

What is trust?

In psychology, trust is believing that a person (or organization) will do what is expected.

What is value?

The Oxford Dictionary defines value as: the worth of something compared to the price paid or asked for it.

“Value is about the totality of the experience: what you get for your money, not just how cheap it is. I think we all know that intuitively.” –Ron Shaich, CEO of Panera Bread