

Trust

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GERT TINGGAARD
SVENDSEN



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Trust Gert Tinggaard Svendsen Hent PDF Do you know this man? Probably not. If you were Danish there's a 78% chance you would trust him anyway. Everyone shows some degree of trust – in family, friends, even strangers. This man is not your average Dane. In fact, he solved the puzzle of Denmark's success, which had scholars and economists baffled for decades. The answer is simple: trust, and the remarkable way most Danes trust him and all the other people they don't know. His name: Gert Tinggaard Svendsen, trust expert from Aarhus University. His motto: "Control is good, but trust is cheaper."

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