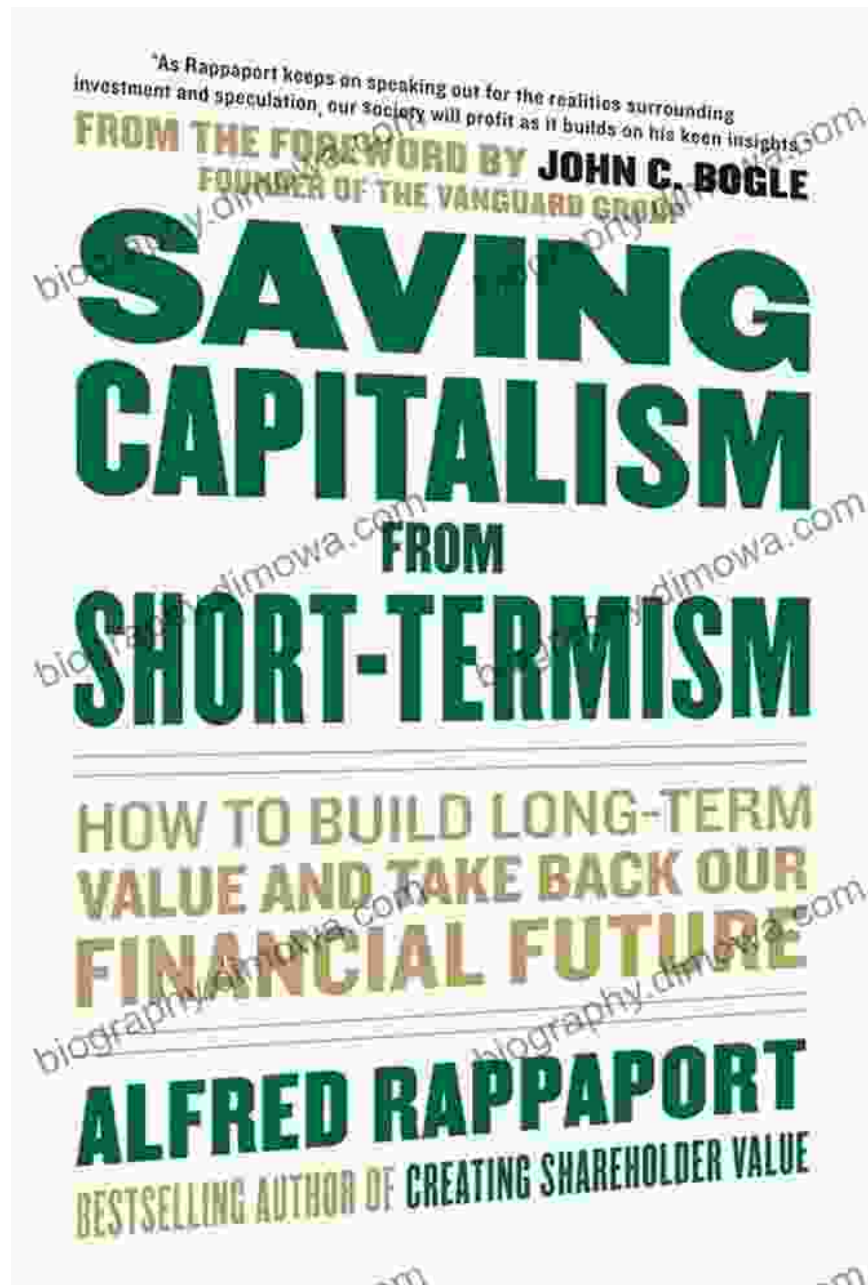
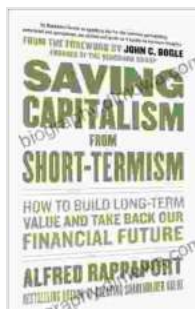


# Escape the Short-Termist Trap and Save Capitalism: A Must-Read for Long-Term Success



In the rapidly evolving landscape of modern capitalism, a pervasive and increasingly detrimental trend has emerged: short-termism. Driven by

insatiable quarterly profit targets, corporate executives have forsaken long-term sustainable growth in favor of myopic gain. This alarming shift has not only led to a decline in innovation and productivity but also fueled rising inequality and social unrest.



