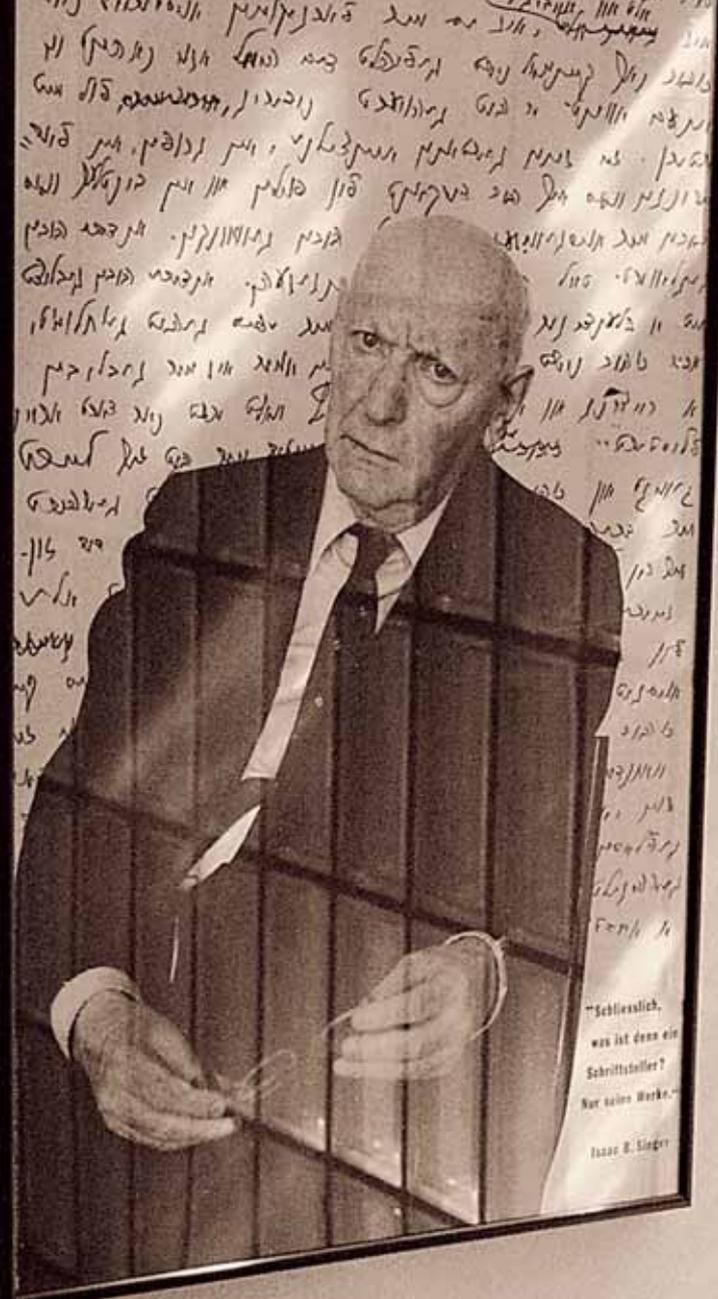
The binding force for the diverse divisions of the publishers does not originate solely from the name they have in common. A Hanser entre-

preneurial culture, applicable to all publishing divisions, has long taken shape, the example being set by Carl Hanser and passed on to the publisher's third publishing generation. There is professional and at the same time amicable care of the authors, and the employees show a capacity for enthusiasm for the contents. There is curiosity for the new, credibility towards the customers and modesty in dealing with resources – it should not be forgotten that the founder of the publishing company originated from Baden.

Our authors are our biggest asset. The internationally renowned author of the Literature Division, the respected scientist and text-book author of the Specialist Book Division, the technically competent specialist article writer of the Magazine Division, the educationally convincing tutor – they all rank amongst the Hanser author family. The authors should also be able to feel this sense of belonging to the family when working together with the publishing staff. They want to experience how we “take care” of their texts – as publisher, as editor, as producer, as staff member in sales and advertising. That this publishing credo is realized in a credible way is borne out by the friendly and loyal closeness of the publishers with the thousands of writers.

Our customers are the focus of our editorial work as well as of our sales and marketing activities. A close and trusting partnership links Hanser Publishers with their customers – whether booksellers, advertisers or practitioners interested in solving technical problems. Part of this includes an understanding of the partner's goals and difficulties, as well as always having an open ear for the other side. Our customers' success reflects our own success.

