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TRUST

The Secret Weapon of Effective Business Leaders

By Kathy Bloomgarden

How do you lead and succeed in today's unforgiving business world, where leaders have shorter tenure than ever before? Kathy Bloomgarden, CEO of Ruder-Finn, the world's largest independent PR firm, interviewed numerous successful, longstanding CEOs and leaders around the world, and in her new book, **TRUST: The Secret Weapon of Effective Business Leaders**, shares their stories about how they not only survived at the top—but thrived.

TRUST taps into a powerful current in American business—the importance of trust in a business' corporate strategy. Leaders who add the most value to their companies today, says Bloomgarden, tend to make decisions based not on short-term financial goals, but rather on strongly held values. They develop a reservoir of trust among all of their key stakeholders because their decisions are based on the long-term best interest of the company, its employees, its shareholders, and the various communities their companies affect. They use this power of trust to speak frankly as challenges arise, to follow a consistent strategy, and to make the hard decisions that are sometimes not very popular.

Discussing the characteristics that make today's leaders successful, Bloomgarden showcases the actions and reveals the inner thoughts of some of the world's leading CEOs: Daniel Vasella of Novartis, Ed Breen of TYCO, John Browne of BP and Arthur Sulzberger of *The New York Times*. These profiles and others show that top leaders don't hide in their foxholes when something goes wrong. They don't assign blame, and they don't allow time for mistakes to compound themselves. The book also demonstrates that the common characteristics of a successful, trusted leader can be applied by anyone, whether a corporate CEO, a non-profit executive, a politician, a division president, or even an ambitious young person at the beginning of his or her career.

Clear, engaging, and tremendously powerful, **TRUST** is a must-read for any current or aspiring leader.

About the Author:

Kathy Bloomgarden, Ph.D., is CEO of Ruder-Finn, one of the world's largest independent public relations firms. Based on more than 20 years of experience in communications for multinationals, Dr. Bloomgarden has developed particular skills in global communications consulting, including leadership and CEO positioning; global corporate positioning and brand strategy; merger and global integration programming; change management; and values and corporate governance.

Dr. Bloomgarden built the firm's global operations, and manages the agency's wholly owned offices in Paris, London, Beijing, Shanghai, Hong Kong and Singapore, as well as the European and Asian partner network.

Dr. Bloomgarden is a member of the Council on Foreign Relations, and the Women's Leadership Board of Harvard University's John F. Kennedy School of Government, and is a board member of the National Institutes of Health Foundation. She graduated with a B.A. from Brown University, and has an M.A. and a Ph.D. from Columbia University in Political Science, as well as a certificate from the East Asian Institute. She is fluent in French, and has a working knowledge of Chinese, Italian, and basic German and Russian.

Dr. Bloomgarden is married, with three children.

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