## Saving Capitalism From Short-Termism: How to Build Long-Term Value and Take Back Our Financial Future

by Alfred Rappaport

★★★★☆ 4.3 out of 5

Language : English  
File size : 471 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 257 pages



Enter "Saving Capitalism From Short Termism," a thought-provoking and eye-opening book by John Plender. With decades of experience as a financial journalist and commentator, Plender wields his unparalleled insights to expose the insidious nature of short-termism and its perilous consequences.

### The Root of the Problem

Plender delves into the historical origins of short-termism, tracing its roots to the advent of neoliberalism in the 1980s. Under this ideology, shareholder value became the paramount goal of corporations, with little regard for stakeholders such as employees, customers, and the environment.

Furthermore, the rise of electronic trading and algorithmic investors has exacerbated the problem. These technological advancements have accelerated the speed and frequency of trading, creating an obsession with short-term price fluctuations rather than long-term fundamentals.

### **The Perverse Incentives of Short-Termism**

Plender uncovers the perverse incentives that drive short-termist behavior in corporate boardrooms. Excessive executive compensation schemes, linked to short-term performance metrics, encourage executives to prioritize quick wins over long-term investments.

Additionally, the pressure from activist investors, who demand immediate returns, further fuels the short-termist mindset. As a result, companies are less likely to invest in long-term projects, such as research and development, that may not yield immediate profits.

### **The Consequences for Society**

Plender vividly illustrates the devastating consequences of short-termism for society as a whole. Reduced innovation stifles economic growth, leading to stagnant wages and job insecurity. Moreover, the erosion of long-term investment in infrastructure, education, and healthcare undermines the foundations of a prosperous and equitable society.

Furthermore, short-termism exacerbates inequality, as corporations focus on extracting short-term profits rather than creating value for all stakeholders. This widens the gap between the wealthy few and the rest of society, contributing to social unrest and political instability.

### **A Path to Long-Term Sustainability**

Recognizing the urgency of the situation, Plender presents a comprehensive roadmap to reverse the destructive cycle of short-termism and restore a sense of long-term stewardship in capitalism.

He advocates for a fundamental shift in corporate governance, with a focus on long-term stakeholder value rather than shareholder value alone. This requires reforming executive compensation practices and strengthening the role of institutional investors.

Plender also emphasizes the need for a more active role from government and regulators in promoting long-term thinking. Policies should encourage investment in infrastructure, education, and innovation, while discouraging excessive risk-taking and short-term speculation.

### **Why You Need to Read This Book**

"Saving Capitalism From Short Termism" is an essential read for:

- \* Business leaders who seek to escape the short-termist trap and build sustainable businesses
- \* Investors who want to align their investments with long-term value creation
- \* Policymakers and regulators who recognize the need for a more sustainable and equitable economic system
- \* Anyone concerned about the future of capitalism and its impact on society

### **Praise for the Book**

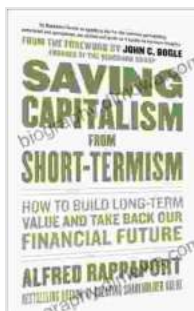
"This is a must-read for anyone who wants to understand the perils of short-termism and the urgent need for a more sustainable form of capitalism." - Lord Adair Turner, former Chairman of the Financial Services Authority

"Plender's insights are invaluable in a time when short-term thinking is rampant. His book offers a powerful roadmap to a more prosperous and equitable future." - Martin Wolf, Chief Economics Commentator, Financial Times

"A brilliant analysis of the causes and consequences of short-termism. Essential reading for anyone who cares about the future of capitalism." - Robert Skidelsky, Emeritus Professor of Political Economy, Warwick University

## Free Download Your Copy Today

Don't let short-termism hold you or society back. Free Download your copy of "Saving Capitalism From Short Termism" today and embark on a journey towards a more sustainable and prosperous future.



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