Our staff are decisive for the company's success. Through their creativity and commitment, existing product segments are continually improved and new fields explored. Here our authors and customers find competent partners for the implementation of jointly developed concepts.



„Schliesslich,
was ist denn ein
Schriftsteller?
Nur seine Werke.“
Isaac B. Singer



Hanser and literature – practically a synonym. Hanser Publishers does not, however, rank amongst the typical bestseller publishers. Yet if we trace back the German-language and international literature of the past decades, we will continually encounter the name Hanser. Hanser classic editions, the “yellow Hanser series”, the literature periodical “Akzente” (“Trends”), contemporary poetry. Whether in the discovery and fostering of young German authors or tracking down new writers and their works in America, Italy, Scandinavian and Eastern European countries, Hanser has always been a forerunner and trendsetter. The “feeling” for “new” literature and still undiscovered readers’ interests – this an essential ingredient to the secret of success. Hanser – often a prototype for other publishers’ lines.

The Literature Publishing Division

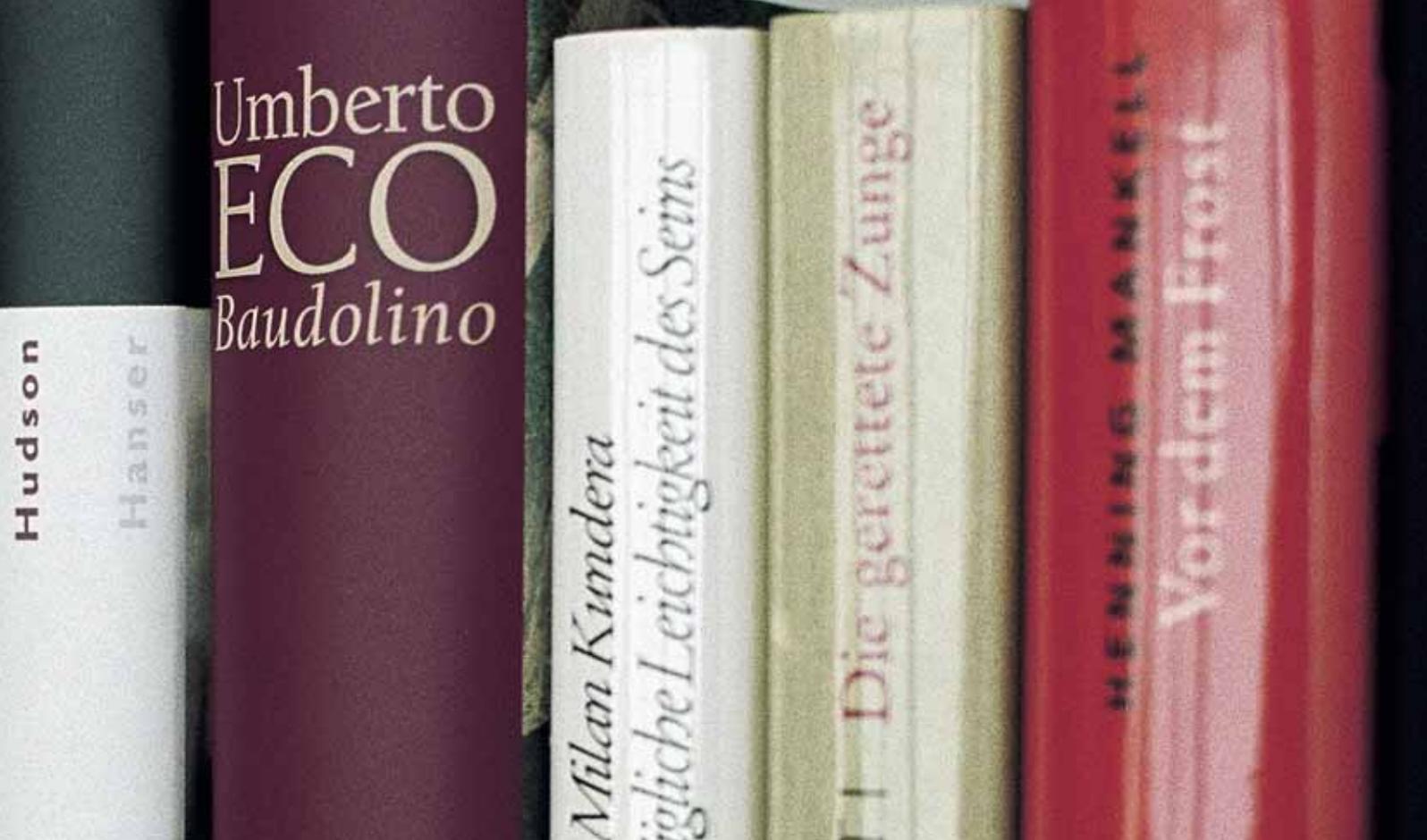
It is not a so-called bestseller publisher, and yet has had its presence constantly felt on bestseller and “best” lists. This has to do with the quality of the books and their presentation, with the originality of the writers as well as with the quality of the publishing work. The term “authors’ publishers” is defined and practiced very individually at Hanser’s. The authors are the focal point of the publishing work, and their books are taken care of. And the manageable size of the literary Hanser Publishing Division permits the personal, often amicable author care.

