

in the short medium long term

in the short/medium/long term - PHRASES

We use the expressions in the short term, in the medium term, and in the long term to talk about what will happen over a short period of time, over a medium period of time, and over a long period of time respectively.

- This decision will cost us more in the short term, but will be beneficial in the long term.
- The company's prospects look good in the medium term.
- In the long term, our efforts will pay off.

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in the short long run

in the short/long run - PHRASES

In the short run : in the near future

- Sufficient supply, in the short run, will be a problem.
- In the short run, unemployment may fall.

In the long run : later in the future, not immediately

- Moving to Spain will be better for you in the long run.
- All our hard work will be worth it in the long run.

NOTE: 'in the medium run' is rarely used.