
CONTENTS

Preface.....v

Introduction 1

Part I: The Setting of Antitrust

| | |
|---|-----------|
| 1 The Legal and Rhetorical Context of Antitrust..... | 13 |
| I. The Development of Antitrust Law: Common Law Antecedents..... | 14 |
| A. Early American Sentiment | 16 |
| B. Shifting Focus: From Grants to Trusts..... | 17 |
| II. Competition Law in Europe: Between National and Community Goals | 19 |
| A. The Dual Goals of European Competition Law | 23 |
| III. Introducing the Goals of Antitrust: Fairness, Efficiency and Beyond | 25 |
| IV. Terminology and Focus: What is meant by ‘Monopolist’ and which Rights are Assessed?..... | 30 |

Part II: The Goals of Antitrust

| | |
|---|-----------|
| 2 The Societal Goals of Antitrust | 37 |
| I. The Efficiency Model of Antitrust | 38 |
| A. Allocative Efficiency..... | 41 |
| B. Productive Efficiency | 45 |
| C. Innovative Efficiency..... | 47 |
| D. Expecting the Impossible: When Collusion is Efficient..... | 52 |
| E. When Antitrust Fails: Costs of Enforcement and Strategic Manipulation..... | 55 |
| II. Competition Beyond Efficiency: Between Proxy and Independent Goal | 64 |
| A. Competition as a Democratic Process: Individual Choice and the Problem of Bigness | 67 |
| III. Antitrust as Facilitating a Society of Entrepreneurs | 72 |
| A. Competition as Facilitating Individual Choice | 75 |
| B. Facilitating Economic Efficiency..... | 76 |

| | |
|--|------------|
| C. Limiting Social Inequality | 76 |
| D. Economizing on Monopoly Regulation..... | 77 |
| 3 Monopoly's Victims..... | 79 |
| I. Consumers and their Centrality in the Fairness Discussion | 81 |
| A. Is Every Buyer a Consumer or Merely the End User?..... | 82 |
| B. The Interests and Rights of Consumers | 85 |
| II. Antitrust as a Tool for Protecting Competitors..... | 116 |
| III. Workers, Local Communities and Small Businesses: The Lost Classes of Antitrust | 119 |
| 4 Monopolists' Rights..... | 122 |
| I. Why the <i>Verizon</i> Case is Unhelpful: Baselines in Antitrust | 124 |
| II. Who are the Monopolists?..... | 128 |
| III. Monopoly Profit as a Property Right, or Competition as Creating Property?..... | 129 |
| IV. Freedom of Contract | 132 |
| V. The Role of Firms | 134 |
| A. The Parallel Definition of Consumers and Producers..... | 135 |
| B. Monopolistic Firms as Proxies for Individuals' Rights..... | 135 |
| C. Firms as Independent Bearers of Rights..... | 140 |
| D. Conclusion: Monopolistic Firms' Rights | 142 |

Part III: The Balancing Act of Antitrust

| | |
|---|------------|
| 5 Towards a Constitutional Balance in Antitrust..... | 147 |
| I. The Need for a Balancing Test..... | 147 |
| A. The Case for Balancing | 147 |
| B. The Case against Balancing..... | 149 |
| C. Answers to the Case against Balancing..... | 151 |
| II. Striking a Balance..... | 154 |
| A. The Setting: Constitutional Law | 155 |
| B. Laying Down the Ground Rules..... | 155 |
| C. Limitations on State Intervention..... | 156 |
| D. Policy versus Principle: Can Societal Goals Supersede Fairness? | 157 |
| III. Boundaries to be Respected..... | 158 |
| A. No One Side may be Preferred A Priori | 158 |
| B. Protection of Monopolists while not Abandoning their Victims | 158 |
| IV. Developing the Standard | 159 |
| A. State versus Private Interests | 159 |
| B. State versus Private Action | 160 |

| | |
|--|------------|
| 6 Formalization of Fairness: Keeping Everyone Envy-Free..... | 164 |
| I. The Framework of Envy-Freeness..... | 165 |
| II. Complications and Extensions..... | 169 |
| A. Dynamics of Time: Production of Goods and People..... | 169 |
| B. Is Pareto Efficiency to be Desired? | 171 |
| C. Are Fair Allocations Fair? | 173 |
| III. Implementation to Antitrust..... | 174 |
| A. Perfectly Competitive Markets | 177 |
| B. Market Failures..... | 178 |
| C. An Alternative Conception of Surplus..... | 179 |
| D. Conclusion..... | 180 |
| | |
| 7 The ‘Clear and Present Danger’ for Antitrust | 182 |
| I. Protecting Monopolists’ Market Access: The Logical Fallacy Argument..... | 183 |
| II. Logical Fallacy or Balancing Act? Trade and Speech Compared..... | 184 |
| III. The Balancing Test: Free Speech as a Guiding Force | 186 |
| IV. Implementation to Antitrust | 190 |
| V. Objections to the ‘Clear and Present Danger’ Standard | 193 |
| A. Free Trade is Different from Free Speech | 194 |
| B. Monopolists have no Right to Infringe upon Others’ Rights..... | 195 |
| C. The Standard Discriminates in Favour of Monopolists | 195 |
| D. Antitrust Law must Prevent rather than Operate ‘Ex Post’ | 196 |
| E. Current Antitrust Law already Considers Monopolists’ Rights | 196 |
| VI. Answers to the Raised Objections..... | 197 |
| A. Free Trade is Different from Free Speech | 197 |
| B. Monopolists have no Right to Infringe upon Others’ Rights..... | 197 |
| C. The Standard Discriminates in Favour of Monopolists | 199 |
| D. Antitrust Law must Prevent rather than Operate ‘Ex Post’ | 201 |
| E. Current Antitrust Law already Considers Monopolists’ Rights | 202 |
| VII. A Rebellious Thought | 203 |
| | |
| Conclusion and Future Implementations | 207 |
| | |
| <i>Index</i> | 213 |