While the Quick Fix Is Alluring, There’s Usually a Better Option That Will Have a Greater Payoff

When things around you are changing fast, a simple answer can feel like a lifeline. When you need to make changes, but don’t know where to start, the allure of the shortcut can be hard to resist. But simple answers can also be dangerous. They can lead us off course and distract us. They can… https://www.adweek.com/brand-marketing/while-the-quick-fix-is-alluring-theres-usually-a-better-option-that-will-have-a-greater-payoff/