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Trust or Consequences: Build Trust Today or Lose Your Market Tomorrow

Al GOLIN

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*Includes the Trust Strategies Successfully
Used at McDonald's, Gerber, and Toyota*

TRUST OR CONSEQUENCES



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LOSE YOUR MARKET TOMORROW**

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Al GOLIN : Trust or Consequences: Build Trust Today or Lose Your Market Tomorrow before purchasing it in order to gauge whether or not it would be worth my time, and all praised Trust or Consequences: Build Trust Today or Lose Your Market Tomorrow:

0 of 0 people found the following review helpful. Trust or ConsequencesBy Tim RichThis 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.0 of 0 people found the following review helpful. Making the Case for Public RelationsBy Jason W. KarpfPR

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. 0 of 0 people found the following review helpful. Beyond "corporate reputation management" and "truthful mktg" By A Customer. 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.

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 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. About the Author: Al Golin (Chicago, IL) is founder and chairman of Golin/Harris, one of the world's leading public relations firms. He was named one of the most influential public relations people of the twentieth century by *PR Week* magazine.