
Trust: From Personal to Institutional Trust

Gordon Winder

Trust

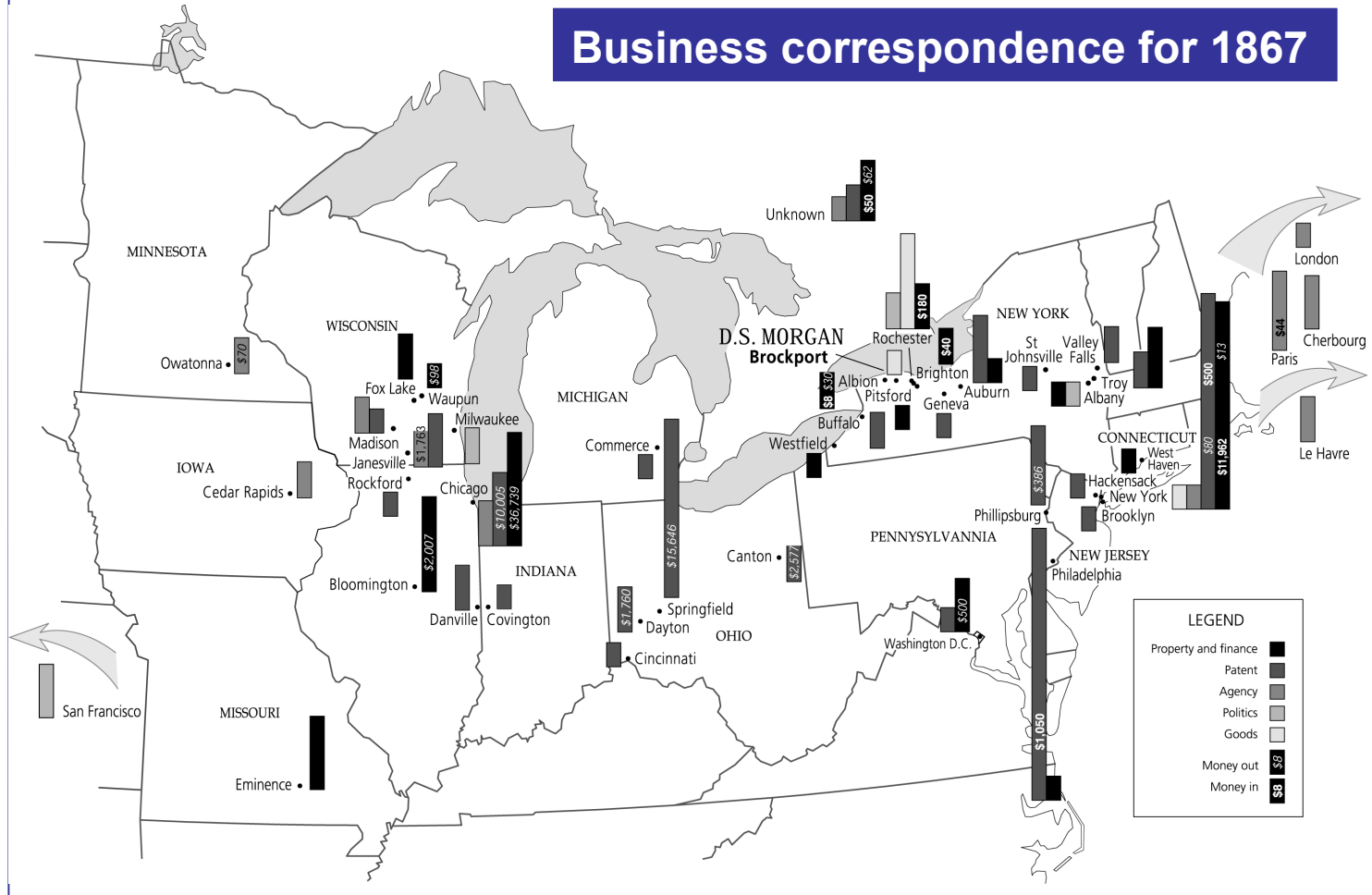
- **Zucker (1991)** – an historical shift from **process-based trust** to **characteristic-based trust** and **institutional trust**. Relates to problems of transactions costs and the rise of the corporation.
- **Fukuyama (1999)** – high and low trust societies.

