

# The Trust Economy Reaches #1 Best Seller Status as Trust Emerges as a Competitive Advantage

*New bestseller, [The Trust Economy](#), explores how visibility, credibility, and public trust are becoming key drivers of business growth and influence.*

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/EINPresswire.com/ -- New bestseller explores how visibility, credibility, and public trust are emerging as powerful drivers of business growth, influence, and opportunity.

In today's marketplace, attention is abundant, but trust is increasingly difficult to earn.

Consumers are surrounded by advertising, artificial intelligence, endless content, and constant competition for visibility. Businesses have more ways than ever to reach potential customers, yet many are discovering that visibility alone is no longer enough. In a world overflowing with information, trust has become one of the most valuable assets a person, business, or brand can possess.

That message is at the center of [The Trust Economy](#), the new book by author and media strategist Dr. Richard Kaye, which reached #1 bestseller status on Amazon on its launch day and is generating growing interest among entrepreneurs, authors, speakers, and business leaders nationwide.

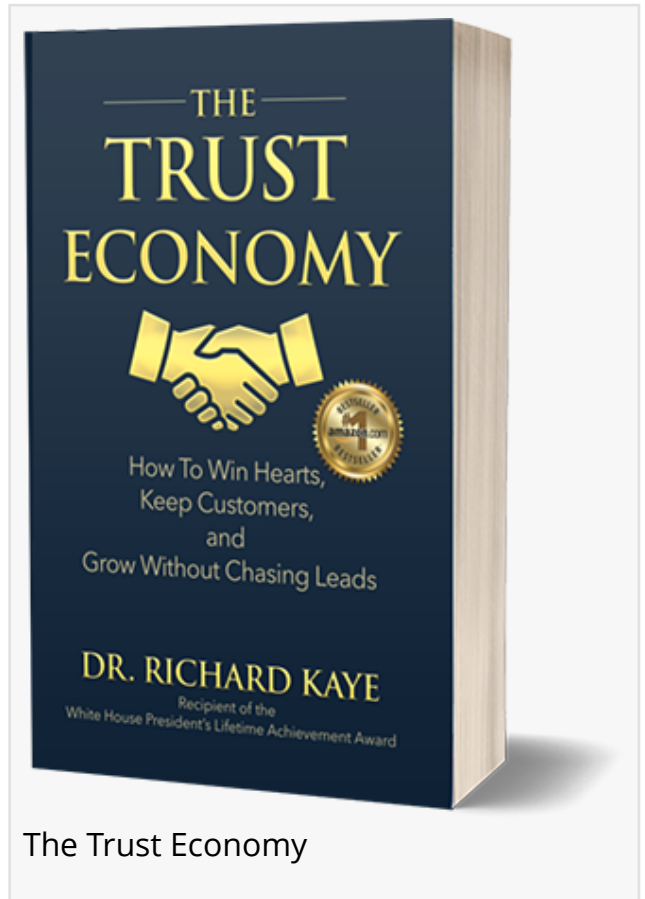
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It's not the best who thrive.  
It's the best known.”

*Dr. Richard Kaye*

The book explores a significant shift taking place across business, media, and public perception. Increasingly, credibility, recognition, and trust, influence who people

choose to follow, hire, recommend, and do business with.



The Trust Economy

"The best doesn't always get the business," said Kaye. "The best known often does."

Drawing from years of experience helping individuals increase their visibility and authority, Kaye examines why people naturally gravitate toward those they repeatedly see, hear about, and recognize. The Trust Economy explains how publicity, media exposure, social proof, bestselling books, interviews, speaking engagements, awards, and third-party recognition, contribute to trust long before a direct business conversation ever takes place.

According to Kaye, the rapid growth of artificial intelligence and automated content is making credibility and authenticity even more important.

"We are entering an era where trust has become economic power," Kaye said. "People want confidence in who they choose to believe in, follow, and do business with."

Across industries, organizations are discovering that consumers increasingly make decisions based on familiarity, credibility, and perceived authority. While advertising continues to play an important role, third-party validation often carries greater weight than direct promotional messages. Media coverage, interviews, books, speaking appearances, testimonials, and public recognition frequently influence purchasing decisions before a prospect ever visits a website or speaks with a representative.

According to Kaye, this shift is reshaping how entrepreneurs, professionals, and organizations approach growth.

"People are looking for reasons to trust," Kaye said. "When someone has been featured in the media, written a book, spoken from stages, or earned meaningful recognition, it creates confidence before a conversation ever begins."

The book argues that while many organizations continue competing primarily on products, pricing, and marketing tactics, public trust itself has become a defining competitive advantage.

"Visibility without trust creates attention," Kaye said. "Visibility with trust creates influence."

The Trust Economy also explores why familiarity plays such a powerful role in human decision-making and why many talented individuals and businesses remain overlooked despite offering exceptional products, services, or expertise.

"Extraordinary people are overlooked every day," Kaye said. "Not because they lack value, but because they lack visibility."

The growing success of The Trust Economy reflects a broader conversation taking place throughout the business community as leaders increasingly recognize that reputation, credibility,

and public recognition often determine who rises above the noise in crowded industries.

Through practical insights and real-world examples, the book examines how authority building, media positioning, publicity, and public visibility, contribute to long-term influence, opportunity, and business growth. It presents a framework for understanding why some people and organizations become top-of-mind within their industries while others remain largely unknown despite possessing significant talent and expertise.

As conversations surrounding influence, authority, credibility, and public trust continue evolving, The Trust Economy is emerging as a timely message for entrepreneurs, professionals, authors, speakers, and organizations seeking to strengthen their position in an increasingly competitive marketplace.

To learn more about The Trust Economy, visit:

<https://thetrusteconomybook.com/>

Take the [Influence, Credibility, and Exposure Assay](#) and discover how you currently show up in the publicity space:

<https://richardkaye.com/quiz-ice>

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About Dr. Richard Kaye

Dr. Richard Kaye is an author, speaker, and media strategist, known for helping entrepreneurs, authors, speakers, and business leaders increase their visibility, credibility, and exposure. His work focuses on publicity, authority building, media positioning, and the growing relationship between trust, recognition, and influence in today's marketplace.

Media Contact:

Dr. Richard Kaye

<https://richardkaye.com>

rkaye@richardkaye.com

Dr. Richard Kaye

Dr. Richard Kaye

+1 575-613-2680

[email us here](#)

Visit us on social media:

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