

The Trusted Advisor

The Trusted Advisor explores the paradigm of that very special business relationship, using the professional services paradigm as a basis. The book is a blend of thought and practice, clear ideas and practical suggestions. The book addresses the components of trust (via the trust equation), the process of trust creation (including the most common trust-breaking mistakes), and a series of key trust “tools,” both mindsets and skillsets.

On the practical side, the book includes a number of lists—in fact, enough lists that we made a “list of lists” at the back, which has proven to be very popular with action-oriented readers.

Trust is not a squishy, fog-sculpting “soft” concept—at least, it doesn’t have to be. We think you can think clearly about it, put it into serious action, and generate measurable improvements in your business and life and those of your customers and clients

Other information and sources (International)

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