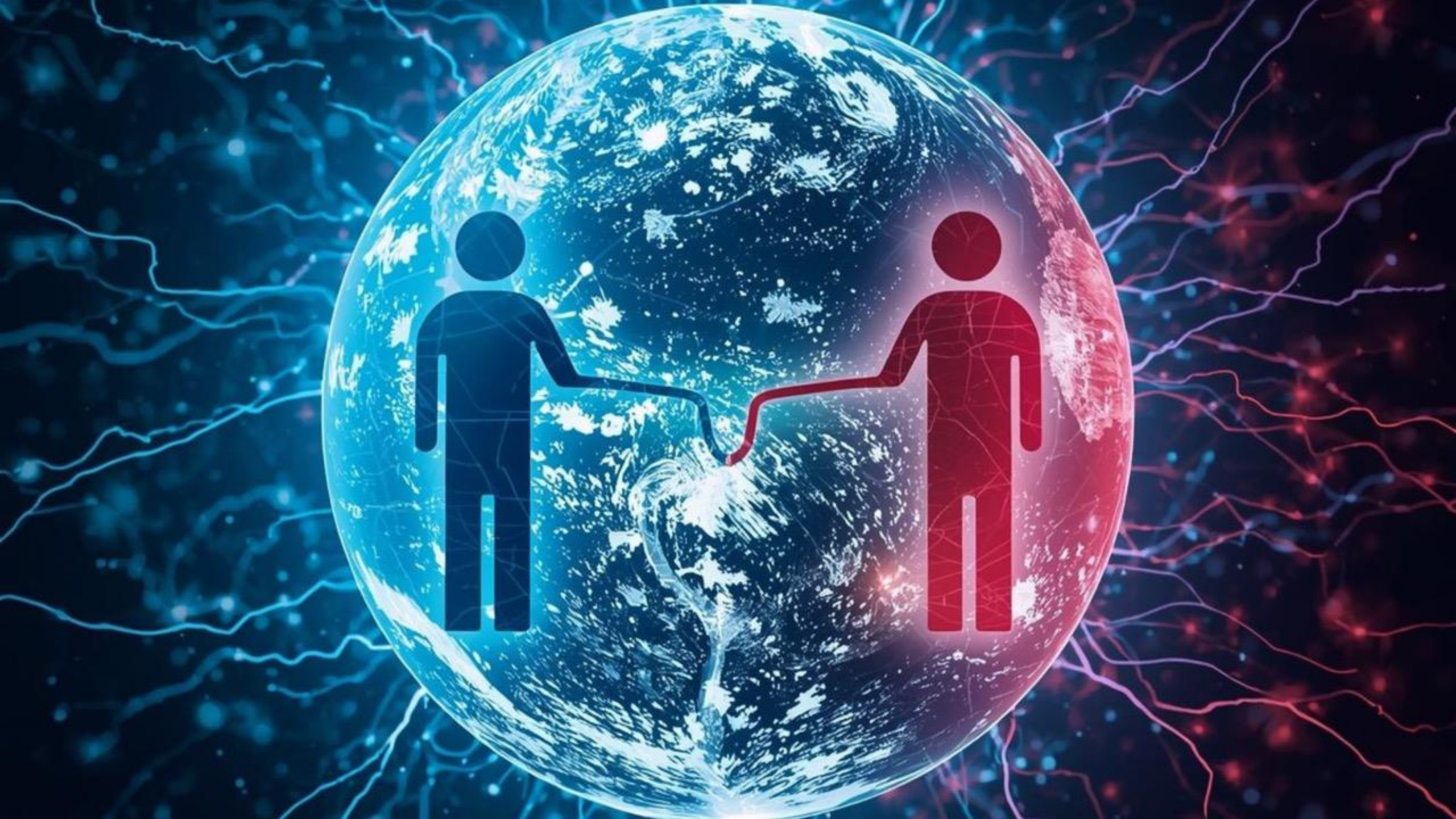


Authority Is the New Currency: Marketing to the Global Trust Economy



Neal Oates, Jr.









