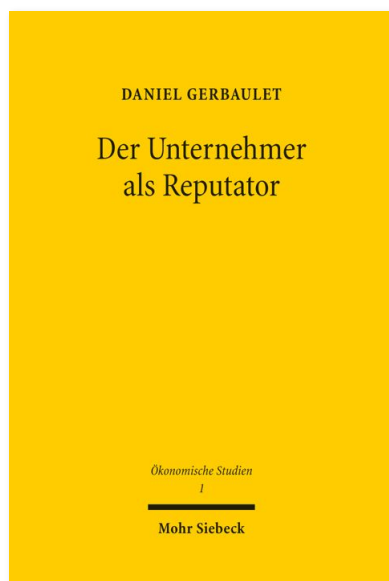


Daniel Gerbaulet

Der Unternehmer als Reputator



Building and nurturing a good reputation that has been gained through honourable entrepreneurial activity before reinforcing it via active management and marketing is what determines and characterises the "reputator" entrepreneur. Doing business this way helps to reduce uncertainty, information asymmetries and transaction costs and supports the promotion of co-operations and the generation of competitive advantages.

So far, theoretical research on how entrepreneurs operate and the associated fundamental research linked to great national economists have described the entrepreneur primarily as a bearer of uncertainty, an innovator, an arbitrator and a coordinator. Daniel Gerbaulet demonstrates that the existing theory of the entrepreneur is being amended, fundamentally expanded and taken into the 21st century by the contemporary dynamic entrepreneurial function of the newly-created reputator.

Daniel Gerbaulet Geboren 1985; Studium der Wirtschaftswissenschaft an der Ruhr-Universität Bochum; seit 2012 Wissenschaftlicher Mitarbeiter am Lehrstuhl für Betriebswirtschaftslehre, insbesondere Investitionstheorie und Unternehmensbewertung an der Fern-Universität in Hagen; 2016 Promotion.

2016. XII, 194 pages. ÖkonSt 1

ISBN 978-3-16-154957-1
DOI [10.1628/978-3-16-154957-1](https://doi.org/10.1628/978-3-16-154957-1)
eBook PDF €69.00

ISBN 978-3-16-154936-6
sewn paper €69.00

Order now:

<https://www.mohrsiebeck.com/en/book/der-unternehmer-als-reputator-9783161549571/>

Phone: +49 (0)7071-923-17

Fax: +49 (0)7071-51104