Table 3.1 Wall Street Capitalism versus Main Street Markets

	Wall Street capitalism	Main Street markets
Dominant driver	Making money	Creating livelihoods
Defining activity	Using money to make money for those who have money	Employing available resources to meet the needs of the community
Firm size	Very large	Small and medium
Costs	Externalized to the public	Internalized by the user
Ownership	Impersonal and absentee	Personal and rooted
Financial capital	Global with no borders	Local/national with clear borders
Purpose of investment	Maximize private profit	Increase beneficial output
The role of profit	An end to be maximized	A means to sustain viability
Efficiency measure	Returns to financial capital	Returns to living capital
Coordinating mechanisms	Central planning by mega-corporations	Self-organizing markets and networks
Cooperation	Can occur among competitors to escape the discipline of competition	Occurs among people and communities to advance the common good
Purpose of competition	Eliminates the unfit	Stimulates efficiency and innovation
Government role	Protect the interests of property	Advance the human interest
Trade	Free and unregulated	Fair and balanced
Political orientation	A democracy of dollars	A democracy of persons