

**Trust in the global crisis. The relevance of Keynesian social thought.**

Why trust collapses in times of crisis? And when, instead, it becomes a driver of growth, generating value? The volume offers an analysis of the dynamics of trust by giving a sociological interpretation to the thought of John Maynard Keynes, the first economist to understand the full extent of the confidence-lever.

In a complex techno-socio-economical context as the one generated by the financial crisis of 2007, the innovative concept of 'economy of trust' explains value creation through the spontaneous act of trust as a replacement of the institutional system of quality assurance and control. Indeed, the lack of such a system has been the ideal breeding ground for the growth of 'nominal economy': this is the economy which distorts the perception of reality as it widens economic and social disparities, unbalances relationships between risk and wealth in the global society, dissolves the bonds of responsibility; in this way, trust promotes the recall of strong "new powers", such as, for example, hedge funds companies, rating agencies, investment banks. In this context, only targeted policies of economy of trust can funnel the 'store of value' effect generated by trust itself towards positive intents of building social capital. Indeed, always taking in consideration the irrational aspect of human action as identified in a revolutionary way by John Maynard Keynes.