

Contents

<i>Preface</i>	vii
PART ONE CONCEPTUAL ASSUMPTIONS OF TRUST	
1. Relationship- and network-based approaches: the emergence of trust demand	3
2. The value of trust	27
PART TWO THE CONTRIBUTION OF THE DIFFERENT DISCIPLINARY CONTEXTS	
3. Multidisciplinary studies on trust	49
4. Trust in marketing	83
PART THREE THE TRUST CONSTRUCT'S ANALYTICAL BOUNDARIES	
5. Trust definition: a content meta-analysis	121
6. Trust in market relationships: the main analytical dimensions	141
PART FOUR TRUST DEVELOPMENT	
7. A trust growth model	185
8. The evolutionary and interactive dynamics of trust	216
<i>Appendix A: Trust definitions</i>	245
<i>Appendix B: Trust scales</i>	251
<i>References</i>	262
<i>Index</i>	301