

List offijjures and tables Preface • The contract (William Ayoi) Acknowledgements		x xi xiii xiv	
1	Building bridges or building walls? • ''	1	
2	The power of trust	15	
3	The cost of lost trust	29	
4	The great destroyers of trust	43	
5	How leaders build trust	• 61	
6	Trust matters in business	75	f
7	Building customer trust	87	
8	Trust in times of change ,	107	
9	Building a culture of trust	119	j
10	Measuring trust	131	
11	Attitudes to trust	141	
12	Final word: the basic laws of trust	161	
Appendix.	· Trust survey	167	
Notes		171	
Index	ı	175	