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Nota di contenuto	Intro -- CONTENTS -- PREFACE -- INTRODUCTION -- 1 TRUSTING TRUST -- Trust on Trial -- Alternatives to Trust: Fear, Control, Power -- Distrust: "Paranoia" and Cynicism -- Basic Trust -- Trusting Strangers:The Global Society -- Talking about Trust -- Building Trust -- 2 UNDERSTANDING AND MISUNDERSTANDING TRUST -- How We Misunderstand Trust -- Simple Trust -- Blind Trust -- Trust and Reliance:The Mechanization of Trust -- Whom Can You Trust? -- Two Virtues:Trust and Trustworthiness -- Conditional Trust -- Beyond Competence -- Trust as Medium:The Most Insidious Misunderstanding -- 3 AUTHENTIC TRUST -- From Simple Trust to Authentic Trust -- Authentic Trust -- Trust as Emotion -- Trust as Mood -- Trust as Background and as "Medium" -- Self-Trust, Self-Confidence -- Knowing Self-Trust -- Emotional Self-Trust -- Breaches and Betrayals of Trust -- Trust, Hope, and Forgiveness -- Authentic Trust and Leadership: Disclosing New Worlds -- CONCLUSION: BUILDING AUTHENTIC TRUST -- NOTES -- BIBLIOGRAPHY -- INDEX -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- R -- S -- T -- V -- W -- X.
Sommario/riassunto	In Building Trust, Robert C. Solomon and Fernando Flores argue that

trust is not something that simply exists from the beginning, something we can assume or take for granted; that it is not a static quality or "social glue." Instead, they assert that trust is an emotional skill, an active and dynamic part of our lives that we build and sustain with our promises and commitments, our emotions and integrity.