If Hanser today classes as one of the great German literary publishers, then this is mainly the result of the consistent and creative development of their product line and systematic search for authors. After 1945 as a publishing house without rights or backlist, a basis for product lines first had to be created and a publishing objective defined. This is how



the high-status Hanser classics editions and anthologies came to be printed. With the Munich Goethe Edition, Hanser set new standards in the nineties. Since this time Hanser has been a pioneer in contemporary poetry. However, right from the beginning the product line has been centered on contemporary narratives. The intent was to discover new writers, including introducing foreign authors to the German reading public.

In the last two decades, Hanser has successfully and specifically extended the line of products with non-fiction as well as children's and younger readers' books. "Sophie's World" by Jostein Gaarder, launched the astonishing career of the children's book line, which today is known not only in Germany, but - through licensed editions - throughout the whole world. Authors, such as Elke Heidenreich or Hans Magnus Enzensberger, who entrusted their first children's books to Hanser, are read in more than thirty countries.



Editorially polished classic editions are presented alongside contemporary literature. The works of outstanding writers from abroad are presented alongside young, German-language authors, non-fiction and children's books. Ten Nobel Prize winners for literature count amongst Hanser writers, including Ivo Andric, Elias Canetti, Joseph Brodsky, Derek Walcott, Seamus Heaney and Isaac B. Singer. World-renowned authors, such as Italo Calvino, Umberto Eco, Jostein Gaarder, Lars Gustafsson, Milan Kundera, Harry Mulisch, T.C. Boyle, Philip Roth and Susan Sontag, were discovered by Hanser for German readers and successfully published. Conversely, Hanser has acquainted the world with such writers as Botho Strauss, Günter Kunert, Rafik Schami, Alfred Brendel and Elke Heidenreich.

Hanser has always stood up for the interests and concerns of the book trade, which has remained the best and most loyal of customers. The high standing that Hanser enjoys with the book trade is evidence of a fruitful and successful partnership.

The achievements of the Hanser literature publishing house at the same time created the basis for the additional safeguarding of publishing activities on a broader front. Hanser was thus a founding partner of the audio publishing company Der Hörverlag (DHV), and of the pocket book publisher Deutscher Taschenbuch Verlag (dtv), where most of their licenses appear and where a pocket book series in its own right was started some years ago (the series Hanser/children's books at dtv).

With the acquisition of the famed publishers Zsolnay – today the largest Austrian general publishing company with such well-known writers as Graham Greene, Henning Mankell and Karl-Markus Gauß – and the gift



book publishers Sanssouci as well as the Zurich publishers Nagel & Kimche, new product lines of entertaining and regional literature are being opened up in all German-language countries.

Continuity in the product line and in publishing objectives are characteristics of the entrepreneurial culture. Three publishers have managed the Hanser literature publishing house in the past 75 years, and with comparable involvement and invariably high standards of quality have successfully developed it further even through difficult phases of economic and social changes. Today Hanser with its literature line stands hand in hand with an equally successful Specialist Publishing Division on two economically strong and independent pillars – just as the company founder had set forth as his publishing credo.







»Right from the outset, it was my intention to establish a specialist publishing house alongside one for fiction and poetry.« Carl Hanser, 1978





The Specialist Publishing Division- versatile and practically oriented

Hanser-Fachverlag – the Hanser Specialist Publishing Division – represents a broad product spectrum, yet concentrates at the same time on clearly defined target groups: engineers and technicians in training and on the job, where the special focus is on metalworking and plastics processing, electrical engineering / electronics and information technology, economics and management.

