## "TRUST SCALES BETTER THAN EGO."

NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

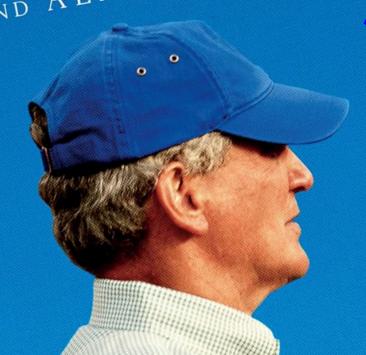
TRILLION
TRILLION
DOLLAR COACH

THE LEADERSHIP PLAYBOOK

OF SILICON VALLEY'S

BILL CAMPBELL

ERIC SCHMIDT
JONATHAN ROSENBERG
AND ALAN EAGLE





**SWIPE** 

WHY I GO BACK TO IT LAR COACH

## TRUST ISN'T SOFT. IT'S FOUNDATIONAL.

It's what makes real collaboration (and risk-taking) possible.



SWIPE

WHY I GO BACK TO IT LAR COACH

## FEEDBACK HITS HARDER WHEN IT COMES FROM CARE.

TRILLION

People will hear hard truths when they know you're in their corner.





WHY I GO BACK TO IT LAR COACH

## CULTURE LIVES IN THE IN-BETWEEN MOMENTS.

The hallway chants, the late-night check-ins, the small stuff—it's all culture.

