



Extreme Trust: Honesty as a Competitive Advantage

Don Peppers, Martha Rogers

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How companies can stay competitive in a world of total transparency. With their first book, 1993's *The One-to-One Future*, Don Peppers and Martha Rogers introduced the idea of managing interactive customer relationships, long before the Web and social networking made it standard business practice. With *Extreme Trust*, they look to the future once again, predicting that rising levels of transparency will require companies to protect the interests of their customers and employees proactively, even when it sometimes costs money in the short term. The importance of this "trustability" will transform every industry. Retail banks won't be able to rely as much on overdraft charges. Consumers will expect retailers to remind them when they have unused balances on gift cards. Credit card companies will coach customers to avoid excessive borrowing. Cell phone providers will help customers find appropriate calling plans for their usage patterns. Success won't come from top-down rules and processes, but from bottom-up solutions on the part of employees and customers themselves. And the most successful businesses will earn and keep the extreme trust of everyone they interact with

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Spent a free time to be fun activity to perform! A lot of people spent their spare time with their family, or their own friends. Usually they doing activity like watching television, going to beach, or picnic inside park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your own personal free time/ holiday? Could be reading a book could be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try out look for book, may be the guide untitled Extreme Trust: Honesty as a Competitive Advantage can be very good book to read. May be it can be best activity to you.

Sophia Morrison:

A lot of people always spent all their free time to vacation or perhaps go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity here is look different you can read a book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent 24 hours a day to reading a book. The book Extreme Trust: Honesty as a Competitive Advantage it is quite good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore simply to read this book out of your smart phone. The price is not very costly but this book provides high quality.

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