

## *Extreme Trust Honesty As A Competitive Advantage Don Peppers*

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Extreme Trust is another important contribution to the betterment of management thinking from the team of Peppers and Rogers., who argue that businesses must deliberately act to protect the interests of customers proactively, before they have a chance to spread negative buzz.

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I enjoy reading what Don Peppers and Martha Rogers write. In fact their point of view spoke to me in such a way that it called me to join up and become a part of The Peppers & Rogers Group, for a while, back in 2000. Don and Martha have published a new book Extreme Trust. In this series of posts on trust I am going to share with you, comment upon and explore topics that are

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