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Nota di contenuto	1. Money for Nothing - Reputation, Trust and Ethics (by Paul Kofman) -- 2. Better Days - The Social Contract (by Clare Payne) -- 3. Something So Strong - Foundations of Trust (by Clare Payne) -- 4. The Twist - Duties (by Clare Payne) -- 5. Into Temptation - Conflicts of Interest (by Paul Kofman) -- 6. One Step Ahead - Evolving Challenges (by Paul Kofman) -- 7. Take the Pressure Down - Ethics Informing Practice (by Clare Payne).
Sommario/riassunto	From the marble trading floors of Wall Street to the dirt floor of a microfinance lender in rural Sumatra, finance touches everybody's lives. From small personal loans to collateralised debt obligations, it promises solutions for a better, more prosperous future. But not much in life is guaranteed, and financial outcomes may not match consumer expectations. When trust between practitioners and their clients is undermined it threatens the very fabric of our financial system. The result can be personal disappointment, but the financial crisis of 2007-08 highlighted how we can all be affected when economies are jeopardised by financial mismanagement. A Matter of Trust explores how the finance sector can stand as a true profession and provides a practical guide to make everyday business decisions in an ethically sound way.