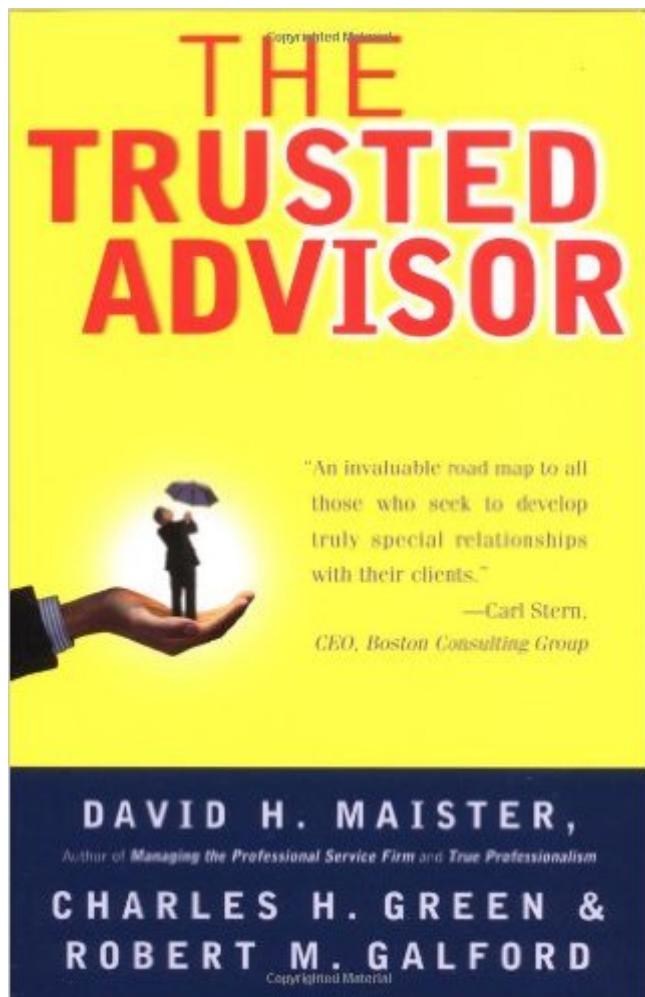


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# The Trusted Advisor



## **Synopsis**

Bestselling author David Maister teams up with Charles H. Green and Robert M. Galford to bring us the essential tool for all consultants, negotiators, and advisors. In today's fast-paced networked economy, professionals must work harder than ever to maintain and improve their business skills and knowledge. But technical mastery of one's discipline is not enough, assert world-renowned professional advisors David H. Maister, Charles H. Green, and Robert M. Galford. The key to professional success, they argue, is the ability to earn the trust and confidence of clients. To demonstrate the paramount importance of trust, the authors use anecdotes, experiences, and examples -- successes and mistakes, their own and others' -- to great effect. The result is an immensely readable book that will be welcomed by the inexperienced advisor and the most seasoned expert alike.

## **Book Information**

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Average Customer Review: 4.6 out of 5 starsÂ  See all reviewsÂ  (137 customer reviews)

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## **Customer Reviews**

According to the authors, "The theme of this book is that the key to professional success is not just technical mastery of one's discipline (which is, of course, essential), but also the quality to work with clients in such a way as to earn their trust and gain their confidence." The authors provide "a new understanding of the importance and potential of trust relationships with clients, and show how trust can be employed to achieve a wide range of rewards. We examine trust as a process, which has beginnings and endings, which can be derailed and encouraged, and which take place across time and experience. We analyze the key components of trust and the process which trust involves in a relationship." To give you at least some idea of what this book addresses, here are the questions

answered in Part One ("Perspectives on Trust"): What would be the benefits if your clients trusted you more? What do great trusted advisors all seem to do? What are the dynamics of trusting and being trusted? How do you ensure that your advice is listened to? What are the principles of building strong relationships? What attitudes must you have to be effective? Do you really have to care for those you advise? In the final chapter, the authors include "The Quick-Impact List to Gain Trust" and then an Appendix in which they duplicate all of the checklists previously provided. I rate this book so highly for two reasons: First, because the content is rock-solid, anchored in a wealth of real-world experiences which the authors generously share; also because they explain HOW to gain and then sustain the trust of everyone with whom you do business.

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