Table of contents

Executive summary		3
Introduction		4
Chapter 1	Customers: How to win in the trust economy Action guide	8 19
Chapter 2	Enterprises: How to build the human-tech partnership Action guide	20 31
Chapter 3	Ecosystems: How to share data in the platform era Action guide	32 41
Conclusion: Return on trust		42
Acknowledgments		43
Related IBV studies		43
Research methodology		44
Notes and sources		45