Multiple checks these days.

- **Godbout** – The world of the gift.
- **ANT** – heterogeneous networks.
- **Winder (2001)** – accumulating signs for trust.

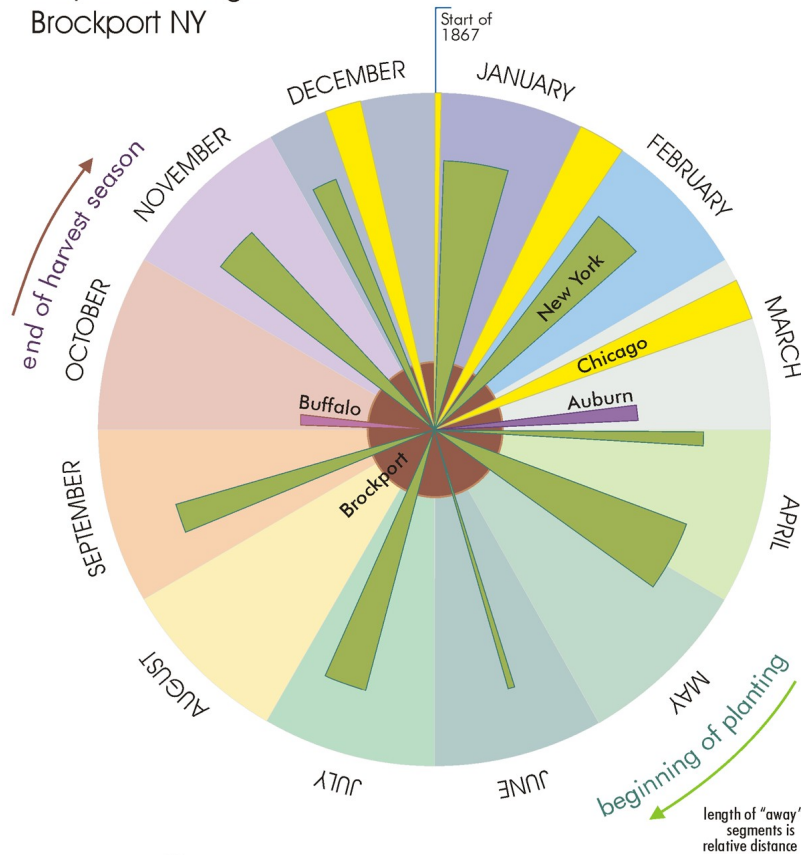
Dayton S. Morgan

Business correspondence for 1867



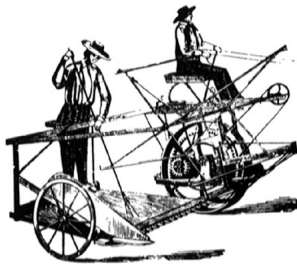
Trust

BUSINESS TRIPS 1867
Dayton S. Morgan,
Brockport NY



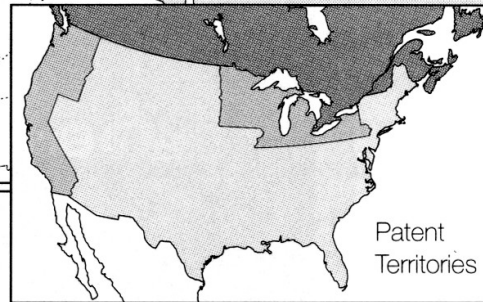
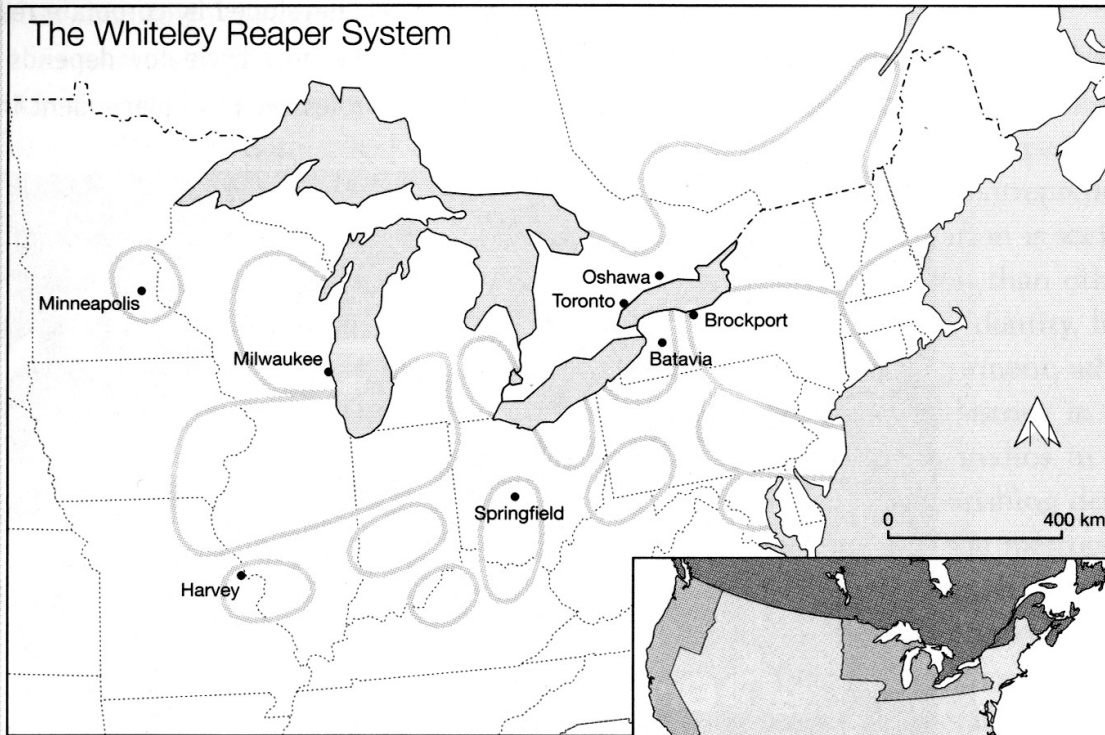
Extensibility

Morgan travels to business Meetings and meets many of the people he deals with.



Trust

The Whiteley Reaper System



Factory	Patent territory or Shop Right	Company
Springfield		Warder, Bushnell & Glessner
Springfield		Whiteley, Fassler & Kelly
Oshawa		J. Hall & Co., 1875-1878
Toronto		Toronto Reaper & Mower Co. 1879-1880
Toronto		Massey Manufacturing Co. Ltd
Batavia		Shop Right Johnston Harvester Co.
Brockport	Shop Right	Seymour, Morgan & Co.
Harvey	Shop Right	Harvester King Co.
Milwaukee	Shop Right	Milwaukee Harvester Co.
Minneapolis	Shop Right	Minneapolis Harvester Co.

