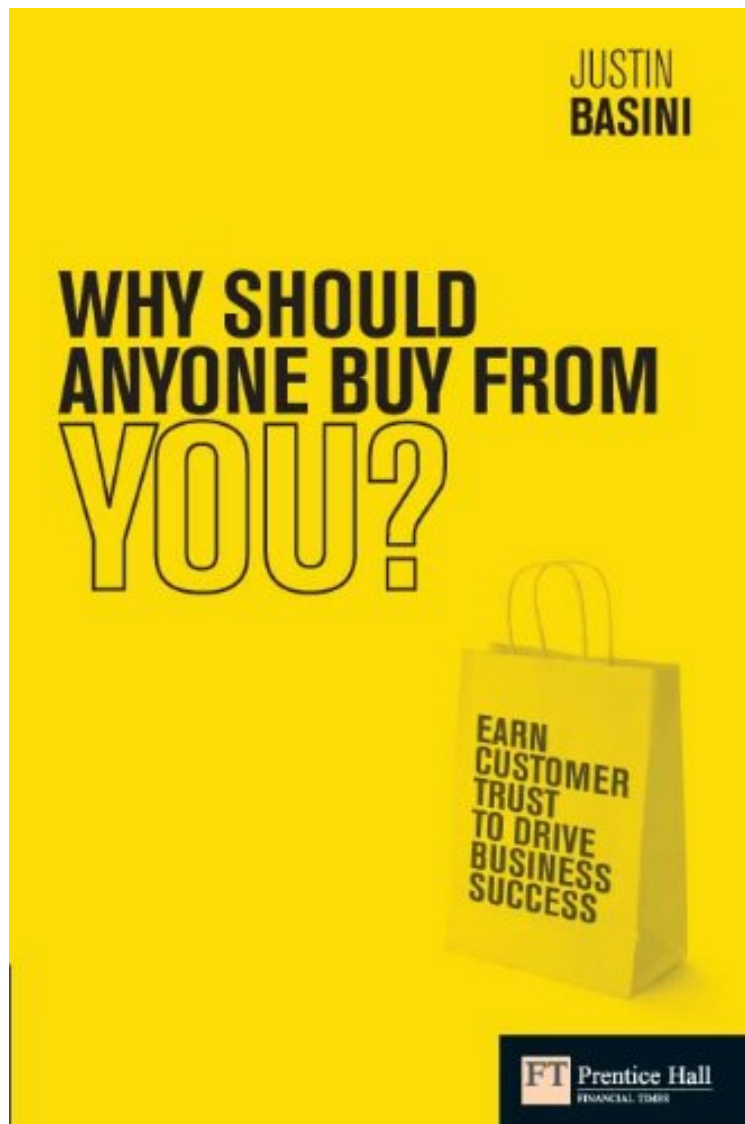


[Mobile ebook] Why Should Anyone Buy from You?: Earn customer trust to drive business success (Financial Times Series)

## Why Should Anyone Buy from You?: Earn customer trust to drive business success (Financial Times Series)

*Justin Basini*

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**Justin Basini : Why Should Anyone Buy from You?: Earn customer trust to drive business success (Financial Times Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Should Anyone Buy from You?: Earn customer trust to drive business success (Financial Times Series):

0 of 0 people found the following review helpful. Customer Trust - Difficult to create, easy to squander. By Adam Blackie Justin's book contains many new insights into the nature of Trust. It focuses on the impact of Trust

relationships, particularly when building and maintaining Brands. Trust is a primary driver when individuals are deciding whether to engage with a business or not. Usefully, this book revisits this key fundamental factor when trying to build long-term sustainable relationships with customers. The book starts by breaking down trust into six types, in broadly functional, systemic and emotional terms. This model helps us to target where effort should be expended to encourage the types of trust that we need to build with customers. The remainder of the book is full of workable ideas for analysing our own business approach to trust and identifying various ways forward to build trust in our Brands. Finally, the book concludes that trust in business is currently at a low point. This should be no surprise to most readers, and Justin gives us lots of thought provoking examples that help to explain why this is the case. For example our bruised faith in banking, products that are not fit for purpose, etc. These examples may be obvious, but it is how Justin relates these to trust that is interesting. I immediately recognised several of these examples from my own personal experience. It concludes with a chapter on the future of trust, what is driving it and how we can relate to it in a different way. His future is optimistic, businesses can ignore his advice by adding sticking plasters to fragile trust relationships; or they can learn new techniques for building trust in a world where increasing consumption is not the primary customer motivator. Learning to recognise, and gain insights into new categories of marketing and consumer behaviours will be the key to winning the trust of potential customers.

**HOW TO WIN TRUST AND INFLUENCE CUSTOMERS** This revealing book shows how the only reliable route to sustainable business growth and profit is to build trust in your company. Justin Basini presents an array of surprising insights based on his in-depth research and on exclusive interviews with business leaders. He takes a practical approach that will help you assess the level of trust in your business and help you improve it, offering achievable solutions as well as new frameworks, insights and approaches to marketing.

"Trust is complicated. Trust is a response, not a stimulus. And there's a difference between functional trust (that ATM machines won't short-change us) and affective trust (that an organisation has our best interest at heart). Anyone who hopes to do more than skim the surface of the subject needs a guide, and one I've turned to more than once in the last month is the new book *Why Should Anyone Buy From You?* By Justin Basini." Richard Madden (Chief Strategy Officer at Kitcatt Nohr Digitas), *Marketing Week*, October 2011

"From the Back Cover

"The relationship between what a business does and says in winning trust is complex; if you want to understand it better then read this book." Rory Sutherland, Vice-Chairman, Ogilvy Group UK

"A thoughtful, engaging and often challenging exploration of trust in brands today." Nigel Gilbert, Chief Marketing Officer, Virgin Media

"A must-read for anyone wanting to build a trusted brand." Farah Ramzan Golant, Chairman, Abbott Mead Vickers

"This book cuts to the heart of the brand relationship - trust - in a refreshing and eminently readable manner." Mike Hughes, Director General, Incorporated Society of British Advertisers

"Trust is not just a pre-requisite for doing good business, but is the fundamental bedrock of a sustainable society. Read this book, reflect on it and then get straight out there and do something about it." Tom Farrand, Co-founder of The Pipeline Project and Good for Nothing

**HOW TO WIN TRUST AND INFLUENCE CUSTOMERS**

Trust in business is at an all-time low. If your customers don't trust you, you can spend as much time, effort and money as you want on marketing campaigns, branding and advertising and it will barely move the needle. This revealing book shows how the only reliable route to sustainable business growth and profit is to build trust in your company. Justin Basini presents an array of surprising insights based on his in-depth research and on exclusive interviews with business leaders. He takes a practical approach that will help you assess the level of trust in your business and help you improve it.