



Write the definition of corporate timescales here:

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**Corporate timescales: short-termism versus long-termism**



Short-termism – quick financial reward

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Short-termism – historical roots

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Short-termism-lack of development

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Long-termism

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**Evidence-based versus subjective decision making**

Evidence based decision making

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Evidence in evidence based decision making

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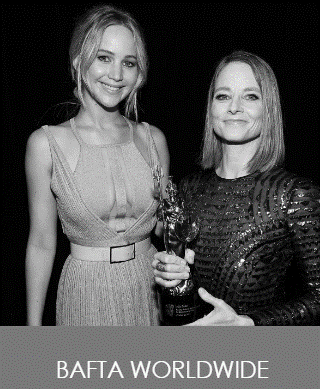
5 steps of evidence based decision making







Subjective decision making

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BAFTAS

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