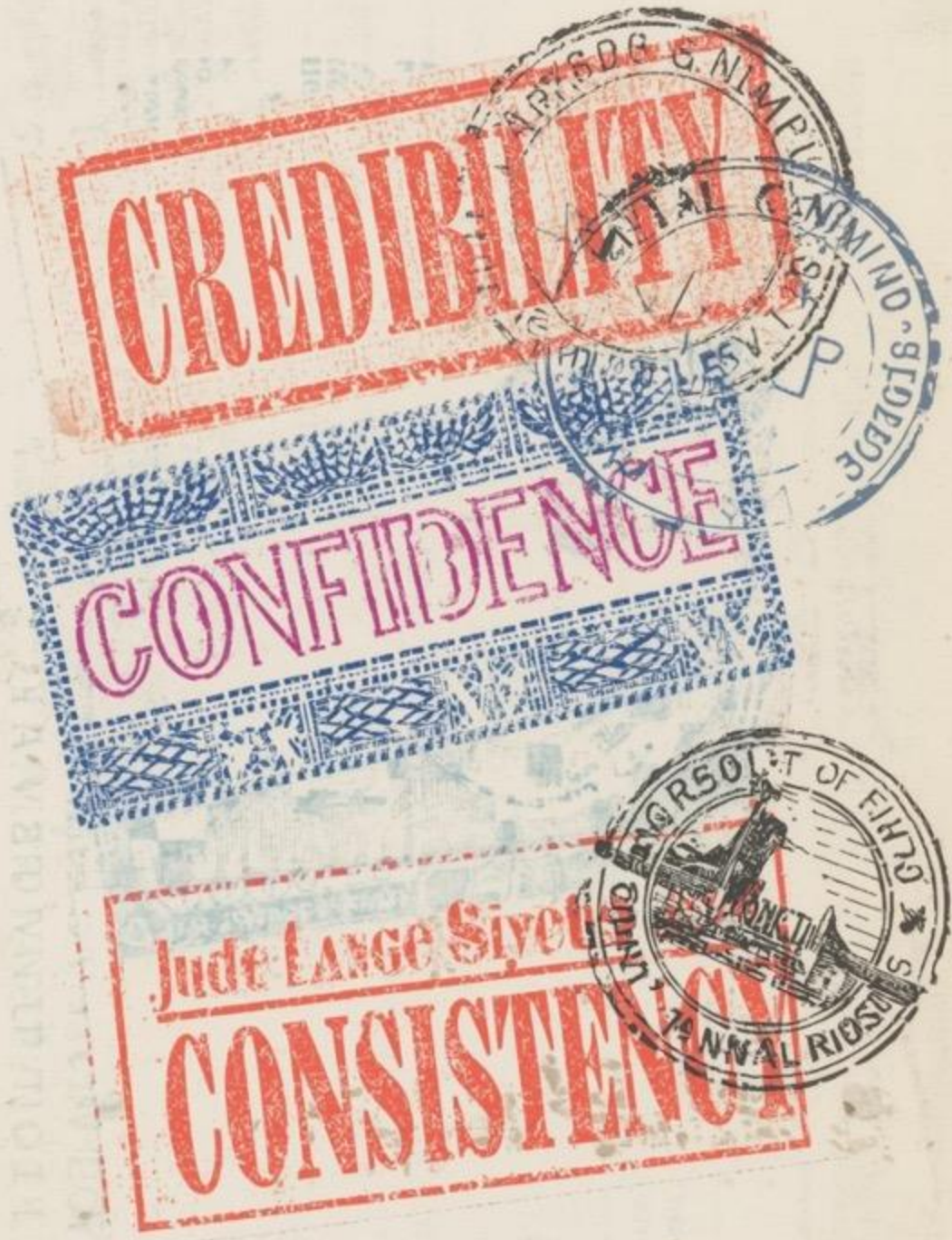
THEY ARE THE DEFINED GENIUS OF THE

STUDIES

HALEN

JAMHJ

LOWE





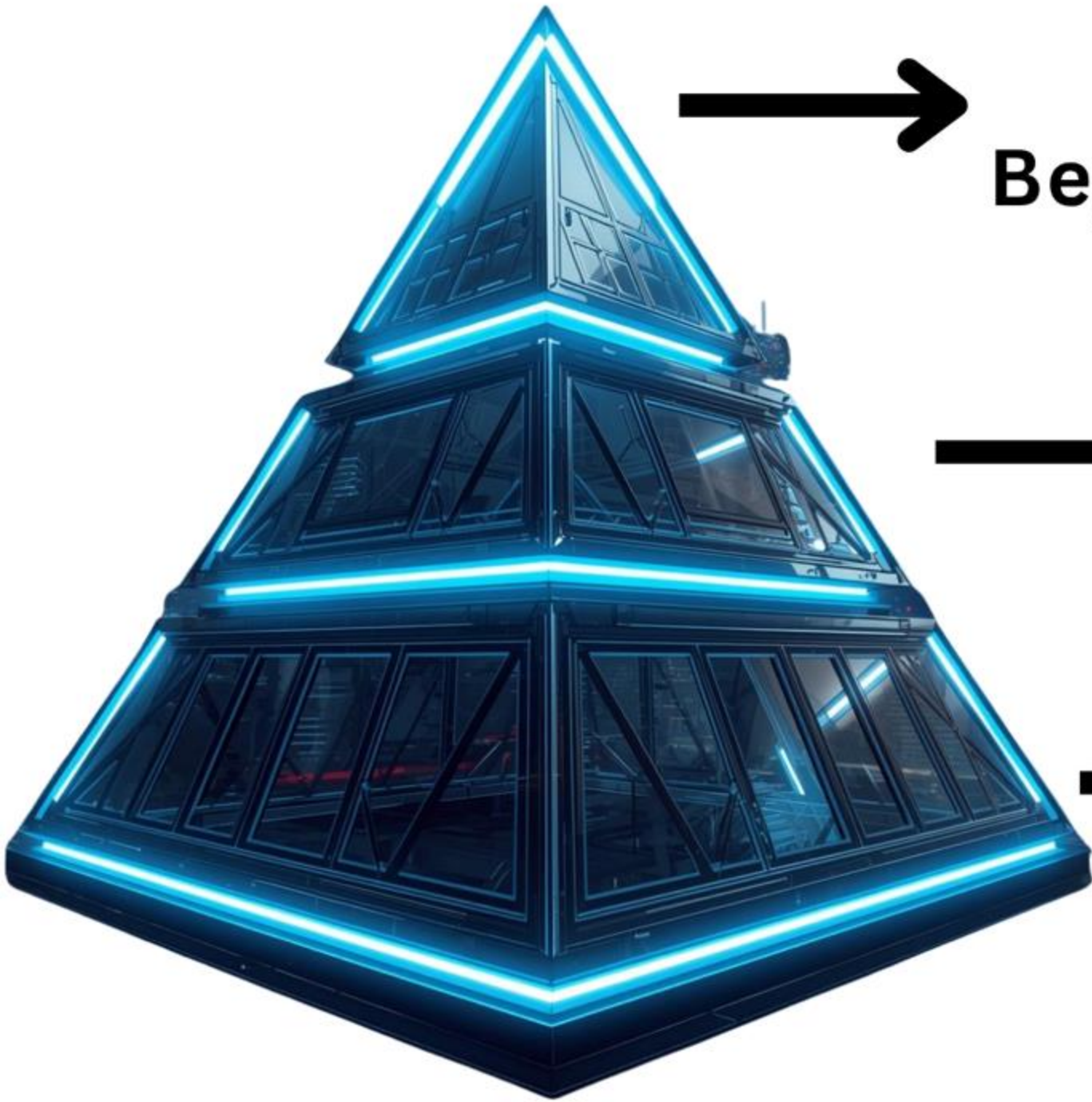
63%

