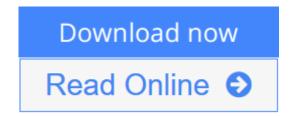


# Trust or Consequences: Build Trust Today or **Lose Your Market Tomorrow**

By Al Golin



Trust or Consequences: Build Trust Today or Lose Your Market Tomorrow By Al Golin

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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#### Trust or Consequences: Build Trust Today or Lose Your Market Tomorrow By Al Golin Bibliography

Sales Rank: #299452 in Books
Brand: Brand: AMACOM
Published on: 2003-08-01
Original language: English

• Number of items: 1

• Dimensions: .97" h x 6.22" w x 9.36" l, 1.10 pounds

• Binding: Hardcover

• 224 pages

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#### 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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