

Contents

Part I: Foundations	1
<i>Erich Gutenberg and the Theory of the Firm</i>	3
R. H. Schmidt	
<i>The “Unified Basis” as a Starting Point for Business Economic Analysis – Remarks on Some Core Issues in the Theory of the Firm on the Occasion of the Centenary of the Birth of Erich Gutenberg</i>	40
W. Schüler	
<i>In Memory of Erich Gutenberg</i>	58
H. Albach	
<i>Erich Gutenberg – His Work; Roots, Rise, Results</i>	67
H. Sabel	
<i>The Impact of Gutenberg’s Theory of Organisation upon Modern Organisational Conceptions</i>	88
H. Kreikebaum	
<i>Shareholder Value-Oriented Management in the Light of Gutenberg’s Theories</i>	104
G. Obermeier	

Part II: Managerial Functions

119

*Where do we Stand in the Theory of Finance? A Selective Overview
with Reference to Erich Gutenberg*

121

J. P. Krahnert

*Specification, Estimation, and Empirical Corroboration of Gutenberg's
Kinked Demand Curve*

153

H. Hruschka

*The Choice between Employed Salespersons and Independent
Manufacturer Representatives*

169

S. Albers

Dynamics of Technological Competencies

185

K. Brockhoff

The Dispositive Factor in a System of Inventory-Controlled Production

210

J. Reese

*Dynamic Models Based on Erich Gutenberg's Approach to Production
Theory*

230

A. Luhmer

<i>Gutenberg's Concept of Production Control, Uncertainty, and the Implications for Modelling Production and Cost</i>	245
H. Jahnke	
<i>The Influence of the Gutenberg Production Theory on Production Planning and Control</i>	261
M. Steven	
<i>Determination of Intensity Variances for Cost Control</i>	279
H. Glaser	
<i>Activity Orientation of Cost Accounting According to Gutenberg: Fundamental Principles of a Dynamic Activity-Based Marginal Costing</i>	300
M. Rogalski	
<i>Capacity Planning under Uncertainty in a Gutenberg Production Model</i>	319
R. F. Göx	
<i>Interdependencies Between Network and Activity-Analytical Descriptions of Production Relationships in the Implementation of Large-Scale Projects</i>	336
G. Fandel	