# Article information:

Coronavirus’ business impact: Evolving perspective | McKinsey  
<https://www.mckinsey.com/capabilities/risk-and-resilience/our-insights/covid-19-implications-for-business>

# Article summary:

1. McKinsey and its partners use cookies and similar technologies to access and use data for various purposes.

2. Performance, functional, and targeting cookies are used to measure and improve the performance of the website, provide enhanced functionality, and show relevant adverts on other sites.

3. Strictly necessary cookies are necessary for the website to function properly and cannot be switched off.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article is generally reliable in terms of trustworthiness and reliability as it provides clear information about the types of cookies used by McKinsey and its partners on their website. The article does not contain any unsupported claims or missing points of consideration, nor does it present any promotional content or partiality towards one side over another. It also notes possible risks associated with using these cookies, such as collecting personal information without consent. However, there is a lack of evidence provided for the claims made in the article, as well as unexplored counterarguments that could be considered when discussing this topic. Additionally, both sides of the argument are not presented equally; while potential risks are noted, there is no discussion about potential benefits associated with using these cookies.

# Topics for further research:

* Benefits of using cookies
* Cookie privacy regulations
* Cookie tracking technology
* Cookie data collection methods
* Cookie security measures
* Cookie usage implications

# Report location:

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