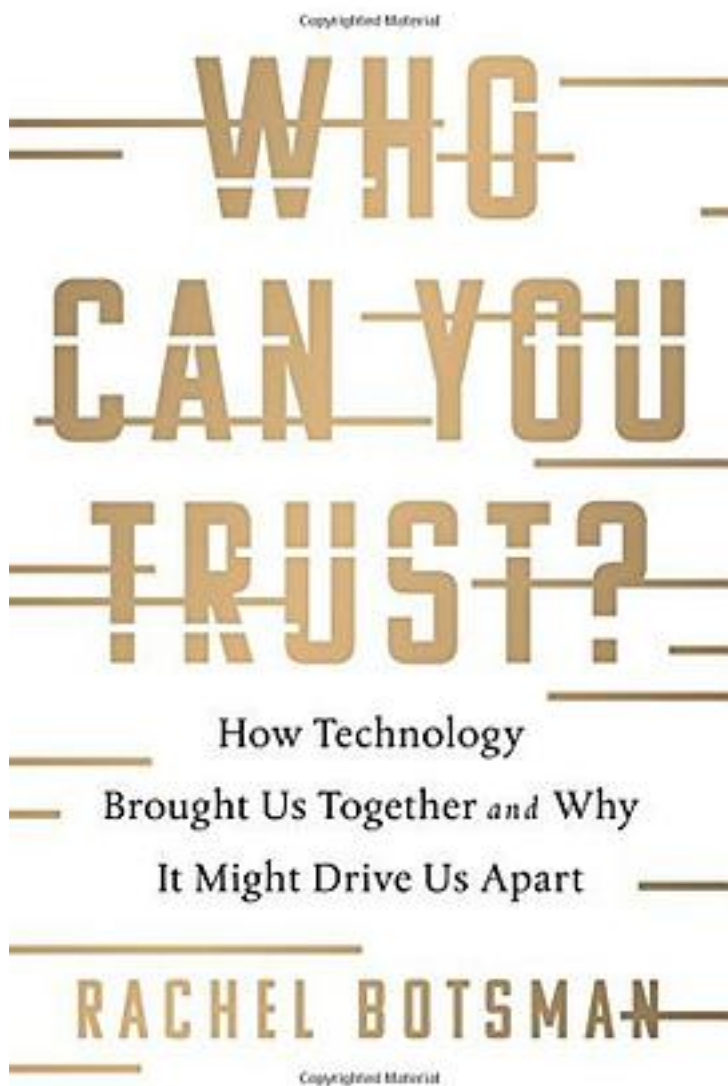


Who Can You Trust?



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In this revolutionary book, world-renowned trust expert Rachel Botsman reveals that we are at the tipping point of one of the biggest social transformations in human history--with fundamental consequences for everyone. A new world order is emerging: we might have lost faith in institutions and leaders, but millions of people rent their homes to total strangers, exchange digital currencies, or find themselves trusting a bot. This is the age of "distributed trust," a paradigm shift driven by innovative technologies that are rewriting the rules of an all-too-human relationship.

If we are to benefit from this radical shift, we must understand the mechanics of how trust is built, managed, lost, and repaired in the digital age. In the first book to explain this new world, Botsman provides a detailed map of this uncharted landscape--and explores what's next for humanity.

作者介绍:

Rachel Botsman is a lecturer at the Oxford University's Said Business School and a world-renowned expert on technology and trust. She was named one of the 50 most influential management thinkers in the world by Thinkers50, Most Creative People in Business by Fast Company and a Young Global Leader by the World Economic Forum. She writes for the Harvard Business Review, Wall Street Journal, The Guardian, Wired, and was the co-author of the influential book What's Mine is Yours: How Collaborative Consumption is Changing the Way We Live. Rachel has appeared on NPR, CNN, BBC, and will present in the upcoming documentary series for PBS series 'First Civilizations' on the history of trade. Her TED talks have been viewed over 4 million times.

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评论

听到某期播客采访了本书作者，于是找来读的。
中规中矩的叙述，人类历史上信任的三个不同阶段挺有意思。区块链占了挺大篇幅，也终于算是朦朦胧胧搞明白了大体是怎么回事。

3 trust leaps

https://zj1123581321.github.io/WhoCanYouTrust_Translate/
正在尝试翻译这本书，欢迎给出建议~喜欢的话 Github 标个星吧
蛮棒的一本书，技术的蓬勃发展让信任——这一人类社会能够运行的基石，发生了新的变化。印象最深的还是第七章，关于社会信用体系建立的影响，细思恐极。

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