

# Rebuilding Trust From the Ground Up

## *IESE Insight 3*



October 1, 2009

The loss of trust is one of the fallouts of the global financial crisis. This edition of the *IESE Insight* review provides tools to clear the rubble and rebuild confidence. Among the leading authors tackling trust are:

- **Robert Solow**, winner of the 1987 Nobel Memorial Prize in Economic Sciences
- **Sandro Castaldo**, director of the Marketing Department at the SDA Bocconi School of Management in Milan

- **Benito Arruñada**, professor of Business Organization at Pompeu Fabra University in Barcelona
- IESE professors **Pablo Cardona** and **Josep M. Rosanas**

This edition also suggests some simple yet powerful strategies for attracting investors, based on research with entrepreneurs in the U.K. that was carried out by **Christoph Zott** (IESE) and **Quy Huy** (INSEAD).

In addition, **Sandra Sieber** (IESE) and **Amy Shuen** (CEIBS) propose a wealth of practical actions that managers can put into practice immediately to multiply their firms' dynamic capabilities, using the latest generation of web technologies.

Other features include: a business case on the British motorcycle brand, Triumph; an exclusive interview with the American venture capitalist **Franklin “Pitch” Johnson**, who predicts where he sees the VC industry going next; and, in keeping with the “building” theme of this edition, an interview with a British architect from the firm responsible for Terminal 4 of Madrid Barajas International Airport, talking about the impact of good design, particularly on work spaces.

Array

[www.iese.edu/insight](http://www.iese.edu/insight)