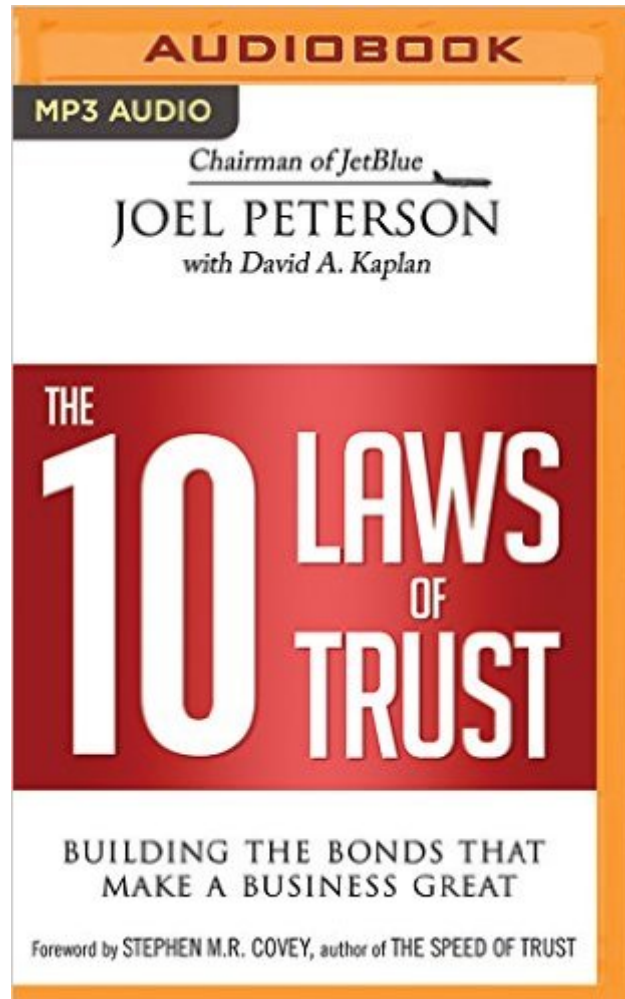


The book was found

10 Laws Of Trust, The: Building The Bonds That Make A Business Great



Synopsis

Trust is the glue that holds an organization together. It turns secrecy into transparency, micromanagement into empowerment, and conflict into creativity. With it, a tiny company like John Deere grew into a worldwide leader. Without it, a giant corporation like Enron toppled. In *The 10 Laws of Trust*, JetBlue chairman Joel Peterson explores how a culture of trust gives companies an edge. Consider this: What does it feel like to work for a firm where leaders and colleagues trust one another? Freed from micromanagement and rivalry, every employee contributes his or her best. Risk-taking and innovation become the norm. And, as Peterson notes, "When a company has a reputation for fair dealing, its costs drop: trust cuts the time spent second-guessing and lawyering." In clear, engaging prose, highlighted by compelling examples, Peterson details how to establish and maintain a culture of trust. Steps include:

- Start with integrity
- Invest in respect
- Empower everyone
- Require accountability
- Create a winning vision
- Keep everyone informed
- Budget in line with expectations
- Embrace conflict
- Forget "you" to become an effective leader
- And more

With this book in hand, you'll be able to plant the seeds of trust and reap the rewards of reputation, profits, and success.

Book Information

MP3 CD

Publisher: Brilliance Audio; MP3 Una edition (May 18, 2016)

Language: English

ISBN-10: 1511370882

ISBN-13: 978-1511370882

Product Dimensions: 5.2 x 0.5 x 6.8 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #1,486,461 in Books (See Top 100 in Books) #601 in [Books > Business &](#)

[Money > Management & Leadership > Industrial](#) #2013 in [Books > Business & Money >](#)

[Business Culture > Ethics](#) #4322 in [Books > Business & Money > Management & Leadership >](#)

[Systems & Planning](#)

Customer Reviews

A great guiding light of the straight and narrow. Doing the right thing is not always easy in business but it is up to our leaders to project the example for the rest of their company to follow. Someone once told me that a leader of any company has to be extremely careful about what he or she says

because first of all it will ten times louder than if anyone else in the company said it and secondly it will be repeated by everyone in the company. So leaders must be aware of this and tread lightly all the while leading the company to be the best it can be. The author Joel Peterson is the Chairman of Jet Blue Airlines which is my favorite airlines and thus the reason for why I wanted to read this book. So for a minute here I am going to talk about Jet Blue and the people I have met on Jet Blue since I fly the least forty times a year. And good news I have to say that what Chairman Peterson is selling in this book "Trust" is evident in the day to day operations of this company. When a number of my associates and I were bashing the airlines the other day a common practice among business people. I spoke up and defended Jet Blue by saying that no matter what happens and we all know that yes stuff happens that people at Jet Blue always give me the feeling that they give a damn. They genuinely try to do their best and they act at all times like they have the customer in mind. Unlike some of the other airlines who could not care less about the customers and yes we know it. In the end I was telling my colleagues that I trust the people of Jet Blue to do right by me. And that's before I read this book. The point I am trying to make is that this guy is walking the talk. His company is an actual representation of the message he is getting across in his book.

[Download to continue reading...](#)

Trust: Mastering the 4 Essential Trusts: Trust in God, Trust in Yourself, Trust in Others, Trust in Life
The 10 Laws of Trust: Building the Bonds That Make a Business Great 10 Laws of Trust, The:
Building the Bonds That Make a Business Great Business Plan: Business Tips How to Start Your
Own Business, Make Business Plan and Manage Money (business tools, business concepts,
financial freedom, ... making money, business planning Book 1) Why Bother With Bonds: A Guide
To Build All-Weather Portfolio Including CDs, Bonds, and Bond Funds--Even During Low Interest
Rates (How To Achieve Financial Independence) I Love You But I Don't Trust You: The Complete
Guide to Restoring Trust in Your Relationship The Decision to Trust: How Leaders Create
High-Trust Organizations Family Trusts: A Guide for Beneficiaries, Trustees, Trust Protectors, and
Trust Creators (Bloomberg) Build Your Own Living Revocable Trust: A Pocket Guide to Creating a
Living Revocable Trust Trust Agents: Using the Web to Build Influence, Improve Reputation, and
Earn Trust The Big Book of Team Building Games: Trust-Building Activities, Team Spirit Exercises,
and Other Fun Things to Do A Restatement of Rabbinic Civil Law Volume 1 Laws of Judges and
Laws of Evidence The 8 Laws of Corporate America: The laws to moving through complicated
situations and coming out on top. The Laws of the Ring: The Laws of the Cage from the California
Kid The Laws of Love, Part One: 10 Spiritual Principles That Can Transform Your Life: Laws 1-5
(Pt.1) The Laws of Simplicity: Design, Technology, Business, LifeDesign, Technology, Business,

Life Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)

BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - How to Make Money with Junk Bonds Investing 101: A Beginner's Financial Guide for a Rich Life. The Basics on How to Make Money and Build a Wealthy Retirement. (Stocks, Bonds, Gold, Real Estate, Retirement, Assets, Wealth)

[Dmca](#)