

Commentary

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Society has changed a lot. Now we are constantly consuming, sometimes not out of need but only out of incentive. Industrial revolutions and technological advances have contributed to this consumerist process. Especially the invention of plastic, to name but a few, all innovations have thus contributed to the creation of the capitalist system. Today, this system is unquestionably in the majority worldwide. Some politically isolated countries continue to follow their own pattern. One example is North Korea. Nevertheless, capitalism and the consumption it engenders have managed to spread in some countries that were once formally opposed to this system, notably Russia. This mode of operation contributed to the innovation and creation of many revolutionary products thanks to materials that had never been used before. In the 1950s, in the post-war period, the expansion of the capitalist system began, spurred on by the United States, and with it generated a wave of innovation and product invention. This increase in supply has therefore enabled the financial success of many people who have proposed, for example, a brand-new product on the market. The search for capital accumulation and wealth accumulation has constantly pushed people to propose these new products that will allow them to achieve success. With all the products available in 2020, innovations are becoming more and more complicated to achieve, so companies or people who have already proposed their products or services are continually seeking to improve them. They therefore remain on the market and gradually build their brand image, which makes it possible to retain customers who do not go and buy the same product from someone else.

This evolution of the economy leads us to ask the following question:
Are we entering in a winner-takes-all economy?

To try to answer this question,

I will try to look more specifically at this phenomenon through two concepts:

=> Economic specialization

=>The concentration of knowledge

Then I would try to see the different ways if they exist to get out of this phenomenon or at least not to be a victim of it.

Economic specialization

Other phenomena contribute to the enrichment of people, nations or companies already rooted in success. One example is the specialization of the economy, the more an economy specializes in a field the more it will be able to make economies of scale.

Moreover, specialization in the economy has contributed to the enrichment of people or countries, which already have a good level of capital. This phenomenon can be analyzed by country, because rich nations are generally industrialized. By contrast, countries that are not highly specialized in a single field, or not at all, will find it more difficult to invest in order to build industries and infrastructure. A very revealing example is Africa, which is not industrialized enough but is mainly interested in the raw materials it contains. Indeed, Africa has substantial resources in oil, gold, diamonds, and timber. Despite these predispositions, the lack of investment prevents African countries from exploiting these rare materials themselves. Having to sell their resources to other countries capable of exploiting them technically, these African countries, such as Nigeria or Mozambique, for example, will lose out.

One can take the example of China, a country that has been highly industrialized and has surpassed the United States in recent years. It now buys about 40% of the world's copper. All the investments that China and the investors have made in the infrastructure to produce are not to be made anymore, this specialization makes that they have less time and money to invest every time they go to work copper for example because they already have the material, the knowledge of the employees. The money that is not used is therefore used to buy more raw materials in order to produce more. China can also try to specialize even more by always seeking to maximize its specialization.

Knowledge concentration

Another interesting phenomenon is the concentration of knowledge in different geographical poles. Today, some global zones concentrate the best "brains" of the expert planet in a specific know-how or in a specific branch such as computer science. This situation is observed mainly in fairly developed countries such as the United States, Boston, France, Paris, England, Oxford and many other places.

Boston is a case in point. It is home to some of the best universities on the planet, such as the very famous Harvard. This concentration of universities is an important factor in attracting the world's elite to countries with attractive universities. These students, once trained, will thus have a better chance of remaining in the countries that received them and that trained them. These knowledge host countries will thus ensure the country's intellectual succession within the large enterprises allowing them to remain at the top level worldwide.

This point about universities can lead us to the attractive side of jobs. Some countries, like the US, mentioned above, know how to attract talent from around the world. Silicon Valley is the perfect example. This concentration of start-ups concentrated in the San Francisco Bay Area attracts thousands of foreigners every year, and in general 11 new companies are created there every week. Some are giants like Apple, Netflix, Airbnb and many others. These large companies recruit technology experts and developers every year who are attracted by the dream lifestyle promoted on social networks. This is where we can see once again that we are indeed in a successful and successful economy. Young talent recruited by companies of this size, often foreigners, are in a way being robbed of their country of birth, which will not be able to take advantage of their skills. For companies it is a bargain, it will allow them to always innovate, to stay at the top intellectual and technological. Staying at the top at all levels allows them to always offer the best products, always attract the same customers, always attract new ones. All this without allowing new companies to develop in order to compete in the market.

Can we change this system?

However, it is not impossible to start from scratch or to start without already having a large starting capital. Indeed, nowadays anyone can become an expert in a domain. By reading books, consult the good websites, register for trainings. You have to recognize the opportunities and seize them; no winner will tell you that they have never failed. To be a winner is also to give a chance. As said earlier, the Internet is an almost essential tool and one that can use well can create opportunities to achieve success. It can be very useful for creating a network, on the LinkedIn app in some cases, and surrounding yourself with people who want to succeed with you or allow you to get involved in a project or even investors who will

believe in you.

You need motivation, you need to create your own success, you need to try to innovate, the more you create something complex, the less someone else can compete with you. We can talk about the case of Steve Jobs who knew how to create a brand-new concept at the beginning of the 2000s and who revolutionized the market. However, reaching this model seems increasingly complicated today when it comes to the quantity of products and services that have already been found.

Another way could be in the way of producing to manage its product, its innovations. All this in order to win and enter into this winning system. The case of Tediber is more realistic in 2020. This start-up offering mattresses opted for a slightly different development than what can be seen today. It is the "DNVB": digitally native, vertically integrated Brand. The goal of this concept is to take care of the entire life of its product, design, manufacture, and even marketing without physical stores. This system is mainly aimed at companies that do not have physical stores and want to avoid the costs of premises, so everything happens via the Internet; allowing it to break prices. So, the creator of this mattress company, Julien Sylvain, managed to create a good market share until becoming one of the leaders of mattresses in France.

The answer is yes. The winners attract persistent success in the global market at the macro or micro level. The problem is that this system has been around for decades. The probability of getting out of it diminishes more and more, as if it were the inevitable result of capitalism, which constantly pushes us to want more. Today, this system seems almost a variant of human nature. Unavoidable. So, if you can't change your model, you have to adapt to it. It is up to everyone to invest in staying or going back. Isn't it better to be in the virtuous circle than in the vicious circle? However, other issues arise from this issue. Will the current economy know, or rather will we know, to set aside financial issues in order to give priority to current issues of much greater concern, such as ecology?

1506 words.

Sources

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