

Considerations when adding goals to competition law

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Options "out there"

- Fairness
- Political power
- Inequality
- Anti-globalization
- Labor share of income
- Media veracity
- Jobs
- Environmental protection
- Competition as process
- Managerial competence
- Consumer choice
- Mitigating consumer error

If antitrust pursues other goals...



Other points for discussion

- Is this about rejecting consumer welfare or expanding antitrust toward “no fault” monopolization?
- Do we really want to put antitrust on the political campaign “radar screen”?
- Are there other ways to achieve these other goals, like reducing inequality or protecting jobs? - Antitrust enforcement as accident
- If one wants to promote those other important goals, PLEASE do not waste energy on antitrust!