71%

**You can't outspend
someone who's already
trusted.**







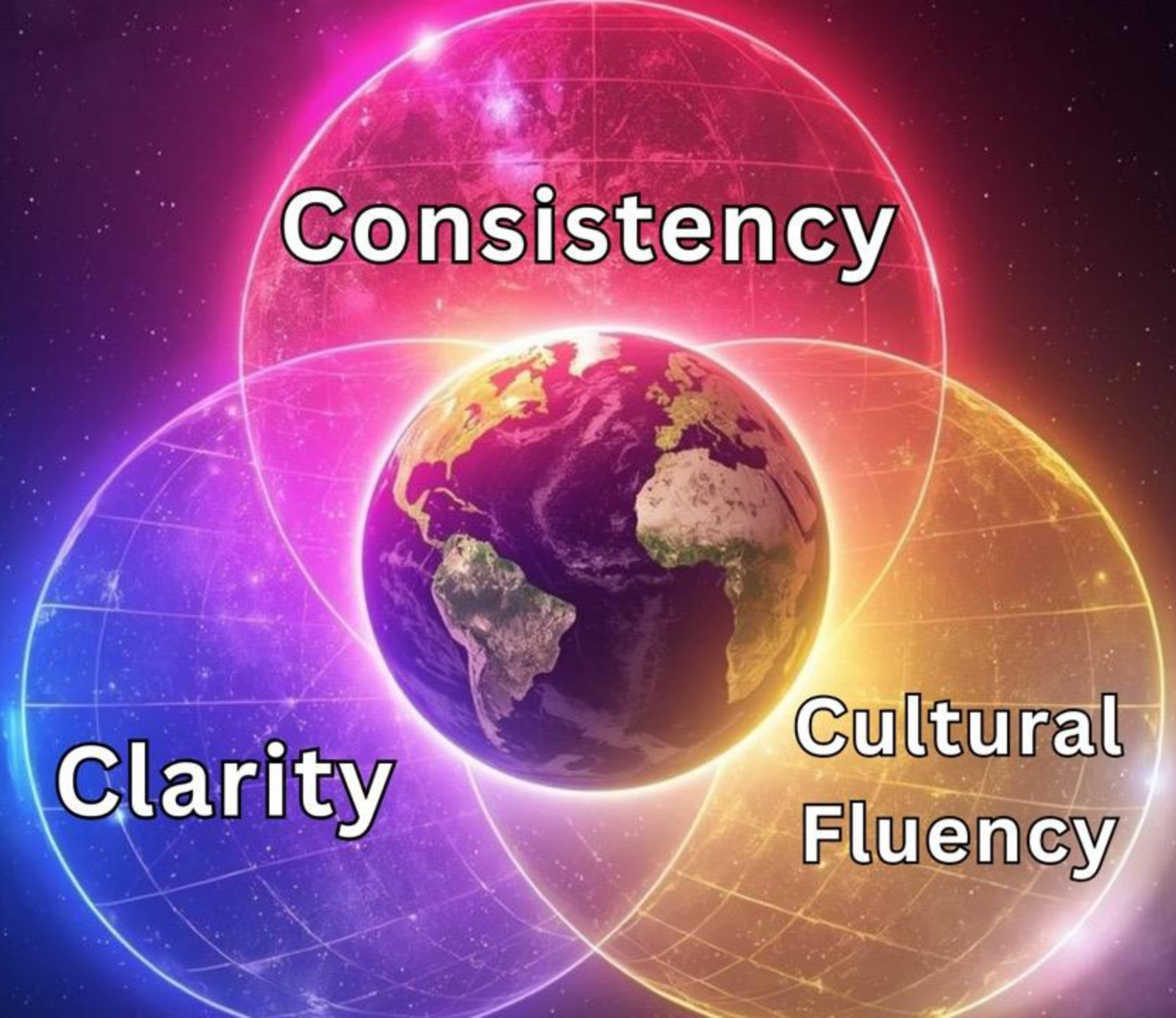
**Respected
Beyond Borders**

**Recognized in
Your Country**

