



Written by [Daniel Natal](#) on December 21, 2021

## Get Broke, Go Woke

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A common saying is “Get woke, go broke”. But this expression is backward. In reality, the process is reversed: Get broke, go woke. As companies hovered on the edge of insolvency, asset manager Black Rock offered them bailouts . . . but only if they adopted the new ESG rating system which is the basis of so-called Woke Culture.



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