

## All.Net Analyst Report and Newsletter

### Welcome to our Analyst Report and Newsletter

#### **Crimes against the environment**

It was recently revealed, true or not, that Phillips is making its LED lighting with build in failure mechanisms because the LED lighting lasts too long.

This offended me to no end, and I was really very pissed off that a fabulous breakthrough in technology was going to be stifled by greed.

It's wrong, its a rip off, and all that went through my head. But none of this really convinced me of why I was so really unhappy about it.

#### **I just figured it out**

The reason this is immoral, unethical, and should be a crime has nothing to do with making money or ripping people off. The fundamental of waste is in fact this simple:

#### **It's a crime against the environment**

That's right. Anything that turns useful things into waste before their time is damaging to the environment. And damaging the environment is a crime against all of us living here on Earth.

#### **As simple as that**

Not really. It never is. The Phillips thing, if true, may well be that simple. Inefficiency for profit should be a crime. In fact, it sort of is in other areas. If you sit around and don't work when you charge a client for working, that's pay fraud, and it's illegal. And if you promise something you don't deliver, that too is fraud. It's theft by deception. If Phillips intentionally causes its LED lighting to fail, unless they tell us so, that's a fraud. And competition is supposed to take care of that. If it doesn't, then that's collusion – sort of. Actually, what happens is that if Phillips does it, their competitors can do it too, without actually colluding, they compete for price and conditions in the market. The free market acting in this way is a crime against humanity. Welcome to the world.

#### **Old is not always good**

But all those older lights – if they lasted forever, we would still be using them and wasting energy. You should, if you don't, know that light bulbs since about 1900 all artificially burned out earlier than they had to. There was a light bulb (probably still is) in the Livermore, CA firehouse, that burned continuously for more than 100 years. If you run it at less than maximum capacity, lights can run a lot longer than they do today without burning out. They are designed to burn out and long have been. The company that made lights that didn't fail went out of business in the early 1900s. GE got rich because their bulbs failed... or something like that.

Cuba still has lots of old cars from the 1950s and that era. They are not very fuel efficient, but they keep maintaining them, and they keep working. Which is worse for the environment? Running old cars that eat carbon-based fuels and spew out the residuals, or the generation after generation of cars turned to garbage rusting away, increasingly now replaced by more fuel and manufacturing efficient vehicles, some of which are environmentally far better.

### How do we fix this?

The easy way to fix this is to refuse to buy bulb from Phillips. If nobody purchased anything from them, they would be forced out of business or be forced to stop the crimes against life on Earth. Except they wouldn't. They would drop the price so low that lots of folks would buy anyway because if you don't have the money to buy for the long run, you don't have a choice.

It turns out that rich folks get a far better deal across the board. If you can afford it, you can buy houses for far less per square foot in nicer neighborhoods and better built by buying bigger houses. That's right, there is effectively a volume discount for bigger square footage in a house and on its land. After all, how many buyers are there for \$50M estates per year? If I buy goods that last in bulk by using my buying power, I can get paper towels less expensively than you can by buying them a few rolls at a time. The list goes on and on.

### Regulate it!

Regulation might be able to fix it. Perhaps we could put a tax on everything sold to reward things that last longer and punish things that don't. Then the government rather than the market sets the outcomes, or perhaps the market is influenced by the government which inserts itself into the market. Of course the Soviet Union is a fabulous example of how well that worked. It failed.

### Protest it – make a market for better for the environment

Sure – that works. That's why head lettuce is less expensive and more poorly viewed than leaf lettuce. But this appears to be completely irrational from a standpoint of the food quality. It was a farm worker protest that ultimately created the illusion that head lettuce is not as good or good for you as leaf lettuce. The problem is that power corrupts. If protesters are given power, they become corrupt. If revolutionaries win, they inevitably become corrupt. Power corrupts because people are corrupt.

### Rationality

The good of the many outweighs the good of the few – or the one. From Star Trek of course. And while some manage to self-sacrifice for the rest of us based on some ideals planted in their minds, the people who have sacrificed their lives generally died too early, while the cowards ran away to run another day. And the insane fanatics that kill innocents are of course the extreme case of misguided self-sacrifice, while their leaders for the most part live well and never manage to kill themselves for their own cause. Power corrupts.

### Conclusions

I don't know the answer to this issue, but I have finally come to believe I understand a bit about the problem. The problem is that people will decide to kill all of us, all life everywhere on Earth in fact, even their own progeny, because they are selfish in the extreme. They commit crimes against all life, crimes against the environment, they steal, lie, cheat, and kill, all because they are selfish. Selfless people are indeed rare, and incredibly precious. Sometimes people, in a rare moment, will risk themselves for others, and sometimes they die trying, while occasionally they live through it. But most of us don't appear to have that meme.

I am an optimist. I think that enough of us are selfish enough that, once informed, we will force the issue to the point where the planet and perhaps humanity will survive. So the solution starts with getting enough of us well informed. **Honest** information sharing.