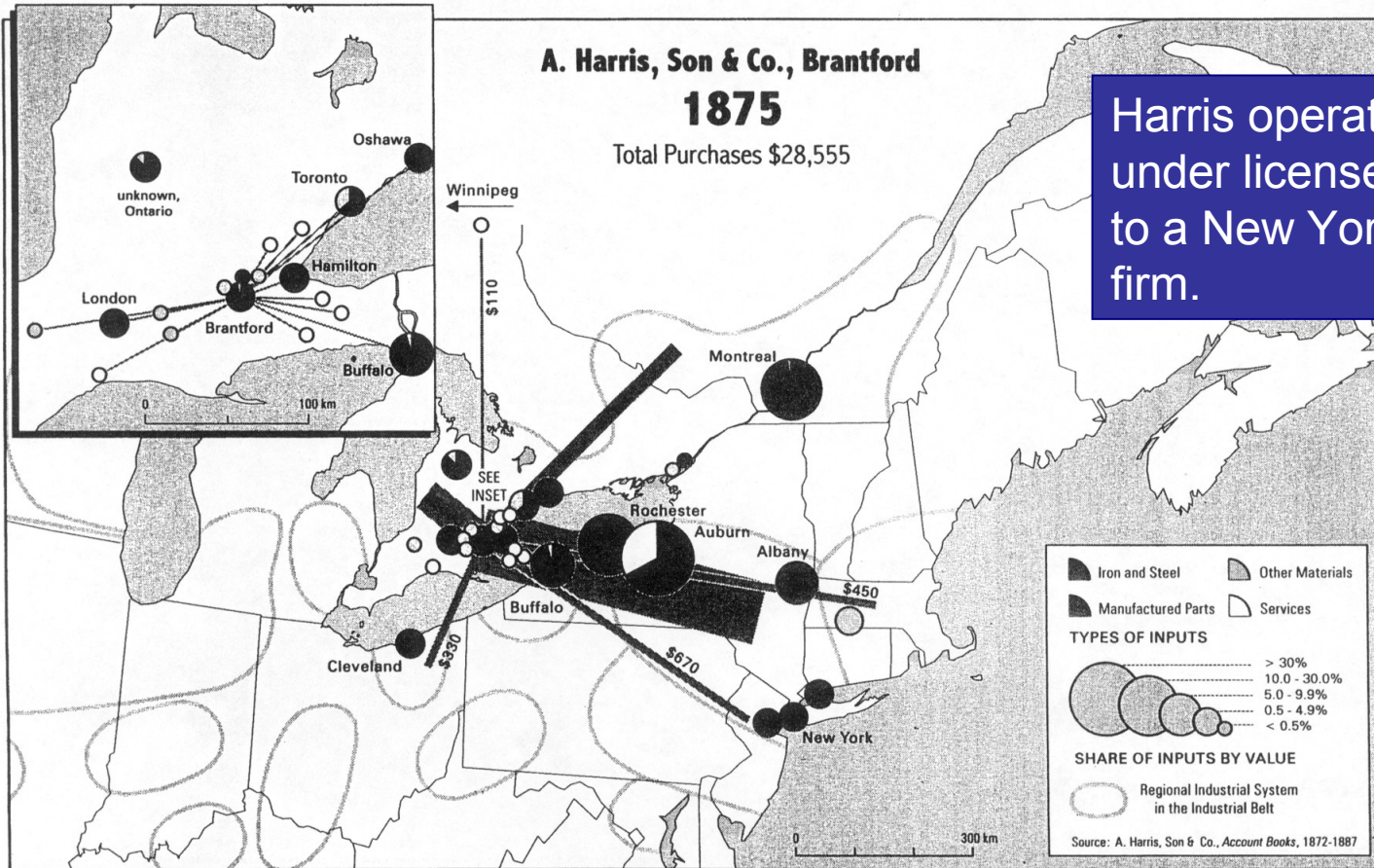
Regional Industrial System in the Industrial belt

License

William Whiteley organises a network of producers.

