

# **Dishonesty Only Provides Short-Term Benefits**

October 05, 2015

## ***The New York Times:***

Is honesty for suckers? If by “suckers” you mean people who care about others and the social good, then yes, it is. If by “suckers” you mean people who care about the long-term aspects of their business (see the drop in stock price of VW) then yes, it is. And if by “suckers” you mean people who care about the meaning of their brand (I own a VW Golf and I don’t think I will ever be able to look at it again in the same way) than yes again.

Read the whole story: [The New York Times](#)