The Tribe That Discovered Trust - How Trust is Created, Propagated, Lost and Regained in Commercial Interactions

When even established brands are struggling to make headway in the new attention economy it takes more than a basic understanding of how trust works to create the kind of relationship-building strategy that will help a business weather an environment of constant change.

As the very public fail of Volkswagen showed trust can never be left to run on autopilot and it can never be taken for granted. *The Tribe That Discovered Trust* guides the reader through the different types of trust that occur, examining the dynamic structure of each and the elements that make it up.

The book is separated in three distinct parts. Part I is a fable. A tale of members of a warlike tribe tasked with a mission that find themselves in an uncertain situation, their leader having to make some difficult decisions to ensure their survival. The four chapters of the first section mirror the four building stages of trust:

- Contact
- Perception
- Assessment
- Connection

The first part ends with a detailed workshop of questions based on the events depicted in each chapter. It becomes a handy means of role play but also a powerful analytical tool that helps establish the dynamics of trust in an organizational setting where followers and leaders have, at times, relatively fluid roles.

A full list of questions in the end address the specific sequence of events that happen in each chapter helping create a customizable trust-building scenario for a company or a brand.

Part II deals with trust. There are many different types of trust each of which depends upon a specific type of context to manifest itself. Each one has a different composition and it is broken down into different parts all of which can be broken down into actionable parts.

While trust cannot really be manufactured it can be analyzed and where specific issues lie, the analysis can be used to help fix them. This is where the second part of the book really comes into its own. By looking into different areas such as organizational trust, online trust or personal trust (amongst others) it offers a ready-made formula that helps, in each case, to understand what the required elements are and then what can be done to fix potential trust issues. A handy summary section at the end of each chapter helps guide the reader to the key points quickly.

Finally, the third section of the book looks at the ever evolving value we place on trust in the age of distributed computing and non-local connections.

Just how trust is evolving, impacting our lives and what we can do about it is the key focus of this third section of the book. It helps the reader contextualize trust in his daily interactions and learn how to see himself through the eyes of others. *The Tribe That Discovered Trust* is a key addition to the online arsenal of every online and offline business.

It can be bought from any bookshop or directly from Amazon: http://www.amazon.com/Tribe-That-Discovered-Trust-Interactions/dp/1844819760