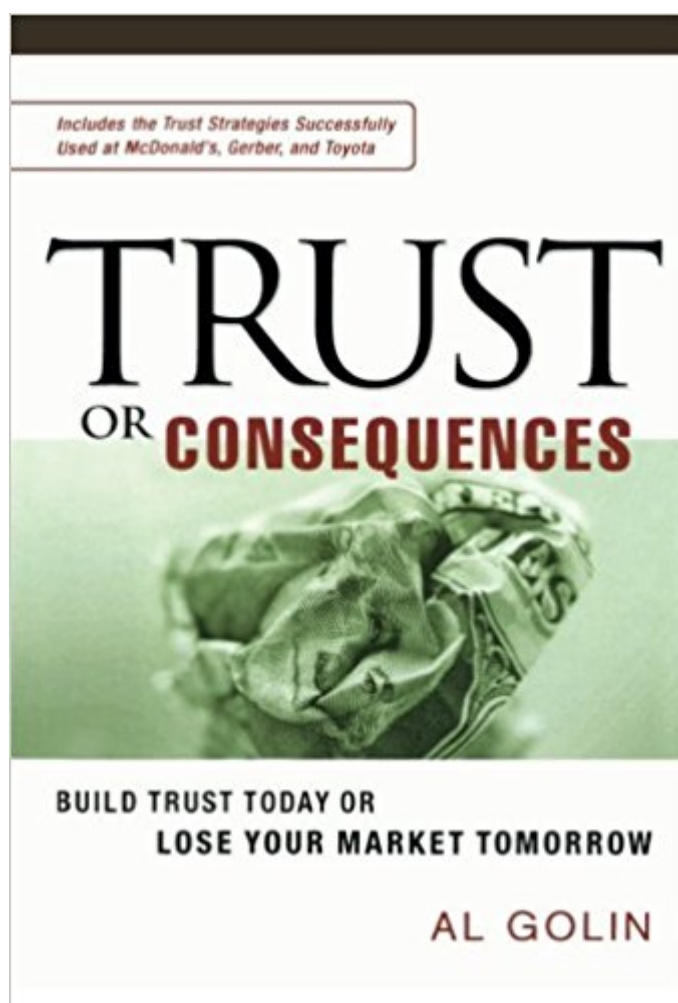


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# Trust Or Consequences: Build Trust Today Or Lose Your Market Tomorrow



## Synopsis

"The recent rash of corporate scandals-and the ensuing financial ruin of companies and their stockholders -- proves that even the bluest of blue chip businesses cannot bank on the blind faith of consumers and investors. More than ever, corporations must rebuild, restore, and strengthen bonds of trust. Al Golin has helped create trust strategies for global business leaders including The Walt Disney Company, Hewlett-Packard, McDonald's, Toyota, Owens-Corning, and many others. Trust or Consequences shows what makes such strategies work, and reveals the eye-opening results of a survey of over 700 business professionals. This essential book reveals how to: \* create an effective trust strategy \* determine the impact of trust issues on stakeholders \* assess trust-building performance and calculate the difficulty of restoring trust \* create a ""trust bank"" for saving deposits of good will to draw on as needed Trust or Consequences offers tools for identifying trust opportunities, as well as numerous inside accounts of trust-building successes and failures by high-profile organizations and leaders. Filled with provocative ideas about why many companies overlook trust issues, Trust or Consequences brings the subject to center stage -- where it must remain if companies are to regain stakeholder loyalty and competitive advantage."

## Book Information

Paperback: 224 pages

Publisher: AMACOM; First Edition (US) First Printing edition (February 12, 2006)

Language: English

ISBN-10: 0814473881

ISBN-13: 978-0814473887

Product Dimensions: 6.3 x 0.6 x 9.3 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #294,650 in Books (See Top 100 in Books) #205 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #567 in [Books > Business & Money > Business Culture > Ethics](#) #10838 in [Books > Business & Money > Management & Leadership](#)

## Customer Reviews

"..this is a must read book for people who treat this industry as a profession rather than simply a job.. -- Public Relations Quarterly"A superb book " -- PR Week New York, NY October 2003 --This text refers to an out of print or unavailable edition of this title.

The recent rash of corporate scandals and the ensuing financial ruin of companies and their stockholders -- proves that even the bluest of blue chip businesses cannot bank on the blind faith of consumers and investors. More than ever, corporations must rebuild, restore, and strengthen bonds of trust. Al Golin has helped create trust strategies for global business leaders including The Walt Disney Company, Hewlett-Packard, McDonald's, Toyota, Owens-Corning, and many others. *Trust or Consequences* shows what makes such strategies work, and reveals the eye-opening results of a survey of over 700 business professionals. This essential book reveals how to:

- \* create an effective trust strategy
- \* determine the impact of trust issues on stakeholders
- \* assess trust-building performance and calculate the difficulty of restoring trust
- \* create a "trust bank" for saving deposits of good will to draw on as needed

*Trust or Consequences* offers tools for identifying trust opportunities, as well as numerous inside accounts of trust-building successes and failures by high-profile organizations and leaders. Filled with provocative ideas about why many companies overlook trust issues, *Trust or Consequences* brings the subject to center stage -- where it must remain if companies are to regain stakeholder loyalty and competitive advantage.

This is a classic for every Brand Manager and really nails the need for planned, purposed Brand Trust goals in every organization who wants long term success.

PR legend Al Golin makes the case for public relations in a single word: "trust," the asset that can elevate or save an organization. His trust-building method comprises a mix of PR specialties: media relations, internal communications, corporate social responsibility, crisis communications, and ethics counsel. Mr. Golin makes his points with a half-century of PR examples--The good: Clark Gable's patience with autograph seekers; Johnson & Johnson's handling of the Tylenol tampering crisis The bad: Ford and Firestone blaming each other following Explorer rollovers; corporate scandals and CEOs running amok during the past decade This informative book serves an additional role: it is a "sales manual" that can help PR pros teach corporate leaders the true value of public relations. Mr. Golin examines common executive mistakes and misconceptions (avoiding the media, hoping a crisis 'blows over,' not disclosing bad news to employees) juxtaposed with the correct actions in the given scenarios. Salespeople learn how to "overcome objections" to make the sale. In *Trust or Consequences*, we learn from a master how to sell bosses and clients on good PR.

This book could not come at a more appropriate time. In today's business environment corporations and marketers seemed to have lost perspective on the one key element that keeps them connected

to stakeholders - trust. You hear a lot about "corporate reputation management" and "truthful marketing", but trust is the real bottom-line. Mr. Golin's book clearly outlines key, easy actions that any brand or corporation can incorporate. The "Ten Acts of Trust" and "The Ten Commandments of Organizational Trust" are "must-read" and "must-implement" chapters. I recommend to marketing and communications professionals everywhere.

Fronting for companies like Nestle, McDonald's and Bayer is never easy. From the baby formula scandal that Nestle faced for giving away formula to mothers with no clean water sources, to Bayer with problematic pesticide and pharmaceutical products, to McDonald's building their customer base from preschool on, Al Golin has mastered the art of building unearned public trust in companies that may or may not have earned it. This book tells you how you can find the glass half full and market the bright side of companies that kill kids and make their parents ill! Bravo!

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