

Macro Roundup Article

Headline: [America's Corporate Giants Are Getting Harder To Topple](#)

Article Link: <https://www.economist.com/business/2023/08/21/americas-corporate-giants-are-getting-harder-to-topple>

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Publication	The Economist
Publication Date	August 22, 2023

Tweet: The Fortune 500 is less dynamic than many think: only 52 of the firms that make up the Fortune 500 were born after 1990. However, this likely reflects the dynamism of the component firms.

Summary: We found that only 52 of the [Fortune] 500 were born after 1990, our yardstick for the internet era. That includes Alphabet, Amazon and Meta, but misses Apple and Microsoft. Merely seven of the 500 were created after Apple unveiled the first iPhone in 2007, while 280 predate America's entry into the second world war. In 1990 just 66 firms in the Fortune 500 were 30 years old or younger and since then the average age has crept up from 75 to 90. One explanation is that the digital revolution has not been all that revolutionary in some parts of the economy. Another is that inertia has slowed the pace of competitive upheaval in many industries, buying time for incumbents to adapt to digital technologies. A third explanation is that [incumbents'] scale creates a momentum of its own around innovation.

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