



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

By Al Golin

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To flourish, companies must regain (or build from scratch) the bonds of trust that will encourage the public's confidence. This text offers time-tested strategies that have helped the world's biggest and most trusted companies get that way - and stay that way.

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"..this is a must read book for people who treat this industry as a profession rather than simply a job.. --
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"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.

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