

Daniel Gerbaulet

## Der Unternehmer als Reputator

[The Entrepreneur as Reputator.]



Published in German.

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 arbitrager 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.

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