

A winner-takes-all economy refers to a polarised economy where some groups of people and firms are dominating it and the others are left-over with much smaller chances of succeeding in comparison to people and firms that are already at the top. Historically there's always been emperors, kings and noblemen dominating the economy and poor peasants working for them. Furthermore we can even take the more recent example of Latin America. Between the 17th and the 20th century there were people called "terratenientes" which were extremely powerful landowners that were expanding faster every year and nearly controlling those countries. Nowadays rich people and very big firms are doing better than ever. This happens because the demand is growing very fast due to the fact that there are companies accomplishing astonishing revolutionary techniques to produce more and more and finding what the consumers want exactly and creating them more and more needs . We can take the example of cookies that allow companies to track what people look at on the internet and it allows companies to better advertise a product based on what they think you are interested in. It is the same logic with services which is the main market in our advanced economies. If you have the resources and the clearsightedness to develop these aspects your firm will grow exponentially. In other terms the word "exponential" is a great way to describe the winner-takes-all economy. I will explain if we are entering in a winner-takes-all economy while explaining why and what can we do about it. To do so I will develop my arguments throughout multiple points.

As I said earlier I think the answer is pretty clear but I'll try to more precisely develop my point. In a capitalist economy money is king. Many aspects are based around money and many people understand that. Firms have to make

profit to survive and keep their employees while investors want at least to get their investments back. So how do you do that ? You must be innovative, creative but the most important aspect is to obtain funding. As I explained earlier without money it is hard to do anything. Therefore these days we have companies that get all those requirements and now are huge. The amount of profit and transactions they generate are nearly inconceivable. What happens next ? The more a company earns and makes profit the more a company can earn and make profit. It makes very precarious and fragile all the smaller companies that want to compete with these big companies like Amazon or Facebook. When you compare a 300.000\$ company to a 50 billion company the mathematics are simple. Moreover, even if a smaller company is in a small market, and competing with other companies of the same size, a big company has the resources to enter this market and steal the contracts. Because Google or even Volkswagen already have all the resources they need. To counter this phenomenon some actions have been made. For example the European Union is now more strongly taxing what they call GAFAM (Google, Apple, Facebook, Amazon and Microsoft). But these overly big firms are relatively recent and their exponential growth took many governments by surprise making these new regulations pretty irrelevant. However it's a beginning. There is also a very interesting point. Because these companies are getting more competitive every year they are back powering each other due to the fact they sometimes buy or use services from other big corporations. But there are more reasons that led to these extremes.

A famous theory named the trickle-down theory is very often used as an excuse by the wealthy and big companies. In theory, benefits from corporations and the wealthy will trickle down to people underneath making a win-win for everybody. But in reality we actually observe the "Matthew's effect". The rich become richer at the expense of others. The capitalization on the trickle-down theory is a big

part of what we are seeing today. Nonetheless when there isn't any demand there can't be any supply. Consumers can play a very important role in an economy that is based on consumerism even if it is not that simple. First of all we have to raise awareness regarding the risks for the environment. Because transporting goods from China to Europe is not environmentally friendly. Or having enormous servers to stock all the information online could also be dangerous for the environment. Obviously it is now hard to convince the population to go back to the 20th century. Especially when there are services from corporations that ensure you a certain level of commodity for example with big hotels. And when you perfectly know some brands back when you were a kid it doesn't help. This is why it is also very important to change mentalities. If more people enjoyed walking to the nearest market every Sunday or going to the closest library to buy a book mechanically big corporations would have to make some changes. There is obviously the economic aspect because in general it is cheaper to buy a book on Amazon than in a library but efforts can be made still. And finally a major asset for workers is to be mobile. To be able to adapt to different situations because this current world is changing faster than ever.

In conclusion, we are in a winner-takes-all economy because of past politics and the greed of certain people. But with more regulation and self control from the population we could have a fairer market. We can obviously create our own company and succeed but in the meantime we have to be careful because these big companies are juggernauts that can be very dangerous.

