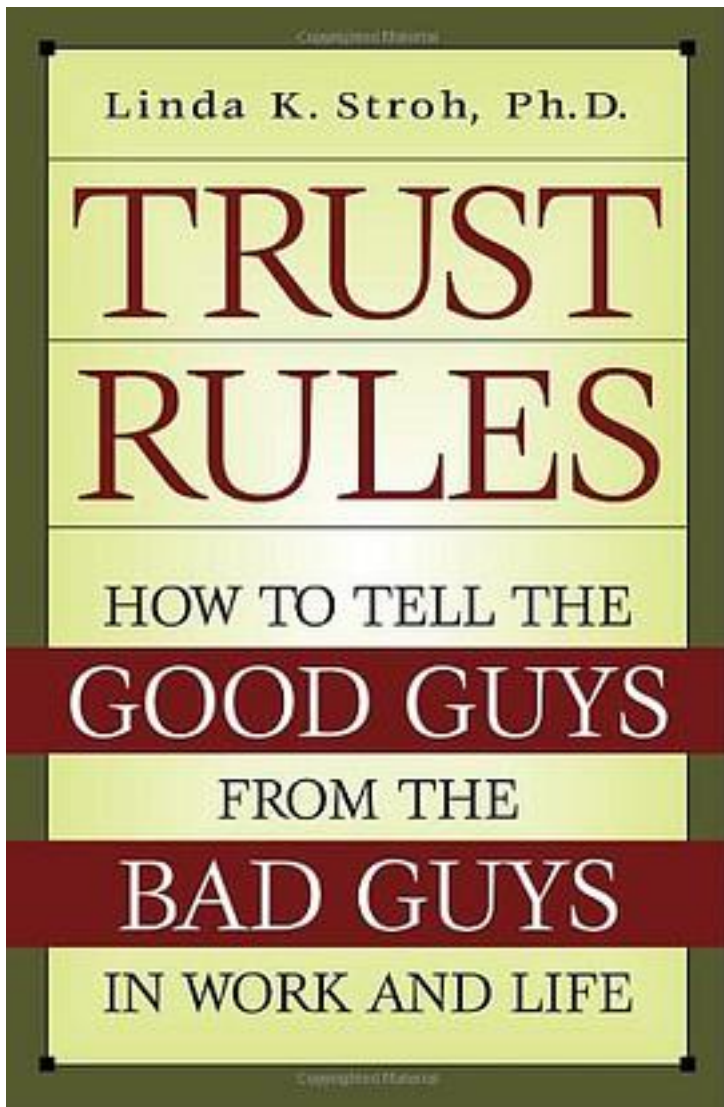


Trust Rules



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Who can you trust? This is not an easy question to answer, yet knowing the answer is vital in business and in life. Hook up with the wrong crowd, and there goes a career - or worse. As the author argues, trust is a prerequisite for effective management, and it contributes directly to personal success. To find out how to tell the "good guys" from the "bad guys," she interviewed over three hundred people. The result is a thorough and invaluable compendium of lively stories, lessons learned in the workplace, and practical tools and principles. Readers will learn how to identify the trustworthy at work and in their personal lives - giving their careers a boost and helping them sleep better at night. Having trustworthy people around us makes organisational life much easier and less stressful. Yet, since ancient times, people have pondered the issue of trust. How do we decide who to let into our inner circle? To what degree do trusting relationships affect our performance at work? What are the consequences of misplaced trust? Must trust be unconditional? Taking these questions out of the realm of the philosophers, the author draws from her extensive research to highlight common themes and the hard-won lessons learned from experience. Combining rigorous primary research with practical application, and using engaging stories and insights throughout, this book will help general readers, lecturers and students, and professionals attain their goals more quickly and with greater satisfaction.

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