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The Power of Trust

The Six Laws of the Invisible Asset That Determines the Destiny of People, Companies, Markets, and Nations

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Central question. How does trust shape the performance of institutions, firms, and markets, and what happens when it breaks down?

About the book

A case-based, interdisciplinary nonfiction work that examines six proposed laws of trust across four levels: nations, markets, companies, and individuals. Drawing on the author's management and public-sector experience, the book connects historical and contemporary examples, including Boeing, Wells Fargo, FTX, financial crises, and Singapore, to questions of credibility, incentives, institutional design, and organizational conduct.

Potential course fit

Organizational Behavior / Leadership	Trust, accountability, organizational culture, and recovery after failure.
Business Ethics / Governance	Transparency, reputational risk, stakeholder expectations, and oversight.
Finance / Economics	Credit, institutional credibility, financial contagion, and market confidence.
MBA / DBA Strategy Seminars	Cross-sector case comparison, diagnosis, and critical evaluation of frameworks.

Possible learning outcomes and classroom use

Students can identify mechanisms through which trust accumulates or erodes; compare organizational and market failures; distinguish perceived trust from evidence of trustworthiness; and assess what empirical evidence would be needed to test the book's claims. Selected chapters can support case discussions, short reflection papers, and MBA/DBA seminar debates.

Sample discussion prompts

1. When can a firm appear trustworthy while its underlying practices are not? **2.** Which mechanisms amplified a loss of trust in Boeing, Wells Fargo, or FTX? **3.** What data would be required to test a proposed law of trust prospectively?

Interactive classroom companion

Suggested activity. Students can use the interactive MTI assessment at www.elpoderdelaconfianza.com to examine a selected organization, compare judgments, and discuss the evidence behind each rating. The tool supports classroom reflection and critical debate, rather than providing a validated diagnosis.

Methodological transparency

The 25 cases are retrospective illustrations, not statistical validation. The MTI is a proposed 24-item self-assessment framework, not a psychometrically validated measure or a verified predictor of organizational outcomes. Results from the online tool should therefore be treated as prompts for inquiry, not established ratings.