

Stichwortverzeichnis

- A** Adidas 113
 Akquise 193, 220
 Al Pacino 158f., 192, 225
 Al Ries 87f.
 Albert Dunlap 208
 Aldi 25, 67, 152, 250
 Alien 114, 164
 Amazon 147, 183, 269
 Amygdala 38f.
 An jedem verdammten Sonntag 158, 192
 Anfang 26, 61, 76, 85, 100f., 104f., 112, 129f., 138, 167, 192, 241, 259, 286
 Angst 33, 39f., 90, 134, 137, 139, 155ff., 180f., 188, 191, 219, 233, 264, 268, 280
 Anshu Jain 186
 Anwaltskanzlei 112
 Apple 67, 89, 147f., 152, 154, 163ff., 183, 212, 216, 242ff., 287
 Aristoteles 129f., 138, 173
 Aspirin 66f.
- B** Bank 20, 56, 108, 112, 118, 129, 182, 186, 189, 207, 214
 Banken 22, 108, 118, 189, 210, 250, 265
 Bauer 220, 222f.
 BCG 17, 159f., 269
 Bear Stearns 181f.
 Beratung 56, 59, 89, 112, 160, 201, 223
 Bilbo 135, 140, 150
 BILD 130, 191, 280
 Bill Gates 144f., 154, 156, 216
 Braveheart 157, 192, 225
 Bruce Henderson 59
 Brutus 203, 212, 228ff.
 Buddhismus 76, 272ff., 276
 Buddhisten 274ff., 278
 Bulldozer 207f., 213, 280
 Business School 22, 112, 146
- C** Carly Fiorina 118f.
 Cassius 211, 228, 232
 CEO 27, 91, 111, 126, 135, 139, 142f., 146f., 149, 151f., 162, 165, 172f., 182, 287
 Change 26, 28, 176, 187, 189, 199, 255, 271, 276, 280, 290
 Charles Darwin 25
 China 19, 79, 91, 164, 185, 265, 268f., 271f., 274f., 277, 281
 Christentum 75f., 91, 249, 251, 272f., 276, 278
 Clarice Starling 140, 154
 Clausewitz 58, 64
 Coca Cola 113, 152
 Coca-Cola 89ff.
 Cody McFadyen 106f., 153
 Commerzbank 107f.
 Compaq 118f.
 Corporate Communications 22, 34, 111, 157, 177
 Cross Selling 81
- D** Dan Brown 76, 104f., 129f., 281
 Darth Vader 154, 160, 217ff., 221
 Das Schweigen der Lämmer 106, 154
 Dell 144, 165
 Dementi 18, 181, 183
 Deutsche Bank 107, 118, 186
 Dienstleistung 20f., 29, 61, 202
 Disney 112, 145
 DNA 192, 204, 216
- E** E wie Einfach 94
 E.ON 93f.

- EDS 120f.
 Einflussnahme 203, 274
 Elevator Pitch 101f., 193
 Ende 17, 21, 26, 28f., 45, 85,
 108, 111f., 127, 129, 134,
 137f., 151, 154, 156, 158f.,
 163, 172, 180, 182, 192, 197,
 203, 206, 208, 210, 215,
 220f., 225, 230, 267, 277,
 281f., 286, 290
 Endorphine 45, 91, 156
 England 192, 234, 253ff.,
 259f., 266
 Equity Story 162
 EVA 87
 Excel 33, 130, 133, 139, 161
- F** Facebook 21, 23, 31, 91ff.,
 114f., 147, 152, 154, 181, 216
 Fight Club 167
 Final Cut 114, 138
 Five Forces 60f.
 Frodo 135, 150
 Furcht 191, 219
- G** Gandalf 135, 140, 150
 Gehirn 26, 33ff., 43, 45f., 53,
 192, 214
 General Electric 143, 152
 Gerhard Roth 44, 52
 Gerücht 180, 183ff., 187
 Goethe 19, 42, 44, 269
 Google 89, 92f., 147, 154,
 166, 183, 216
 Gummibärchen 88
 Gutmensch 256
- H** Hamlet 209f.
 Hannibal Lecter 140, 154
 Harvard 46, 66, 199, 224, 226,
 247
 Hedgefonds 161, 182
 Held 27, 31, 43, 47, 123,
 125f., 134, 136ff., 144,
 150f., 153f., 160f., 171, 173,
 282, 290
- Helmut Kohl 205
 Hemingway 103, 116
 Hermann Hesse 100
 Herr der Ringe 32, 136
 Herz 26, 231
 Hewlett Packard 32, 118, 142f.,
 148, 168
 Höhlengleichnis 50
 Homer 32, 105, 179
- I** IBM 89, 144, 147, 164, 169,
 171f., 216
 IESE Business School 20, 115
- J** Jack Trout 19, 25, 55, 67, 80,
 87f.
 Jäger 220, 223, 232
 Jeff Bezos 147, 269
 Jerome Kerviel 207
 Jesuiten 116, 234, 269ff., 280
 Jesus Christus 74, 81f., 144,
 246f., 249
 Johannes Paul II. 103, 238, 271
 John Kotter 224
- K** Kant 51f.
 Katholizismus 270ff.
 Kennedy 113
 Kirch 118
 Kirche 74ff., 103, 109, 144,
 246, 251, 269ff., 274
 Klatsch 18, 34, 176ff., 185,
 280, 287f.
 Kommunismus 146, 263
 Kunde 22ff., 57, 61, 64, 67ff.,
 81, 83, 105, 110, 130, 135,
 138, 170, 173, 204, 280
- L** Larry Ellison 216
 Lidl 25, 67
 Lovecraft 39f., 108
 Lufthansa 77, 88, 95ff.
- M** Macbeth 15, 202, 208, 213
 Machiavelli 188f., 256
 Madonna 234ff., 242ff., 280

