

Do we live in a winner takes all economy?

Across the capitalism world, politicians and liberal economists believed and sustained that a free-economy could benefit to everyone. This assumption might have been relevant across the thirteen glories but with the beginning of globalization and the improvement of technology in the last decade let appeared a gap in society.

Many large companies have successfully seized the regulators that give the ability to control new entrants on the market. Several methods are known, in function of the citizen class and the amount of money that you possess as well as market shares, businesses, assets and many other distinctive aspects improving your position in society would able you to affect political decisions or politics appointments in order to makes things easier to develop and capture more benefits. There are also more political man or woman changing their job in the government for the business circle, they are persons with a political background- and therefore relations still in place within the government- highly coveted by the biggest firms. For example, Arnaud Montebourg, a former socialist who decided to go in the private sector by yielding profits from several start-ups of his; Virginie Calmels, former republican had joined the luxury real estates group Barnes; Nicolas Sarkozy, former president of France redirected himself to the European leader hostelry. Even if the most notorious jobs in France are reserved to a certain class of people who may distinguish themselves from the others by their skills, their background, their citizen class, the gap isn't as must unreachable as the presidency of the United States. In fact, the company Wealth-X published a report of the wealthiest presidents in America such as Steve Forbes (430 million), Mitt Romney (220 million), Al Gore (190 million) despite an amount of money sizeable, it is nothing compare to the recent ones such as Donald Trump whose bank account averaged 2.5 billion of dollars which he took 66 millions for his campaign, a peanut. Although it is still possible for a person with modest-means from the second class to be appointed as president, if the conditions are gathered. Else wealth has always been been a major factor for the presidency. The status of being rich permit also to have access to other rich people who may fund the campaign presidency, wealth is a good factor for launch someone on the road to success.

But let return to the matter of firms or more precisely to monopolies. Whereas there are small companies, there is also bigger ones- that for avoiding the fair competition of capitalism which is one the basis of freedom- which takes over the smaller and seize the monopoly of a product. Two famous economists tried to warn against this phenomenon, firstly Karl Marx, who in a general view, explained that larger the capital is more the smaller could be eaten. For example, regarding the drug market there are takes over on products that people just can't pass on it. It's a perfect situation for companies -that doesn't have to worry about the demand because they are the only suppliers - leaving them the choice to control the price of purchase. These situations could only be seen in the country of monopolies (even though there are now duopolies or oligopolies), in the United States of America where the most hatred person on the globe appeared. The contractor Martin Shkreli, working for the Turing Pharmaceutical society which buys out a 62 years old drug that is the standard of the care for treating life threatening parasitic infection, had increased the price of this drug of five thousand percent. The contractor of Turing immediately raised the price of this tablet to seven hundred and fifty dollars from thirteen dollars and fifty cents. That business strategy also appeared for the case of cycloserine, a drug used to treat dangerous multidrug-resistant tuberculosis, whose price increased to ten thousand and eight hundred dollars for thirty pills from five hundred dollars. There is also the example of this decade old antibiotic doxycycline whose price raised to one thousand and eight hundred dollars from twenty dollars the bottle of five hundred pills. That price peak was the result of business men in wall street whose efforts was to make as much money as possible. That phenomenon might also be explained by Milton Friedman who wrote that "a company

who has a sufficient control over a product or a service has the power to determine significantly the terms on which individuals shall have access to it.”

The business strategies have improved in the past decades along with technology and the flow of information. Companies could enhance themselves with the acquisition of patents and so having the best means of productions permitting to produce to an average above others competitors, but also to reduce prices without diminishing the quality of the product or the service. This acquisition of patents is an excellent way also to install barriers at the entry of the market. The barrier is also generated by the high prices from the acquisition of new technologies regulate by their own or with a minimum of skilled employees. It is the case for Amazon that its manager, Jeff Bezos, developed a new business without any wage earners, it is the concept of the Amazon's grocery stores which consist to develop a “Just walk Out” market. It enables clients to avoid the traditional checkout lane, instead of employees it employs overheard cameras, weight sensors and deep learning technology to detect merchandise that shoppers take from shelves and charged the items on the shopper's magnetized card. This new way of shopping is the enhanced version of automatic cash, already implemented in every grocery, allowing owners to reduce social charges. A popular French expression used to say: “works well at school else you would become a checkout assistant”. With the increase of these technologies in this sector, it shall be considerate as an exploit to be a checkout assistant. Nevertheless, the number of assets that amazon possess doesn't stop its expansion at this point, with the means at his disposition Amazon also the use the data from its retailers to determine what new products it will create. More specifically an investigation from the Wall Street Journal revealed that Amazon executives had access to seller data providing the trends of purchase in order to compete, they analyze and makes parallel products with other brand names from the data. This way of doing permit to dissociate Amazon from competition and gain market share which consequently give an unfair advantage from other sellers, it is argue as an uncompetitive business strategy while others enterprises are taking risks in the investment for products. Personal data collections are in the mood, Facebook had also used data from its platform to help Trump's election at the 2016 campaign presidency with the assist of Cambridge Analytica. The company Cambridge Analytica recruited by Trump's team electoral scanned eighty-seven million users of Facebook in order to build a psychological and political profile that could matched with Trump's candidature. Voters that had not still decided their candidate were push to a decision that changed the whole election results. Otherwise, even if the unique assets that posses a minority of people might change the global situation, there are still exceptions such as skilled contractors like Steve Jobs.

Steve Jobs build his whole company with a new era of electronics, apple's smartphones with innovative design have launched his company into the global sector. Apple targeted the emerging market of China labor and also its consumers who brought back a turnover of sixty-one billion of dollars. While the business went well, the allegations of 'batterygate' appeared about the company, devices were programmed by the firm for slowing-down the efficiency of older products so that consumers would purchase newer models. An investigation was launched and a penalty of one hundred million dollars was settled at the charge of Apple.

In the past years, a predatory form of a capitalism class has appeared on national trade and foreign trade targeting monopoly. Some economist might argue that it could be settled by a state intervention but as explained previously, it is either already involved or takes ineffective actions. Internet as well as globalization had actually worsened competition by proposing products or services made by one big supplier. As a result, income and wealth inequality have increased, this

quote from G.K. Chesterton might enlighten people even more about the phenomenon: “Too much capitalism does not mean too many capitalists, but too few capitalists.”

Sources :

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