

REINHARD
MOHN

100
YEARS

Selected
Reinhard Mohn
Quotes

(1921 – 2009)

BERTELSMANN

Entrepreneurship / Corporate Culture



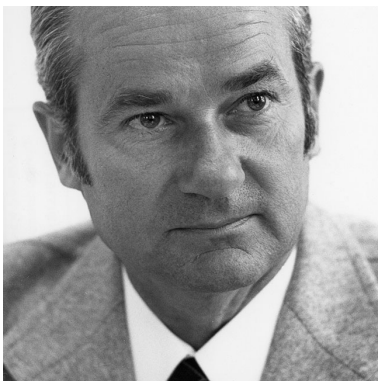
Everyone knows the goals, everyone has a share in the profits, and everyone is interested in making sure we get it right.



An entrepreneur is not an entrepreneur but merely an administrator if he does not have the courage to make mistakes.

Anyone who wants to lead should be a role model and strive for a balancing of interests in a spirit of goodwill.

I believe that a humane approach is more successful than capitalism.



Sincerity and modesty garner more respect and convey more affection than any self-aggrandizement.

A corporate culture ideally combines performance orientation with the principles of humanity and, with its offers and conditions, contributes to stabilizing society.

I'm not a publisher, I'm an entrepreneur.

Anyone who earns money as an entrepreneur from people's work bears a responsibility to his employees.



Democracy / Society



A company shouldn't just be gratifying for the entrepreneur. It should also make a contribution to society – and a good and competitive one at that, an internationally competitive one.

No, my unswerving adherence to humanity and freedom was not a dream. It is my life's experience.



After all, the idea isn't just to earn money; it should also make sense for society.

In a democracy, the state must be able to count on the initiative and commitment of its citizens.

