



American Expression E1912 As broad as long

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The phrase "as broad as long" is an idiomatic expression in English that is used to describe a situation where two or more alternatives or choices are essentially equivalent in terms of their advantages and disadvantages. It suggests that the options being considered have similar overall outcomes, making it difficult to determine a clear preference between them. In other words, it implies a state of balance or parity where neither option holds a significant advantage over the other.

When a situation is described as "as broad as long," it often indicates that the choices under consideration are evenly matched or that the pros and cons of each choice cancel each other out. This can lead to a sense of indecision or a perception that making a choice between the alternatives is not crucial, as the end result is expected to be comparable regardless of the option chosen.

One common context where the phrase is used is in decision-making. For example, when someone is trying to decide between two job offers that offer similar salary, benefits, and job responsibilities, they might say that the options are "as broad as long." In this case, both job offers are perceived to be equally appealing, and there is no clear advantage to either one.

Similarly, in business, when evaluating two potential strategies or courses of action, if the expected outcomes are similar in terms of profitability, risk, and impact, one might use the phrase to express the idea that either strategy could be pursued, and the difference in results is negligible.

The expression can also be applied to various aspects of life beyond decision-making. For instance, when comparing two competing products in the market that offer similar features and quality, consumers may use "as broad as long" to convey that both products are equally suitable for their needs.

It's important to note that while "as broad as long" suggests a state of equilibrium or equivalence, it doesn't necessarily mean that the options are equally good or equally bad. It simply implies that the overall outcome or result is expected to be similar, making it challenging to make a clear choice based on one option being significantly better or worse than the other.

In conclusion, "as broad as long" is an idiomatic expression used to describe situations where multiple alternatives or choices are perceived to have similar advantages and disadvantages, leading to a sense of equilibrium or indecision. It reflects the idea that the differences between the options are minimal, making it challenging to determine a clear preference or make a decisive choice.

Questions for Discussion

1. Can you provide examples from your personal or professional life where you've encountered a situation that felt "as broad as long," where you had to choose between two options with nearly identical pros and cons?
2. How does the concept of "as broad as long" relate to the idea of decision-making and the difficulty of making choices when the outcomes of different options appear to be equally balanced?
3. In what ways does the perception of a situation being "as broad as long" impact our willingness to take risks or make decisions, and how can we overcome indecision when faced with such situations?
4. Can you share an instance where you observed "as broad as long" thinking in a business or marketing context, and how did it influence the strategies or decisions made by the individuals or organizations involved?
5. Are there any strategies or decision-making frameworks you've found effective in breaking the deadlock of "as broad as long" situations and arriving at a clear choice or solution?