

**B&T**  
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## REVIEW...

**Book:** *The Truth About Trust – In Business*

**Publisher:** Entente, \$29.95

**Author:** Vanessa Hall

**Reviewer:** Chris Hunter, ECD, Rivet



Most ad agency creative departments are capable of creating sensational work. But too often, the really good ideas don't even make it to the client presentation. That's because great campaigns usually require two leaps of faith. One from within the agency, and one from the client. Firstly, the suits need to trust the creatives. And then the client needs to trust the agency. When this trust breaks down, or has never existed, agencies fall short — resulting in nondescript work that gets run-of-the-mill results and leaves everybody looking average.

If this seems all too familiar, you probably need *The Truth About Trust in Business* by Vanessa Hall. Hall runs Entente, a Sydney-based consultancy. Her background is in compliance and risk management, mostly financial services, and interestingly, she's also a "certified practitioner of neuro linguistic programming". But don't let that put you off.

What sets this book apart from most management self-help books is a firm grip on reality. It doesn't have the hyperactive sound-bite mentality of your typical US blogger-turned-author, and it's all the better for it.

Trust is basically your ability to rely on a person (or company) to deliver an expected outcome. So you trust your accountant to keep you out of jail, you trust your car to draw appreciative glances from small boys, and as a client, you trust your ad agency to deliver campaigns that annihilate your objectives and fast-track you to the corner office.

There is some bad stuff. This is a self-published book, so it lacks the polish of a mainstream production. The design and typography are clunky, making the book a drag to read, and there's no index. Which is a shame, because there's some good information buried in here.

It's not a book about marketing, although there are 25 pages on trust in marketing and branding. But it's still very, very relevant to our business. If you're an ambitious marketing type, or a creative aspiring to become an executive creative director, it's worth picking up.

**Rating: 7 out of 10**