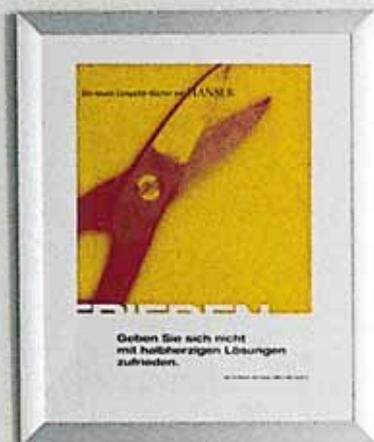
Offered in this line of products are specialist magazines, technical books, text books, multi-volume reference books, loose-leaf editions and electronic media in German and English. Specialist seminars and conferences as well as branch services on the Internet supplement what is being offered in the way of information. With 21 professional magazines, some 200 new book publications and reprints annually as well as about 2,000 titles in stock, Hanser ranks amongst the 10 largest German specialist technico-scientific publishing houses.

In the Hanser Specialist Publishing Division, success is the result of the high quality of the contents and products. It is also due to the professional



competence of the editors and their curiosity about what is new, i.e. early recognition of technical trends and their publishing accompaniment. Solid relations to industry and the leading research institutes form the basis for close cooperation with the writers. Supported by the synergies of specialist magazines, technical books, seminars and the Internet, we accompany our authors during the phase of the varying maturity of a new technology – from the first specialist article on an innovative technical development right up to the established, state-of-the-art manual.

Characteristic of the Hanser Specialist Publishing Division is diverse cooperation with external partners at home and abroad. In this vein, the magazine “Kunststoffe” (“Plastics”) is the organ of the VDI Association Plastic Technology as well as of important plastic associations. The magazine “QZ Qualität + Zuverlässigkeit” (“QZ Quality + Reliability”) is the official information medium of the German Association for Quality (DGQ). Technical books come about in close cooperation with industrial companies, associations and technical universities. The “Procurement Manual” is a good example of this. The editors hold leading positions in companies and universities, and the project is supported by the relevant associations in Germany, Austria and Switzerland. Hanser is also the exclusive contracting partner of Oracle Press for German-language translations. Today, a host of licensed partners translates Hanser books into more than 20 languages.



The Hanser Specialist Magazine Division covers a wide spectrum of industrial production technology – from metalworking and plastics processing to electronics and mechatronics. The entrepreneurial concept is marked by its closeness to industry and practice. In this manner, Hanser Specialist Periodicals present themselves as indispensable media for information and advertising.

The Specialist Magazine Division

The quality and exclusiveness of the contents are the standard and hallmark of Hanser Specialist Periodicals. Professionally competent authors and editors are a warranty for this. In close cooperation with the corresponding industries, their associations and technical universities, new trends in technology are revealed and new developments highlighted.

The focus of editorial reportage is the author's specialist contribution and the research work on the state-of-the-art form. Reports on innovative products and typical branch information complement this editorial concept. Technical problem solving is always given prime consideration. Here the reader should not only learn what is technically possible but also "how it works". This is how we understand the transfer of know-how from technology developers and suppliers to the consumer.

On the basis of the close reader-journal relationship and the large number of subscribers, Hanser Specialist Magazines rank amongst the most attractive advertising media of their branches. Magazines such as "Qualität und Zuverlässigkeit" ("Quality and Reliability") or "Kunststoffe" ("Plastics") take the lead in their respective markets. We accompany innovative technology with new magazine concepts, examples being "HANSER automotive," "Laser + Photonics" or "Mechatronics F&M".

Hanser Specialist Magazines support the technology transfer and export activities of important fields of industry by means of foreign language editions, in English and Chinese amongst others. With special editions for important export fairs and the publication of exclusive contributions in foreign partner magazines world-wide, we specifically promote the advancement of technical know-how.

Maturing in its own particular fields of competence and nonetheless remaining innovative – based on this motto the Hanser Technical Book Division has constantly expanded its program over the past 75 years and in doing so has been able to open up new topical and reader target groups for itself.

