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According to Don and
Martha (in Extreme
Trust) the three

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pillars (they use the term 'principles') of trustability are: Do the right thing.

Essentially this is about the distinction between 'good profits' v 'bad profits'. Doing the right thing involves giving up practices (like exploiting customers) that generate 'bad

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value what Don
Peppers and Martha
Rogers write and as
such I am making my
way through their

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latest book (Extreme Trust) and using it to write a series of posts on matters that are touched upon by Don and Martha.

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Not so long ago, being reasonably trustworthy was good enough. But soon only the extremely trustworthy will thrive. In the age of smartphones and social networks, every action an organization takes can be exposed and

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critiqued in real time. Nothing is local or secret anymore. If you treat one customer unfairly, produce one shoddy product, or try to gouge one price, the whole world may find out in hours, if not minutes. The users of Twitter, Yelp, and similar outlets show little mercy for bad

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behavior. The bar for trustworthiness is higher than ever and continues to rise.

Bestselling authors Don Peppers and Martha Rogers, Ph.D., argue that the only sane response to these rising levels of transparency is to protect the interests of customers proactively—even if

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that requires spending extra money in the short run to preserve your brand reputation in the long run. The payoff of generating extreme trust will be worth it. With a wealth of fascinating research as well as practical applications, this book will show you how to

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earn—and keep—the
extreme trust of
everyone your
company interacts
with.

A proven model to
create high-
performing, high-
trust organizations
Globally, there has
been a decline in
trust over the past
few decades, and

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only a third of Americans believe they can trust the government, big business, and large institutions. In *The Decision to Trust*, Robert Hurley explains how this new culture of cynicism and distrust creates many problems, and why it is almost impossible

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to manage an organization well if its people do not trust one another.

High-performing, world-class companies are almost always high-trust environments. Without this elusive, important ingredient, companies cannot attract or retain top talent. In this book,

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Hurley reveals a new model to measure and repair trust with colleagues managers and employees.

Outlines a proven Decision to Trust Model (DTM) of ten factors that establish whether or not one party will trust the other Filled with original examples from Daimler,

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Reveals how leaders
in Asia, Europe, and
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used the DTM to
build high-trust

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Organizations As A
Covering trust
building in teams,
across functions,
within organizations
and across national
cultures, The Decision
to Trust shows how
any organization can
improve trust and the
bottom line.

From Stephen R.
Covey's eldest son

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Here is a revolutionary book that will guide business leaders, public figures and their organizations towards unprecedented productivity and satisfaction. Trust, says Stephen M. R. Covey, is the very basis of the 21st century's global economy, but its

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power is generally overlooked and misunderstood.

Covey shows you

how to inspire immediate trust in everyone you encounter -

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allowing you to forego the time-killing and energy-

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balance
bureaucracies that
are so often relied
upon in lieu of actual
trust.

Do states trust each
other? What are the
political and ethical
implications of trust?
Drawing from a wide
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Trust and Hedging in

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International
Relations adds to the
emerging literature
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relations by offering
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of state-to-state trust.
Looking at how
relationships
between European
microstates and their
partners have
evolved over the past

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Over the last few centuries, Stiles finds that rather than trusting, most microstates are careful to hedge in their relations by agreeing only to arrangements that provide them with opt-out clauses, heavy involvement in joint decision-making, and sunset provisions. In the

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process, Stiles assesses the role of rationality, social relations, identity politics, and other theories of trust to demonstrate that trust is neither essential for cooperation nor a guarantee of protection and safety. Finally, he explores the ethical

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Implications of a
foreign policy
founded on trust—in
particular whether
heads of state have
the right to enter into
open-ended
agreements that put
their citizens at risk.

