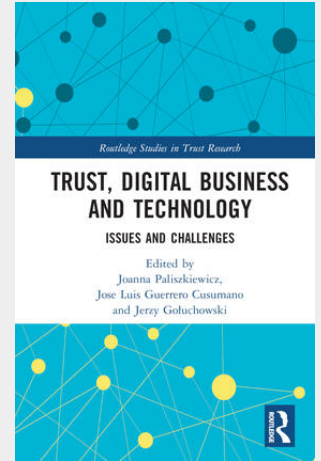


Trust, Digital Business and Technology

Issues and Challenges

Trust, Digital Business and Technology: Issues and Challenges presents and discusses the main issues and challenges related to digital trust and information technologies. The subject of trust is relevant to both practitioners and researchers. It is widely recognized and confirmed that trust, especially mutual trust, when it is built at the right level, reduces the risk of interaction and increases the collaboration between partners. Readers will gain from this book theoretical and practical knowledge on digital trust; theoretically, well-grounded knowledge on digital trust and related concepts, empirically validated by practice. Most authors have taken innovative approaches to consider issues highlighting a selected aspect of the core theme of this book. The intended audiences of this book are professionals, scholars, and students.



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