Technical books

Specialist technical books have been part of this selection right from the start. Supported by the corresponding specialist magazines and their authors, Hanser quickly became one of the leading engineering publishing houses for the entire field of production technology, chiefly focussing on metalworking and plastics processing.

Textbooks – initially for engineers and later also for computer scientists – were soon to augment the specialist technical books. In 1995 this selection line was rapidly boosted through the takeover of “Fachbuchverlag Leipzig” (“Leipzig Specialist Book Publishers”). These renowned publishers are now well integrated into Hanser Publications, some 60 textbooks being published on the subjects of mechanical engineering, technology, electrical engineering, computer science and media technology each year. Particularly successful and popular are the paperbacks, published in their millions, which have accompanied generations of students through their studies. There is a veritable “library of technology” of meanwhile 20 volumes. The bestseller is the pocket book of physics, the “Kuchling,” now in its 17th edition.

Computer books have long been an integral part of Hanser’s core business. The short channels for decision-making, the network of competent advisors and international cooperation partners as well as the intensive support of the authors have proven to be competitive advantages for the development of this line. This has all helped to tie eminent authors to the publishing house – Kernighan, Ritchie, Wall, Mayer or DeMarco are classics in their fields, being augmented by German-language authors including Rechenberg, Doberenz and Kowalski.

Books on business and management have made their appearance in the more recent stages of Hanser's publishing activities. The starting point was initially the "Handbuch der Qualitätssicherung" ("Manual of Quality Assurance") from the field of technology. With its provocative ideas on quality, this successful work soon became the standard manual for quality management. The door was thus open for further titles on business and management. Innovative and creative is the "Pocket Power" series on quality management, purchasing and logistics, marketing and sales – over 500,000 copies of the approximately 50 available titles have been sold to date.

Since the autumn of 2003, *business books for a wider audience* have been taking their place at the center of the product line and marketing activities alongside the core areas of quality and project management. These books profit from the fact that Hanser manages to do both: Through professional competence it offers a publishing home to specialists, and due to excellent relations to the book trade and the press, it makes a market success even of sophisticated works.

In the late seventies, a decision was made to develop the *English-language plastics book* range and to market it world-wide. To begin with, these were translations of successful German titles, but parallel to this the US Editorial Division acquired the original manuscripts of predominantly American writers. In the meantime, this line has 150 titles in stock, Hanser now being the world market leader in plastics technology in both the German and English languages. A joint-venture enterprise, Hanser Gardner, based in Cincinnati/Oklahoma, controls marketing in America.

The success of the Hanser Specialist Book Division is due last but not least to intensive and trusting cooperation with the book trade. We see ourselves here as partners and problem solvers always ready to lend an ear to our customers' concerns.

The Hanser Specialist Publishing Division regards itself as an information service provider for engineers and technicians in defined segments of industry and economics. In addition to specialist information in print media, these target groups are today also offered on-line information services. The growing demands made on qualified job training and occu-

Seminars & On-line

pational development are met by a comprehensive seminar and conference program.

Hanser seminars likewise offer high quality, a closeness to industrial practice and highly utilizable contents. Knowledgeable speakers report on the state-of-the-art, new developments and on time-tested solutions to problems. Typical of Hanser seminars is their workshop character. The seminar program covers topics on plastics processing, metalworking, quality management and electrical engineering. These seminars are incidentally often based on successful Hanser specialist books.

Specialist seminars and conferences enhance the range of branch information. The current development status of new technologies and their practical application in industry is presented and discussed here. Typical topics are the new domain of microtechnology or new developments in materials – themes which in turn are frequently the starting point for new magazine concepts and specialist books.



On-line portals have been part of the Hanser Specialist Publishing Division's information link-up since 1996. Comprehensive subject matter which is constantly updated is available on the Internet for the main target groups of plastics processing, the metalwork industry and quality management. The information offered includes magazine articles, current news from the branches, an employment market, an index of information sources, important branch addresses and corresponding links. Moderated discussion forums on topics of technical interest and branch policy facilitate a direct, spontaneous interchange of information, thus creating a valuable branch forum.

These on-line services are constantly being expanded and developed. This includes setting up data banks specific to the branches, partly in cooperation with external partners, discussion forums on specialist books and regular updating of their contents as well as complete E-books complementary to the printed work. The online activities of the Hanser Specialist Publishing Division are thus closely associated with the corresponding print media. This is a valuable additional benefit for our readers, subscribers and advertisers.

