
FIRMS DAMAGING THEIR BRAND'S REPUTATION WITH SHORT-TERM APPROACH



This article discusses the phenomenon of businesses catering to stockholders and investment bankers at the expense of their customers, employees and their long-term business health. The article discusses the short-term benefits of such behavior in the increasing stock prices and explores the risk of sacrificing long-term health for these short-term advantages.

Read the original article here: [Death by Margins: Companies' Desire to Please Wall Street May Be Hurting Brands](#)

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