

# Contents

Foreword	xi
<i>Lynne d Johnson</i>	
Introduction: The Glass House of Business	1
<b>Part One: Strategy</b>	
1. What Is Transparency? A Working Definition	11
2. Someone May Be Looking: Transparency Done Right and Wrong	25
3. Do You Have What It Takes? Characteristics of Transparent Organizations	37
<b>Part Two: Tactics</b>	
4. From Prospects to People: Why Opaque Selling Doesn't Deliver Long-Term Return on Investment	55
5. Follow the Money: Financial Communications	71
6. When Things Go Bad: Transparency During a Crisis	85
7. Exposing the Company to the Employees Who Make It Work: Internal Transparency	105
8. Meet the Press: Traditional Public Relations and Media Relations	125

9.	The View from the Top: The Role of Leadership	137
10.	En-Gauge the Conversation: How Issues Blogs Show People You're Listening	151
11.	From the Inside Looking Out: Employee Involvement	161
12.	Transparency Beyond Text: How Audio, Video, and Interactive Media Build Trust	173
13.	Profile and Privacy: Transparency in Social Networks	187
14.	The Case for Face-to-Face: Transparency in Person	207

### **Part Three: Making It Real**

15.	The Toothpaste Is Out of the YouTube: Addressing Loss of Control with Transparent Tactics	223
16.	Yeah, But . . . : Overcoming Objections	237
17.	Your Road Map to Transparency: Creating a Plan	251
18.	What's Next? The Future of Transparency	271
	Notes	277
	Acknowledgments	283
	The Authors	287
	Index	289