The Internet user will find comprehensive information about the Carl Hanser Publishing House and its products on: www.hanser.de. Over a million visitors made enquiries about us in this way in 2002.



The Hanser Publishing House, established by Carl Hanser in Munich in **1928**, is one of the few medium-sized publishing firms in German-speaking countries still owned by the founding family.

Carl Hanser began the line of mechanical engineering and tool technology in the Specialist Division with the magazine "Werkstatt und Betrieb"

A short chronicle of the publishing house

("Metalworking") which was followed in quick succession after the war by plastics processing, surface technology and rationalization. The "Kunststoffe" ("Plastics") magazine has been published by Hanser since 1946. The break-neck development of technology and science found expression here, and as early as the early nineteen sixties Hanser started to emerge as one of the leading specialist publishers.

Development was initially not quite so unremitting in the fields of fiction and poetry. Carl Hanser had let literary production rest as of **1933**. In **1946**, as one of the first publishers in Germany to receive a license from the American authorities responsible, his publishing activity in this field was all the more vigorous. He began with select classic editions in **1946**. In the nineteen fifties, the line was expanded to include foreign, i.e. non-German, writers such as, for example, the later Nobel prize winners Yasunari Kawabata and Ivo Andric. The "Akzente" ("Trends") magazine, a forum for many young authors whose work has appeared here for the first time in the German language, has existed since **1953**. In **1961** the Carl Hanser Publishing House was one of 11 founders of the pocket book publisher Deutscher Taschenbuch Verlag (dtv).

The "Kunststoff-Handbuch" ("Plastics Manual") published by Richard Vieweg in 11 volumes made its appearance in the Specialist Book Division in **1963** and quickly became an internationally acclaimed standard work; the six-volume "Handbuch der Fertigung" ("Manual of Production") by Günter Spur and Theodor Stöferle was published in **1980**.

Carl Hanser withdrew from active management in **1976**. He died in **1985**. The Nobel prize winners Elias Canetti and Isaac B. Singer had meanwhile been engaged in the field of literature, and the company expanded by a non-fiction book line. Turnover doubled in the nineteen eighties. New fields were added to the Specialist Book Division: computer books, information

technology, quality management and management literature. In **1993**, the joint venture “Hanser Gardner Publications Inc.” was established in Cincinnati/Ohio. In **1995**, Hanser took over the Fachbuchverlag Leipzig and in this way consolidated its strong position in the textbook market.

The fiction and poetry section also flourished. In **1981**, for the first time in its history, Hanser was at the top of the bestseller lists and has remained there constantly since then, not least with the authors of the Children’s Books Division established in **1993**. The goal of the Children’s Books Division right from the outset was to bridge the gap between children’s and adults’ literature. Special attention was thus always paid to authors writing for both children and adults. Since **1999**, Hanser children’s and young people’s books have also been published as paperbacks under the label of “reihe hanser” by dtv. In **1993**, Hanser also became a founding company of the audio publisher Der Hörverlag (DHV), who has subsequently become market leader in this segment.

In **1996**, Hanser acquired the Austrian publishing house Paul Zsolnay and swiftly brought it back to the leading position it had enjoyed from the nineteen thirties to the nineteen sixties. Zsolnay was able to contribute 6 Nobel prize winners to the literary pool, including John Steinbeck, Pearl S. Buck and Bertrand Russell. In **1995** and **1998**, the publishers Sanssoucci as well as Nagel & Kimche were added.

Hanser Publications today have more than 3,400 titles in stock; in the Specialist Publishing Division a quarter of the books and magazines are exported abroad. Hanser is one of the 40 biggest German-language publishing houses and was five times voted “Publisher of the year” by the readers of the branch journal “Buchmarkt” (“Book Market”).

Hanser Publications in figures:

Carl Hanser Publications employs a staff of some 200 in Munich and Leipzig (Fachbuchverlag Leipzig) and achieves a turnover in the region of 50 million euro. Subsidiary companies are the Paul Zsolnay Verlag in Vienna and Nagel & Kimche in Zurich. Hanser Publications hold shares in the audio publisher Der Hörverlag (DHV) – the audio publishers – and the pocket book publisher Deutscher Taschenbuch Verlag (dtv), both in Munich, as well as in Hanser Gardner in Cincinnati/USA.

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