



FOR IMMEDIATE RELEASE

DATE: January 13, 2011

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**Trust Across America
Names Top 100 Thought Leaders**

CHESTER, NEW JERSEY, January 13, 2011. Trust Across America, dedicated to unraveling the complexities of trustworthy business behavior, has selected 2010's Top 100 Thought Leaders in Trustworthy Business Behavior. These people collectively represent a group that can genuinely transform and reverse the cycle of mistrust in business.

According to Barbara Kimmel, Executive Director, "This year's recipients include leaders from the public and private sectors as well as authors, consultants, researchers and academics. Each recipient has made an extensive, positive contribution to building trust in business."

The full list of honorees can be found at <http://www.trustacrossamerica.com/offerings-thought-leaders.shtml>.

The Top 100 Thought Leaders represents the culmination of two years of research. Trust Across America sought the counsel of and requested nominations for this honor from over 150 professionals across the nation. The list was narrowed through an extensive vetting process. As leaders of [The Most Trustworthy Public Companies in America](#), ten CEOs were included in the list.

According to Barbara Kimmel, "These individuals are inspiring organizations to look more closely at their higher purpose...to create greater value for, and trust from, all of their stakeholders. We congratulate all of the honorees whose work is shining a spotlight on the importance of trust and providing a roadmap for everyone to follow."

Trust Across America™ (TAA) www.trustacrossamerica.com is a program of Next Decade, Inc., an award-winning communications firm that has been unraveling and simplifying complex subjects for over 20 years. TAA provides a framework for public companies to improve trustworthy business practices, as well as showcasing role models that are exhibiting high levels of trust and integrity.

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