



## Against #Shortermism: A Few Lessons on the Importance of a Long-Term Corporate Culture (Paperback)

By Claudio Brocado

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Financial analysts and investors use a large variety of metrics to evaluate the attractiveness of investments in the stock market. Many characteristics -- including valuation metrics, financial performance and balance sheet soundness -- are used to evaluate the prospects of equity securities. Yet, there is -- in my opinion -- a particularly important aspect of a company that is generally overlooked when evaluating the long-term attractiveness of its stock. This under-researched area of corporate quality is the culture of the firm. Corporate cultures have tended to become rather short-term oriented, which is blamed by some on the process they call financialization. Shortermism (or #shortermism as I discuss in this book) is the core problem, and financialization rather a symptom of it. A commitment to more of a long-term focus is already bearing substantial fruits at some of the most successful companies in the US. I believe that companies with strong cultures focused on long-term performance will increasingly be rewarded with higher valuations in the stock market. Some early praise for Against #shortermism. Claudio has disrupted himself more than once...

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