



# **Trust Agents (Revised and Updated): Using the Web to Build Influence, Improve Reputation, and Earn Trust (Your Coach in a Box)**

*Chris Brogan, Julien Smith*

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There's no question that the Internet has changed the way we do business-especially when it comes to marketing. Consumer environments are short on trust and populated by consumers who are cynical, savvy, and informed. Though it's easier than ever to reach customers, it's less likely that they'll listen. Today, the most valuable online currency isn't the dollar, but trust itself. At the same time, social networks and personal connections have far more influence on consumers than your marketing messages ever will-unless your business knows how to harness them. In *Trust Agents*, two social media veterans show you how to tap into the power of these networks to build your brand's influence, reputation, and profits. Trust agents aren't necessarily marketers or salespeople; they're the digitally savvy people who use the Web to humanize businesses using transparency, honesty, and genuine relationships. As a result, they wield enough online influence to build up or bring down a business's reputation. This audio book will show you how to build profitable relationships with trust agents, or become one yourself.

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