

JUSTIN  
BASINI

# WHY SHOULD ANYONE BUY FROM YOU?



Prentice Hall  
FINANCIAL TIMES

# Praise for *Why Should Anyone Buy From You?*

**//** The relationship between what a business does and says in winning trust is complex – if you want to understand it better then read this book.

RORY SUTHERLAND, VICE-CHAIRMAN, OGILVY GROUP UK

**//** Why should anyone buy this book? Simple, Basini is one of the few marketing thinkers who genuinely challenges the status quo. His ideas on trust, on brands and on the future challenges for marketing will change the way you do business.

MARK RITSON, ASSOCIATE PROFESSOR OF MARKETING, MELBOURNE BUSINESS SCHOOL

**//** There is perhaps nothing more important to a brand than to win the trust of customers; but this is increasingly difficult to achieve and sustain.

Sincere, meaningful and humble focus on the customer is crucial to building trust and yet so many businesses fail to deliver this. *Why Should Anyone Buy from You?* is a thoughtful, engaging and often challenging exploration of trust in brands today.

NIGEL GILBERT, CHIEF MARKETING OFFICE, VIRGIN MEDIA

**//** Drawing on the author's deep appreciation of the subject, this book cuts to the heart of the brand relationship – trust – in a refreshing and eminently readable manner.

MIKE HUGHES, DIRECTOR GENERAL, INCORPORATED SOCIETY OF BRITISH ADVERTISERS

# Why should anyone buy from you? PDF eBook

## Table of Contents

Cover

Contents

Acknowledgements

Introduction: Why trust makes you money

Why trust matters

- A deeper understanding of trust

- Easy to feel but hard to define

- The nice guy finishes first

- A trusts B to do X

- Are people who trust dumb?

- Free market free fall

- So what builds trust?

- Appeal to the heart and the head will follow

- Brands are stores of trust

- Social capital, trust and brands

- Thick versus thin

Whats the matter with trust?

- The decline and fall

- How is trust changing?

- Who do we trust?

- Do we trust business and businesspeople?

# **Table of Contents**

In brands we trust

Fear and greed

Doing a runner?

Morality and the wealth of nations

Ethics versus morality in business

## **Trust in marketing?**

From deference to reference

Blink or think?

From deference to preference

Programmed to want

Convenient truths

## **Beginning the journey to trust**

Commanding trust

The sizeable prize of trust

Towards a framework for building trust

Seek to understand

Communications that match signals with the brand reality and aspiration

Driving behaviours that command trust

Get a mission

## **The new realism**

I cant get no satisfaction

You think in benefits, but your customer thinks in risks

Fear and risk

How does trust work in your category?

## **Realities and aspirations**

# **Table of Contents**

Manipulating behaviour

The drip, drip, drip

The three states of a brand

Matching the brand signals with brand reality

Strategies to signal trustworthiness

The story matters

## **The turning point**

Less crisis and more reformation

From mass communications to mass interactions

From eyeballs to engagement

From attention to contention

The battle for the voice of business

Top-down is dead

Unleash the people

## **Are you a high-trust organisation?**

Trust is a two-way thing

Does your business trust your customer?

How do you show you trust?

Are you a high-trust organisation?

Ideas for creating a high-trust organisation

The next steps towards higher-trust organisations

Is your business rich in social capital?

## **Living-room leadership**

Leaders: apply within

Big problems, big opportunities, big connections

Mission possible

Start at the beginning

# **Table of Contents**

The future of trust

Bankers are evil, arent they?

The power of system redesign

Every business is social

Selling less stuff

This future is radical

Bibliography

Index