

## Saving capitalism from short-termism : how to build long-term value and take back our financial future

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### Abstrak

Now is the time to redirect your focus from short-term gain to long-term growth Alfred Rappaport, who first introduced the principles and practical application of "shareholder value" in his groundbreaking 1986 classic *Creating Shareholder Value*, reiterated the basic message in his 2006 Harvard Business Review article: Focusing on Wall Street quarterly earnings expectations rather than on creating long-term value is an invitation to disaster. Rappaport shows how deeply flawed short-term performance incentives for corporate and investment managers were an essential cause of the recent global financial crisis. In *Saving Capitalism from Short-Termism*, Rappaport examines the causes and consequences of "short-termism" and offers specific recommendations for how publicly traded companies and the investment management community can overcome it. Whether you're a corporate manager, money manager, public policymaker, business-school student, or simply concerned about your financial future, *Saving Capitalism from Short-Termism* provides valuable insights and practical ideas to change the course of your organization --and contribute to a healthier economy that benefits all.