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Trust and the PSM

2009 PSM Biennial

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Online Master of Science in Food Safety

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Time Magazine, 12/4/2008;
img.timeinc.net/.../2008/08/12/big_three_tout.jpg



http://i.telegraph.co.uk/telegraph/multimedia/archive/01212/China_milk_1212154c.jpg

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www.nytimes.com/.../12bank.html?ref=business



www.huffingtonpost.com/2008/03/03/

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www.nydailynews.com/news/politics/2009/08/12/

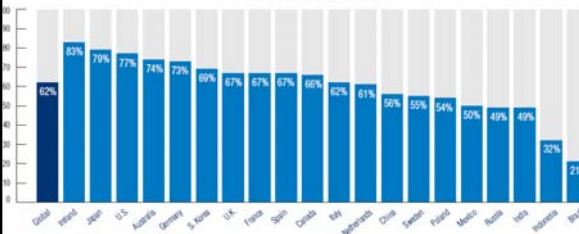


www.cbsnews.com/.../earlyshow/main5232537.shtml

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Trust in companies down

% who trust companies less



Country	% who trust companies less
Global	62%
Ireland	83%
Japan	79%
U.S.	77%
Austria	74%
Germany	72%
S. Korea	69%
U.K.	67%
France	67%
Spain	67%
Canada	66%
Italy	62%
Netherlands	61%
China	56%
Sweden	55%
Finland	54%
Mexico	50%
Korea	49%
India	49%
Indonesia	32%
Brazil	21%

Edelman Trust Barometer, 2009

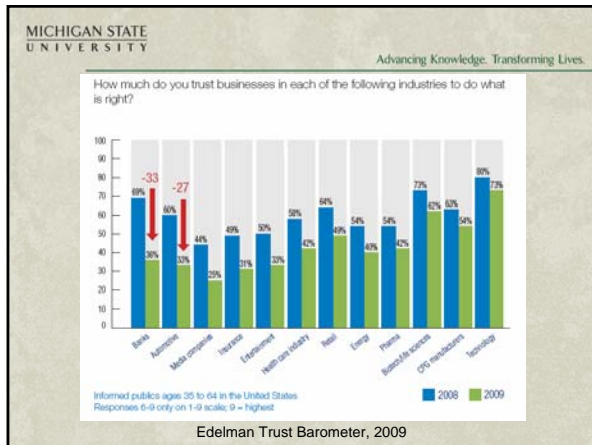
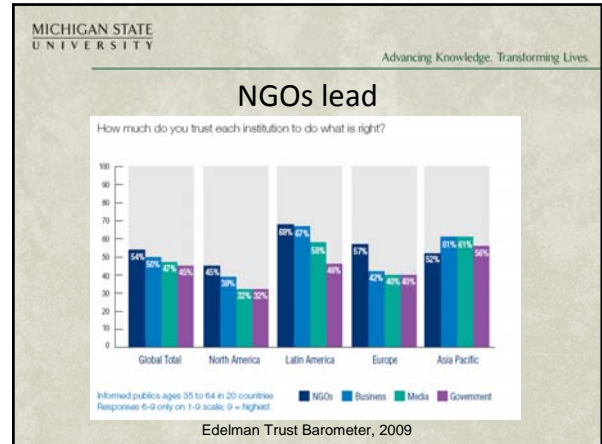
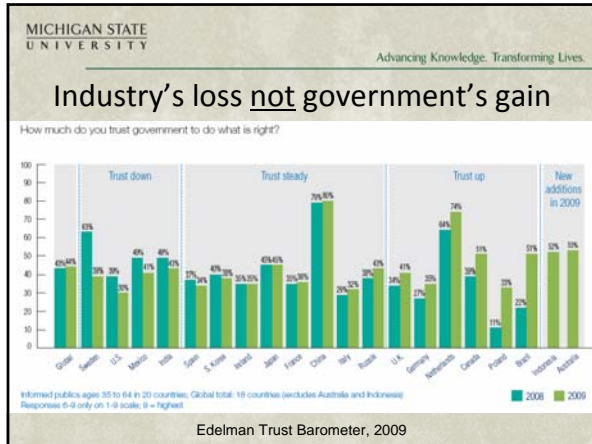
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Trust differs globally

The Trust Divide



Edelman Trust Barometer, 2009



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Ethics and the PSM

- Chancey and Woods, University of Northern Iowa
- Wang and Pessin, University of California-Channel Islands