



# The Trust Factor: Liberating Profits & Restoring Corporate Vitality

*John Whitney*

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## **The Trust Factor: Liberating Profits & Restoring Corporate Vitality** John Whitney

Mistrust, argues John O. Whitney, foments meddling corporate bureaucracies that police even the most trivial transactions - squelching innovation and dragging down revenues with crippling administrative overhead. It discourages sales from talking to marketing, marketing to manufacturing, or manufacturing to design. (Or any of them talking to customers of suppliers.) And it provokes harassed managers to endlessly massage their budget and forecast numbers...and their superiors to doubt the results they submit.

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