

affected parties be restored by controlling the group behaviour of the cartelized networks in the community.

In general, networks based on relationships can be efficient and beneficial to the community but it is also possible that these networks can adopt policies that would negatively affect outsiders and rob them their rightful opportunities and freedom. Thus, there emerges a role for the formulation and enforcement of competition policy in a communitarian system.

When it comes to controlling the dominant behaviour of one group, communitarian societies require less of an imposition of an external order. The relationships among members of a community are characterized by a greater understanding of each other and each other's position. There is less need for an external order, such as logic, law or legal courts, to assist them to understand each other, or to compel them to follow a common framework. There is, consequently, less emphasis on the order found in law.

3.4 Communitarianism vs. individualism

● **Interests**

While individualists focus on their own needs, communitarians focus on balancing their needs with those of others with whom they have a longer-term relationship. While individualists focus on their own rights, communitarians focus on balancing their rights with their responsibilities to others.³¹ Individualists are motivated by short-term self-interest in production and consumption. Communitarians are motivated by a long-term, community-interest in production and consumption. To this end, communitarians build relationships between each other.

● **Market and non-market relationships and networks**

³¹Kenneth Winkler, "Communitarianism" *Utne Reader*, (111) 1994, p. 105:

...communitarianism is a movement based on an effort to balance individual rights with community responsibilities.