



TRUST Inc.

Thirty-four experts provide strategies for building your company's most valuable asset. Through dozens of case studies, real world situations, models and examples, the reader will learn:

- Why trust matters
- How trust works in practice
- What it takes to be a trustworthy leader
- How trustworthy teams impact business
- How to restore trust
- What the future holds in store

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“The truth is that trust rules. Trust rules relationships. Trust rules your influence. Trust rules your team’s cohesiveness. Trust rules innovativeness. Trust rules brand image. Trust rules financial stability. Trust rules performance. Trust rules just about everything you do.”
 —Jim Kouzes & Barry Posner

“The first thing for any leader is to inspire trust. Kimmel pulls together content from dozens of experts and shares their valuable insights.”
 — Douglas Conant
 Former President & CEO Campbell Soup Company



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