A detailed look at
relationships and
how to harness their
power for business

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growth This book teaches marketers how to build successful relationships with early-stage buyers by creating trust and a sense of friendship. The first step is learning to understand buyer activity to gauge what they want—or might want—when

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they first visit an online site. Then marketers must use strategies to capture the buyer's attention and build the relationship carefully, rather than aggressively trying to close a sale. Authors Jason Thibeault and Kirby Wadsworth have proven themselves as

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Innovative thought leaders, researchers, and trustworthy guides in improving revenue streams.

Their book aims to show organizations the value of relationships in a digital age and a clear method for quantifying that value. It includes specific techniques,

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like storytelling and personalized content, which have been proven to improve conversions and engage customers.

The barriers to finding and engaging with consumers have been destroyed by the ease of clicking a mouse button or tapping on a screen. Today ' s technology

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enables competitors to emerge seemingly overnight, and the wide range of choices consumers have today means that businesses can no longer compete solely on product. Recommend This! helps organizations take advantage of the one aspect of business that hasn't

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changed—relationships. It teaches marketers the strategies they need to be successful in a digital world where forming, cultivating, and taking advantage of relationships can be difficult. Recommend This! teaches organizations how to measure and manage

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relationships while offering specific strategies to create revolutionary change. It is a must read for anyone who needs to understand how digital relationships alter the way we do business.

A memoir about an unusual upbringing in a family fanatically

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devoted to honesty,
and what came next
If you 're like most
people, you probably
lied today. It may
have been a small
one, some
insignificant
falsehood meant to
protect someone 's
feelings or guard
your true thoughts.
Now imagine if your
parents had raised

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you to never lie, if they ' d ingrained in you a compulsion to never, under any circumstances, withhold the truth or fail to speak your mind. It might be wonderfully freeing. Everyone else might not appreciate it so much. To Be Honest is Michael Leviton ' s extraordinary

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account of being raised in a family he calls a “ little honesty cult. ” For young Michael, his parents ’ core philosophy felt liberating. He loved “ just being honest. ” By the time he was twenty-nine years old, Michael had told only three “ lies ” (by most

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people's As A
understanding of the
word) in his entire
life. But this honesty
had
consequences—in
friendships, on dates,
and at job interviews.
And when honesty
slowly poisoned a
great romance,
Michael decided
there had to be
something to lying

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after all. He set himself the task of learning to be as casually dishonest as the rest of us. To Be Honest is a tender and darkly comic memoir about what it means and how it feels to tell more than the truth.

This book represents the work of some of

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the contemporary world leaders in marketing. The contributors are authors of a set of path-breaking books on marketing. To ensure sufficient depth of coverage, the contributors have taken the essence of their earlier books and combined it with their latest

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cases. This has served
to enhance the
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context. It is common
knowledge that
keeping pace with
the growing
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novel approach. With
new ideas and
nuances being

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discovered every day, it has become a real challenge for marketers and students of marketing to keep up to date on important contemporary marketing concepts. Given its unique approach and thoughtful curation, this book presents readers with diversity

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of perspectives along with a unique depth of thinking.

The authors of this helpful text define transformative social-emotional learning and its impact on students and schools. They present current brain research to support social-emotional

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programming in a whole school program with collaborative lesson ideas adaptable to all age levels for the use of counselors, librarians, administrators, classroom teachers, and all special area teachers. All lessons provide lists of extended student

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and faculty readings. Illustrating and highlighting how social-emotional programming helps foster and transform the culture of a school to one of belonging and acceptance, the authors also provide necessary application lessons for all educators in all areas

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a culture of belonging, increased student engagement and achievement, and a more compassionate school staff. Ideas and activities provided for professional development for educators benefit students and staff alike.

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as regaining a
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be rebuilt in your
marriage! With
patient, loving, self-
sacrificing effort, it ' s
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your wife will risk her

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heart with you again. And she may even have more respect and love for you than before. In *Worthy of Her Trust*, Jason Martinkus relates how he repaired his own marriage after revelations of sexual addiction. Along with Stephen Arterburn, Jason offers exercises and tools rooted in

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a vision for a faithful
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IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table.

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