

Generating Trust via Corporate Reputation

Markus Renner

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**The Influence of Pharmaceutical Companies'
Reputations on the Recommendation Behaviors
of Physicians and Patient Organizations**

Bibliografische Informationen der Deutschen Nationalbibliothek

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.ddb.de> abrufbar

The text of this book is the English translation on the basis of the doctoral thesis of Markus Renner: *Vertrauensbildung durch Unternehmensreputation*, University of Basel (Switzerland) 2011
Signature: ie 2986

Coverfoto: FOTOSEARCH® KS12690, Comstock

ISBN 978-3-86573-634-5

© 2011 Wissenschaftlicher Verlag Berlin

Olaf Gaudig & Peter Veit GbR

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Druck und Bindung: Schaltungsdienst Lange o.H.G., Berlin

Printed in Germany

€ 34,00

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