**Known in Your
Community**



Reputation Moves at the
Speed of Connection



Consistency

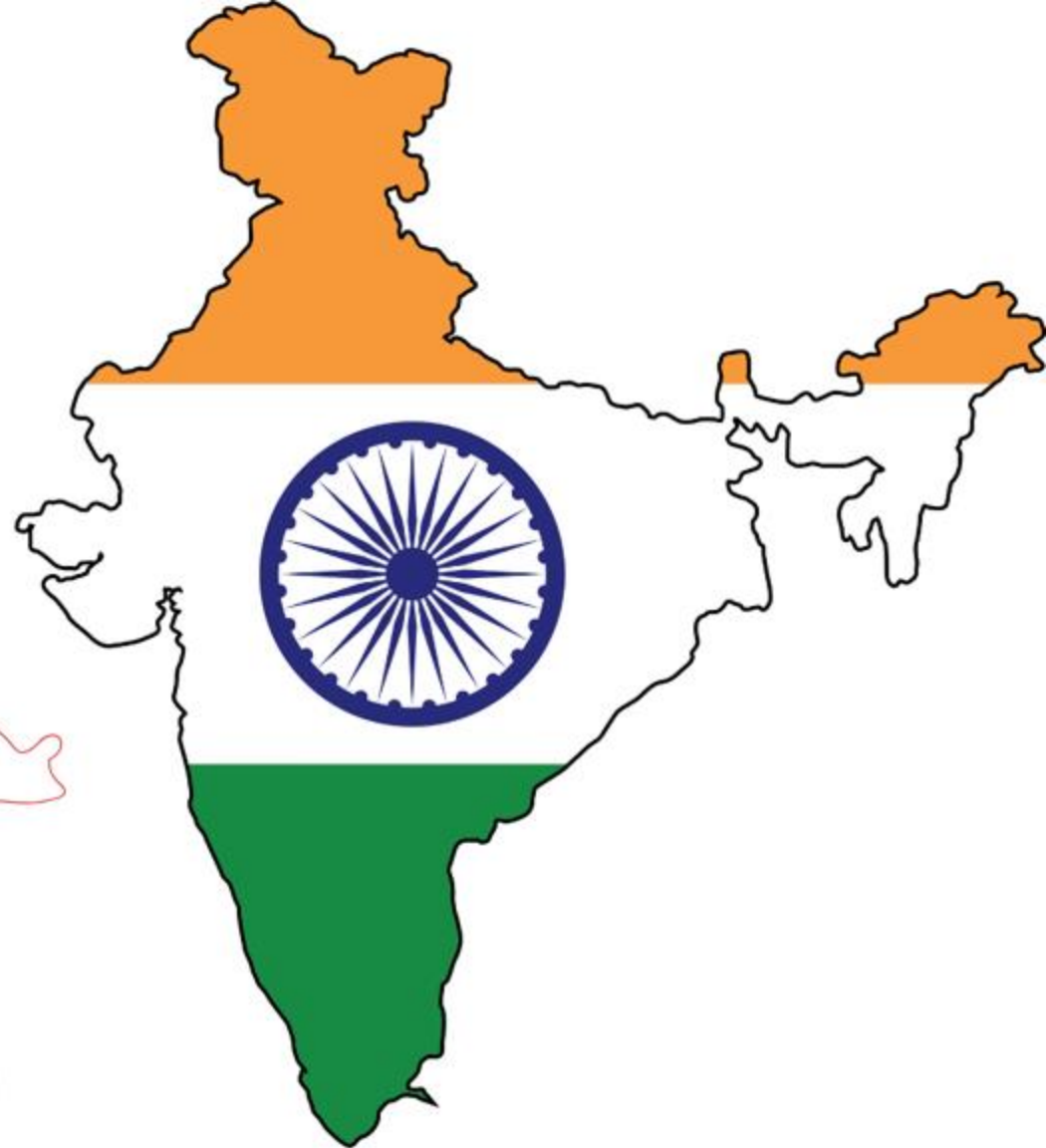
Clarity

**Cultural
Fluency**



Consistency Over Time = Trust Growth





Precision



Relationship



Consistency

Authority

Clarity

**Cultural
Fluency**







