4 marketing insights for the new rules of trust

Four findings, one important message: In an AI-driven world, trust is becoming your most valuable asset.



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AI is changing more than how customers search, consume content and make decisions. It is reshaping what they trust, what they value and how they judge the brands behind the

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information they receive. Drawing on four emerging studies presented at this year's IESE-ESADE Marketing Research Camp, IESE Prof. Vardit Landsman explores why customers are becoming less willing to pay for accuracy, why human effort matters more than ever, how fake reviews undermine trust and why people resist AI when they see it as a threat.

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