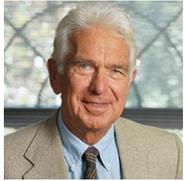




"...today's volatile environment requires all companies—big and small—to think again about what we do to build and rebuild trust, and to think again about how to create, give, and add value. And most of all, it requires all companies to ensure that we embrace not just the commercial idea of value, but the ethical ideal of values too. Again, in a word, *trust*. These are our new realities. Stephen M. R. Covey and Greg Link have written a wonderful book, *Smart Trust*, that confronts these new realities head on—with practical solutions—and they do so in a way that is timely, relevant, and actionable." (from the Foreword) —**Indra Nooyi, Chairman & CEO, PepsiCo**



"*Smart Trust* is without doubt one of the most powerful and seminal books of our age. It exposes and helps solve the most dangerous crisis apparent in almost all human institutions: how to trust in a low-trust world." —**Warren Bennis, professor, University of Southern California, and author of *Still Surprised: A Memoir of a Life in Leadership***



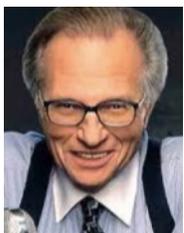
"Trust is a critical component for any organization looking to improve productivity and accelerate growth, and no one understands this as well as the Coveys. Their approach helps companies move faster, make better decisions, and deliver quality to customers; it can also help transform a corporate culture. That's why we've turned to Stephen M. R. Covey to help us train more than 100,000 AT&T managers, and why I recommend *Smart Trust* to anyone trying to succeed in today's fast-paced, global business environment." —**Randall Stephenson, Chairman, President, and CEO, AT&T**



"*Smart Trust* persuasively demonstrates that trust is the key to our new global reality. Growth in society can be traced to one individual trusting another. We have lost our way and are afraid to trust. This powerful book shows how to regain trust, prosper, and experience more energy and joy in the process. I highly recommend it." —**Muhammad Yunus, 2006 Nobel Peace Prize winner**



"Trust is the most fundamental currency of business, and it has long been one of P&G's five core values. Without public trust in our company and our brands, and without internal trust in one another as colleagues and partners, we have no business. It's that simple. But with trust, we have unlimited opportunities to collaborate, to grow, and to fulfill our purpose as a company. The job of every leader at every level is to cultivate and protect trust, but this is especially challenging in a distrustful world. *Smart Trust* shows the way; it is both a mind set and a toolbox for 21 st-century leadership. I recommend it highly." —**Robert A. McDonald, Chairman, President, and CEO, Procter & Gamble Company**



"From all the people I've interviewed, I've learned that trust is everything. *Smart Trust* powerfully shows us how to increase it, which is more important than ever in this low-trust world. The best leaders I've ever met have the ability to create trust. *Smart Trust* is a great read! This is an important addition to your library." —**Larry King**



“At a time when confidence in business, government, and other institutions is at an all-time low, leaders must be committed to building and maintaining trust. *Smart Trust* offers powerful examples of how visionary leaders in all fields have understood and addressed the challenges of sustaining trusting relationships—and realized the unique benefits they confer.” —**James Quigley, CEO, Deloitte Touche Tohmatsu**



“*Smart Trust* elegantly addresses the most important relationship at home and at work: Trust. It teaches you how to harmonize your head and your heart, resulting in sound judgment. This is a life skill that few have mastered and is the key to optimizing relationships for increasing success and fulfillment. Both Mars and Venus can learn tremendously from reading *Smart Trust*.” —**John Gray, author of *Men Are from Mars, Women Are from Venus***



“When Lenovo acquired IBM PC, we quickly realized that our biggest challenges would not be in technology, supply chain, or even organizational structure. Our biggest challenge was in building trust among our teams, with our customers and partners, and with key influencers around the world. We partnered with Stephen M. R. Covey to help us build trust and turn this challenge into an advantage. His ideas worked then—and they are even more relevant and important today as we grow globally. Global businesses must view trust as a top strategic priority. A company can have an innovative spirit, great products, a strong strategy, and an efficient business model. But only by creating, embracing, and leveraging trust can a company truly thrive on the global landscape. *Smart Trust* delivers ideas that are thought provoking, tools that work, and a perspective that I think is essential for survival and success on the global stage.” —**Yang Yuanqing, CEO, Lenovo**



“Trust is the essential ingredient for better teamwork. In this book, Covey and Link provide inspirational stories and practical tips on how to practice Smart Trust, which builds teamwork and high performance in life and in business. *Smart Trust* takes trust to a whole new level of understanding. It is a must-read for anyone looking to strengthen teamwork across functions and across entities, and even within your own family.” —**Michael White, Chairman, President, and CEO, DirecTV**



“*Smart Trust* is an insightful and actionable guidebook for creating high-trust teams and cultures that spark innovation and growth. It teaches how to analyze both people and situations and to make ‘smart’ decisions by managing risk and optimizing possibilities. Those aspiring to influence people, enhance performance, and increase innovation will want to read this insightful book and master its principles.” —**Clayton M. Christensen, professor, Harvard Business School, and author of *The Innovator’s Dilemma***



We have employed *Smart Trust* in our entire culture. My team is now a different team. It's the most exciting change in the culture I've seen in the twenty-eight years that I've been at PepsiCo, with most of those years at Frito-Lay. There's a buzz in this building. The team works as a team better than we've ever done before. Our recent profit growth was the best in the last ten years in the worst economic climate in ten years—I credit the principles in *Smart Trust* for our breakthrough performance. I feel optimism for our future as next-generation employees come up through the ranks mastering *Smart Trust* and learning to lead with trust from the start." —**Al Carey, president and CEO, Frito-Lay, North America**



"Covey and Link hit the mark—again—with *Smart Trust*! As they illuminate convincingly in this beautifully written book, nothing is more important than building trust in relationships and in organizations. Trust is the glue that binds us together. Everywhere I go I see a remarkable loss of trust in leaders, and once lost, trust is very hard to regain. I feel this loss is tearing at the fabric of society, as so many people love to blame others for their misfortunes but fail to look in the mirror at themselves. They would do well to learn *Smart Trust*." —**Bill George, professor, Harvard Business School, and author of *True North***



"*Smart Trust* is a deep look into a subject that is truly foundational to our collective success. It provides both practical and philosophical wisdom about what it takes to grant and gain trust. Recommended with enthusiasm!" —**Dr. John Lechleiter, chairman, president and CEO, Eli Lilly and Company**