- Mama 90, 98, 150
 Manager 16, 18, 22, 32 f., 57,
 68, 86, 105, 108, 110, 141,
 146, 151, 161, 188 ff., 196,
 199 f., 202 ff., 206, 209, 214,
 217 f., 224, 233, 286, 288
 Manipulator 211 ff., 228
 Marcus Antonius 211 ff.
 Margaret Thatcher 234, 261 f.,
 264, 267 f., 280
 Matrix 40 f., 44, 52, 135,
 149 f., 190, 198
 McKinsey 152, 160, 270
 Mel Gibson 157, 192
 Mentor 150, 205
 Messe 77, 81, 108, 144
 Michael Jackson 243
 Michael Porter 60 f., 66, 69
 Microsoft 89, 112, 121 f.,
 144 f., 148, 154, 164 f., 168 f.,
 171 f., 216
 Mission Statement 27, 80 f.,
 86, 102, 108 ff., 243, 282
 Morpheus 41, 52, 135, 149 f.
 Motel One 61, 69 f., 72 f.
- N** Neil Armstrong 87
 Neo 52, 135, 149 f.
 Nike 113
 Normandie 253, 256, 258 ff.
- O** Obama 182, 191, 225
 Oracle 165, 216
 Orden 270 f.
 Othello 214 ff.
- P** Pageturner 129 f.
 Papst 79 ff., 103, 184 f., 238,
 245, 269, 271
 Patriarch 203 ff., 211
 Paulus 234, 245 ff., 256, 278,
 280
 Philosoph 41, 51 f., 134, 190,
 209
 Platon 36, 50
- R** Realität 18 f., 26, 39 ff., 45, 47,
 51 ff., 59, 117, 128, 150, 156,
 158, 196, 221, 282
 Rebell 152, 168 ff., 210 f., 269
 Reservoir Dogs 126, 128,
 235 f.
 Restrukturierung 28, 176,
 209, 287
 Rhetorik 75, 228, 232
 Richard Branson 145, 147,
 210 f.
 Ridley Scott 114, 164, 179
 ROCE 87
 Rogue Trader 207
- S** Samuel Walton 24
 Schopenhauer 41 ff., 52, 190
 Schurke 27, 123, 125, 134,
 153 f., 160, 173, 282
 Shakespeare 15, 183, 199,
 202 f., 217, 225, 228 ff., 233,
 261
 Silicon Valley 120, 147
 Simon Beckett 106 f.
 Social Networks 27, 86, 91,
 93, 123, 276
 Stakeholder 131, 173, 189,
 193, 197 f., 225
 Steinzeit 39, 92
 Stephen King 130, 152, 157
 Steve Jobs 141, 148, 154,
 164 f., 169 ff., 210, 212, 216,
 244, 262
 Strategie 26, 28, 54 f., 58 ff.,
 66, 69 ff., 74, 86 f., 167, 173,
 176, 193, 208, 225, 237 f.,
 240 ff., 246, 250, 255, 257 f.,
 269, 272, 276, 280
- T** Taktik 59, 192, 217, 220, 223,
 280
 Tausend und eine Nacht 281
 The Dark Knight 23
 Thomas Harris 106, 130
 Titus Andronicus 206

- Trade Offs 65
- Tratsch 18, 34, 176 ff., 185, 280, 287 f.
- U** Underdog 151 ff., 163 f., 168, 269
- V** Vakuum 17, 116, 158, 181, 185
- Vatikan 238, 270
- Versicherungen 22, 117
- VIP 38, 195, 201
- Vision 108 f., 189, 205, 223 ff., 245 f., 251, 258, 264
- Volvo 109 f.
- W** Wal Mart 24
- Wall Street 118, 138, 195, 200, 215
- Wandel 27, 175 f., 187 ff., 192, 197, 217, 224, 234, 243 f., 276, 279 f., 289
- Westminster 253, 260
- Wettbewerb 18, 27, 47, 56 f., 60, 62, 65, 69, 73, 82, 93, 105, 150, 241, 262, 272, 287 f.
- William der Eroberer 253, 260
- Wirklichkeit 26, 51 f., 54, 101, 221, 228