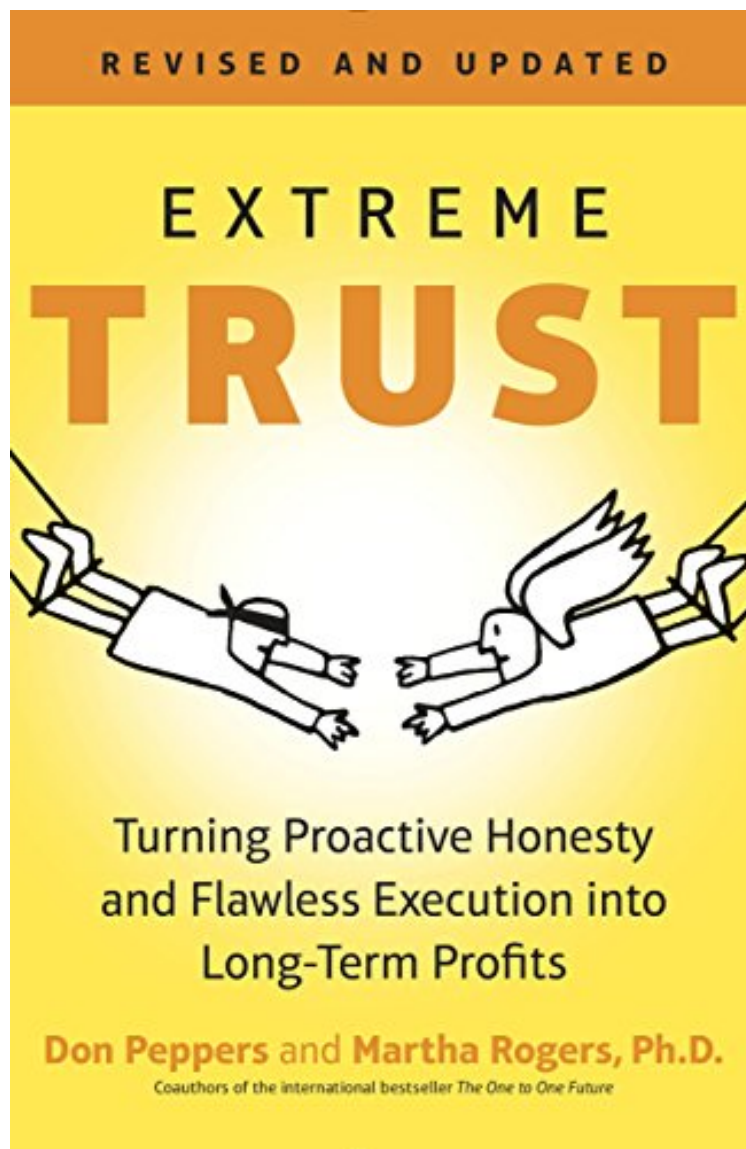


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## Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits, Revised

*Don Peppers, Martha Rogers*

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**Don Peppers, Martha Rogers : Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits, Revised** before purchasing it in order to gage whether or not it would be worth my time, and all praised Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits, Revised:

4 of 4 people found the following review helpful. Now is better than we thinkBy CNBIf the future of commerce

