

Press release

Networked and cooperative out of the crisis!

New book: Entrepreneur of your business ecosystem

Hamburg – Nov 12, 2020 –

The remarkable book by Uwe Klaus Hotz was published today by tredition Verlag. "Medium-sized companies and the self-employed can go new ways to create value", states Uwe Klaus Hotz. "Business ecosystems have so far been the domain of large technology corporations. But they also develop their effect, and especially in the networking of self-employed, small and medium-sized companies across sectors and industrial boundaries. The author: "We can shape the digital future of the economy successfully and humanely if we acquire more cooperative skills. In addition, entrepreneurs and employees should learn what co-creation, self-organization and orchestration in networks mean, and how you can use them to secure future success."

Specialized book with background knowledge for self-employed and entrepreneurs

In his book, the author summarizes his own experiences for founders and established entrepreneurs, but also for ambitious employees. "In addition to understanding what it takes to be successful in ecosystems, there are also exciting stories about entrepreneurship and parallels between natural and business ecosystems," he adds.

Entrepreneurship in the digital new work age has become more complex and demanding

Business ecosystems are rapidly gaining in importance. Their aim is to create networks across industrial boundaries and thus generate sustainable added value. Ecosystems open up new perspectives and value creation potential for established medium-sized companies as well as start-ups and self-employed.

About...

Uwe Klaus Hotz has been an interim and project manager in the automotive, mechanical and plant engineering and technical services sectors for over 10 years. The electrical engineer specializing in system dynamics and control engineering is an expert in business development and sales and takes on mandates in the start-up, growth and transformation phases. He works in functions at C-Level and C-1, or as an effective consultant. Many years of management experience in product development and sales at leading companies in various product segments form the secure technical and commercial foundation of his work. Hotz is a certified Business Coach, Scrum Master and member of various business networks such as Beirat-BW and partner of taskforce Management on Demand, a superior provider for interim management. He has extensive international and intercultural experience.

HOTZ management GmbH, founded in 2012, is a specialized consultancy of temporary management in the areas of business development, sales, transformation and project management. International corporations and medium-sized customers appreciate the broad and deep experience in the technical and commercial environment, as well as the effectiveness and reliability of the service.

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