

CONTENTS



<i>Preface</i>	xiii
Trust Leads to High Performance	
1. Build Trust	3
2. Pick Team Players	19
3. Define a Single Purpose	35
4. Align Your Organizations	50
5. Orchestrate Many Units	64
6. Reinforce Trust with Structure	83
7. Take Nothing for Granted	108
8. Repair Broken Trust	121
Alliances with Key Partners	
9. How to Trust Difficult Customers	137
10. How to Sell Alliances to Customers	148
11. How to Trust a Rival	161
12. How to Build Trust Between Internal Groups	173
13. How to Build Trust in Mergers and Acquisitions	193
Tools for Trust: A Guide for Practitioners	
I. Anticipating and Measuring Trust	208
II. Steps on the Way to Trust	215
III. Details of Alliance Structures and Governance	250
IV. Benefits of Attorneys and Contracts	261
V. Key Implementation Tasks	267
VI. Tools for Specific Situations	272
VII. Creating a Culture of Trust	282
Appendix: Foundations of <i>Trusted Partners</i>	285
Notes	290
Index	309
About the Author	319