forecast by Don Peppers and Martha Rogers in their new book, *Extreme Trust: Honesty as a Competitive Advantage*, turns out to be even partly true... but then, it already is partly true. In a nutshell, the premise of the book is that while many companies today are trustworthy - they mostly do what they say they will do - they are not trustable unless or until they proactively, and with competence, promote and safeguard their customers' best interests. Thus, trustability - relentlessly scrutinized and monitored via social media and the inevitable transparency enabled by technology and human connectivity - will soon become the new standard by which businesses will succeed or fail. That's a standard I can live with. Now, I will admit that while I was delighted to feel so good, so encouraged, as I read the book's opening chapter, those very emotions made me skeptical and suspicious that what I was feeling originated from reading what I wanted to read and not what really describes the world-out-there. But the further I went into the book, the greater, the deeper, the more compelling became the authors' case. I realized that the book isn't a forecast; it's a startling and exhilarating interpretation of what previously appeared to be chaotic socio-economic events and dynamics. Their use of the dramatic, up-to-the-minute anecdotes and examples with which our current marketplace abounds is entertaining and powerfully drives home the reality of the brave new world of commerce that is emerging all around us. The transition - happening now - is not and won't continue to be easy or painless, but we all know that already. What we may not know is how much hope there is. I consider myself late to the social media party; in fact, I'd say I'm still in the foyer greeting the hosts. But another rich facet of this book is the incredible context it provides and insight it offers on social media for latecomers like me; how and why it works; how and why it has become so prevalent and will only continue to grow; the larger function that it performs. There's far more depth and breadth to this book than I can convey in a product review (check out the - count 'em: 45 - pages of notes in the back), but I feel I would be remiss if I did not point out, at least, that in addition to their amazing explanations for the promising new development that is trustability, the authors go much, much further by providing the understanding, the guidance, and the direction to navigate the profound changes that will accompany and have already resulted from this phenomenon. I highly recommend this book. Anyone currently wrestling with implementing and delivering on the promise of customer centricity, with all that entails, will find this invaluable resource a powerful, visionary guide by which to steer their efforts. And everyone who has ever had a lousy customer experience and longs for better days and better treatment at the hands of businesses and corporations will find it a thought-provoking and extremely satisfying read.

2 of 2 people found the following review helpful. Excellent and well written book

By Alistair Davidson

The thesis of the book is simple. In a transparent world, where information about your offering and the way you treat customers is highly visible, your reputation is important in generating both positive and negative word of mouth. And of course, repeat purchase will be determined by how you treat customers. Peppers and Rogers make an argument that it is in the self interest of firms to behave well. I share this view (*Zeitgeist Innovation: Digital Business Transformation in a World of Too Many Competitors*). If products and services can easily be imitated, trust becomes an important area for differentiation. And differentiation does matter, research on successful new products indicates that the strongest predictor of new product success is offering a differentiated high value product; so failing to consider trust, which I would categorize as a customer primacy strategy, i.e. putting the interests of the customer first, misses out on a key attribute for acquiring new customers and retaining existing customers. This book is fast and enjoyable read. Those who believe in good ethics in business will find that it resonates. Those who are behaving badly will reap their own rewards if they ignore the message. Highly recommended.

Alistair Davidson

Contributing Editor Strategy and Leadership magazine

Author, *Innovation Zeitgeist*

9 of 10 people found the following review helpful. Stunningly insightful; stopped me in my tracks

By Bruce Kasanoff

17 years ago, I bought *The One to One Future* and ended up reading the whole book in my car. I literally could not put it down, it was filled with such a clear vision of how business needed to change. That book changed the path of my career, and life. This one is even better. It has observations that stop you dead in your tracks, they are such fundamental truths about the ways that corporate culture must change. For example, authors list six examples of trustworthy companies in the 20th vs. 21st century. Until now, a trustworthy company "manages and coordinates all brand messaging to ensure a compelling and consistent story." But now such a company "recognizes that what people say about the brand is far more important than what the company says." Absolutely, dead-on right. How many companies understand this? Very few. Later in the book, the authors tell the tale of a United Airlines captain, John McFadden, who writes personal thank-you notes to high value passengers who fly on his plane. They observe, "In the final analysis, McFadden values empathy and reciprocity above everything else. He refuses to just be an employee. He insists on being a human." Stopped me in my tracks again. The future of business lies in weaving Captain McFadden's attitude into corporate cultures, and forcing out mindless obsessions with compliance, efficiency and spin. This book is filled with humanity, but not of the blue-sky dreamer type. Peppers and Rogers argue persuasively that there is no profitable alternative but to operate in a more "trustable" way. Once again, they see the future more clearly than others, and they understand that with everything and everyone and everywhere linked together... there will be nowhere to hide, and no room for deceit.

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