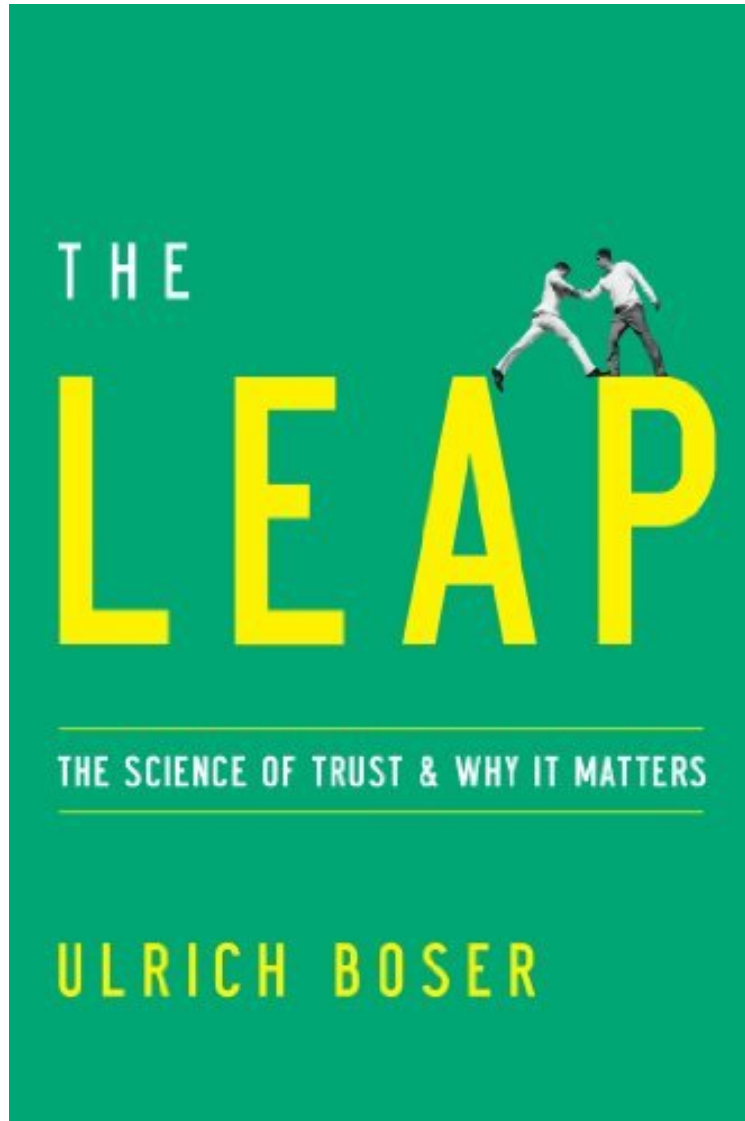


[Ebook free] The Leap: The Science of Trust and Why It Matters

# The Leap: The Science of Trust and Why It Matters

*Ulrich Boser*

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**Ulrich Boser : The Leap: The Science of Trust and Why It Matters** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Leap: The Science of Trust and Why It Matters:

1 of 1 people found the following review helpful. Nice look into trustBy A CustomerQuite a comprehensive look into trust at both individual and social levels. Backed by social experiments and research findings, the book helps readers to learn about trust and how to build it amongst human interaction.1 of 3 people found the following review helpful. The Freakanomics of trustBy CustomerReminds me a bit of Dubner and Levitt in that he uses a lot of statistics and examples of how and when trust does and does not work/how it has and has not worked in the past. I have not yet finished it but am thoroughly enjoying it. A stimulating read.1 of 3 people found the following review helpful. Five

StarsBy Shaynatoovery interesting..

Wersquo;re not supposed to trust others. Look at the headlines. Read the blogs. Study the survey data. It seems that everyone is wary, that everyone is just looking out for themselves. But a sense of social trust and togetherness can be restored. In *The Leap*, best-selling author Ulrich Boser shows how the emerging research on trust can improve our lives, rebuild our economy, and strengthen society. As part of this engaging and deeply reported narrative, Boser visits a radio soap opera in Rwanda that aims to restore the country's broken trust, profiles the man who brought honesty to one of the most corrupt cities in Latin America, and explains how a college dropout managed to con his way into American high society. Boser even goes skydiving to see if the experience will increase his levels of oxytocin, the so-called "trust hormone." A powerful mix of hard science and compelling storytelling, *The Leap* explores how we trust, why we trust, and what we can all do to deepen social trust. The book includes insightful policy recommendations along with surprising new data on the state of social trust in America today.

.com Click to Enlarge As part of his research, Ulrich Boser went skydiving to see if the experience would increase his levels of oxytocin, the so-called "trust hormone." While the headlines often highlight differences, humans want to trust others. Our brains are hardwired to do so; they secrete Oxytocin, a neurotransmitter that increases the bonding urge. The bottom line: Oxytocin aside, trust remains a choice that builds from considering and understanding the perspectives of others. — Jim Pawlak, *Biz Books* "Why should we all take a leap of faith into the world of trust? Ulrich Boser provides the profound answer in this thorough, insightful analysis of the psychology of social connectedness where we weigh communal interest over self-interest, selflessness over selfishness, giving to others over being a taker." — Philip Zimbardo, Ph.D., Professor Emeritus at Stanford University and author of *The Lucifer Effect* "A marvelous book: smart, engrossing and compulsively readable. Everyone talks about loss of trust in government and institutions, and finally there is a book that explores the issue in a meaningful way—and provides real ideas on how to restore trust. A significant contribution to our understanding of what builds civil society." — Ken Stern, former Chief Executive Officer of NPR and author of *With Charity for All* "Twenty years after Americans were warned about 'Bowling Alone,' Ulrich Boser takes us from cutting-edge psychology labs to the villages of Rwanda to better understand who we trust, how we decide, and why it matters. In an increasingly atomized world, *The Leap* charts a path towards stronger human bonds." — John Podesta, former Chief of Staff to President Bill Clinton "Ulrich Boser examines one of the most crucial questions facing our nation today: Can we work together? In this vitally important book, Boser details the corrupting force that income inequality has had on social cohesion. For all those concerned about our nation's public policy, this book is a critical read." — Neera Tanden, president of the Center for American Progress About the Author Ulrich Boser writes about social issues, and his work has appeared in the *New York Times*, the *Wall Street Journal*, and the *Washington Post*.