

Deloitte and that reputation thing

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The [FT reports this morning](#):

The UK arm of Deloitte, the auditor and consultant, is aiming to capitalise on its role in the London 2012 Olympics after costs associated with sponsoring the event helped to constrain annual profit growth.

The company avoided the reputational damage suffered by G4S over its connection with the Games, and hopes that this operational sure-footedness will lure new clients.

Shame they couldn't [avoid reputational damage from Standard Chartered](#) then. Odd that the article missed that. I wonder why?