

TRUST



Harvard
Business
Review



CROSS-CULTURAL MANAGEMENT

Understanding Trust, In China and the West

by **David De Cremer**

FEBRUARY 11, 2015

David Maister
Charles Green
Robert Galford

$$T = \frac{C + P}{S}$$

$$T = \frac{C + P}{S}$$

$$T = \frac{c + P}{s}$$

$$T = \frac{C + P}{S}$$

$$T = \frac{C + P}{S}$$