
MARKET FACTS!

MARKET FACT #199

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1.7K

of WayFair's employees are facing another round of massive layoffs. The last round sent 870 employees home.

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COMMENT: There's no hiding the consequences of a Global Financial Crisis, it's impossible. Companies that are leading the market may use their PR forces to try to avoid speaking the truth about a troubled market reality but numbers end up appearing to tell the truth anyway. Here's more for you: "Wayfair's [announcement comes amid a wave of layoffs across several industries](#). This month, [layoffs also hit GameStop, Saks.com, Bed Bath & Beyond and Everlane](#)." – SOURCE: [Retail Dive](#). Indeed, [several industries are facing huge problems](#).

A MESSAGE FOR BRANDS

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