Trust

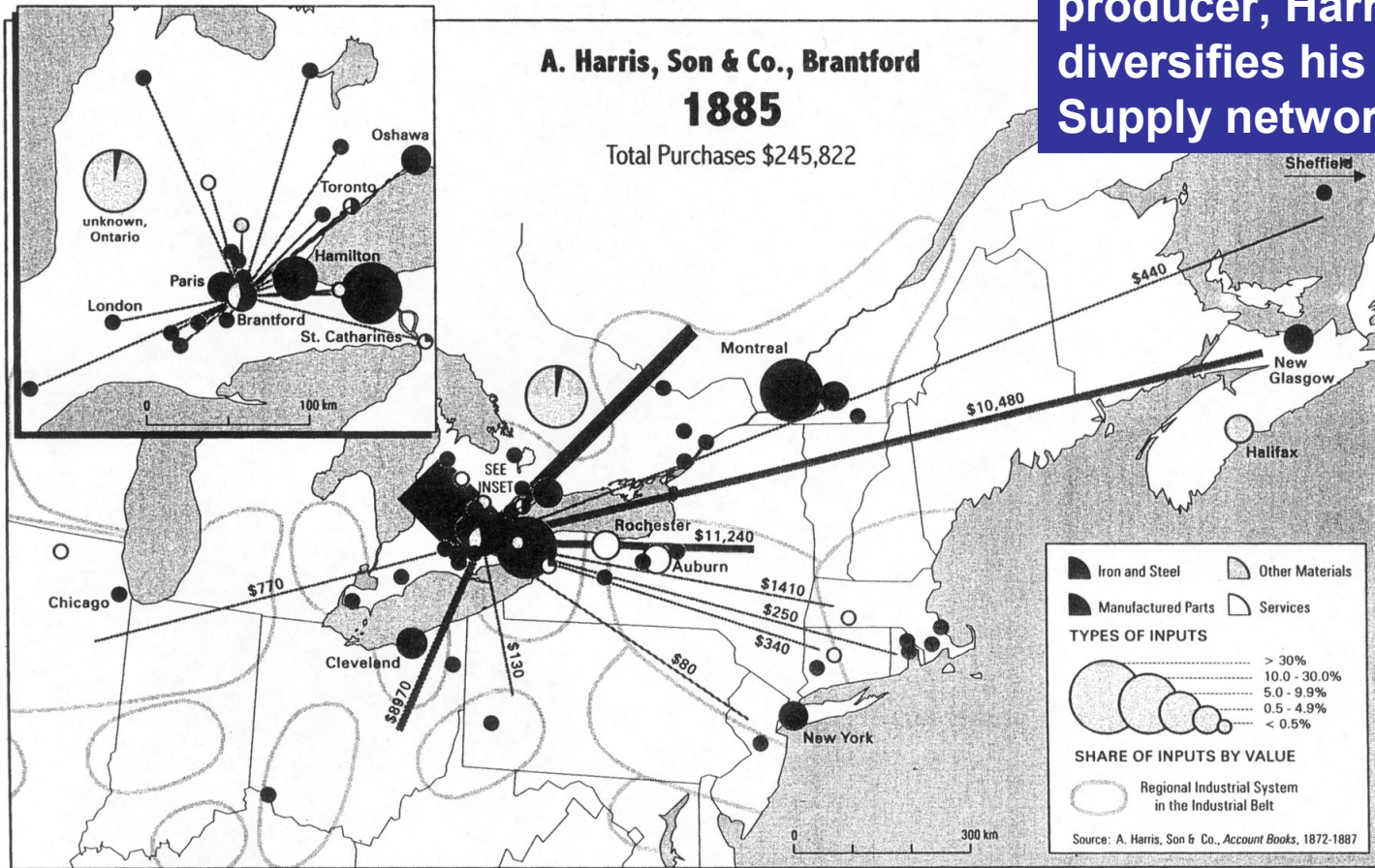
A. Harris, Son & Co. 1875



Harris operates under license to a New York firm.

A. Harris, Son & Co. 1885

As an independent producer, Harris diversifies his Supply network.



Trust

Reading

Winder, G., (2001). Building trust and managing business over distance: A geography of reaper manufacturer D. S. Morgan's correspondence, 1867. *Economic Geography* 77(2): 95-121.