



The Economics of Integrity: From Dairy Farmers to Toyota, How Wealth Is Built on Trust and What That Means for Our Future

Anna Bernasek

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“Anyone interested in understanding what makes our economy work must have this on their bookshelf.”
—Mark Zandi, Chief Economist, *Moody's*

In *The Economics of Integrity*, acclaimed financial journalist Anna Bernasek presents a deceptively straightforward argument: that the attributes of trust and integrity, beyond being simply virtuous ideals, are actually the bedrocks of a successful economy and culture. Bernasek has written a big-idea book with the readability of *Predictably Irrational*, and presents a compelling hypothesis that most of the things we take for granted in our lives depend on integrity. In the words of Dan Gross (Senior Editor, *Newsweek*, and author of *Dumb Money: How Our Greatest Financial Minds Bankrupted the Nation*), “in an era of structured finance, nano-technology, and complex business models, Anna Bernasek’s timely, valuable, and highly readable book reminds us that the economy runs on something much more simple: trust.”

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