Acknow	wledgi	ments	xi	
Genera	ıl Intro	oduction	1	
[A]	Snar	Snapshots and Stories: A Timeline of Competitive Process		
[B]		e Interest for a Dynamic Appraisal of Firm Dominance	4	
[C]		Nutshell	6	
Снарте	r 1			
The Pr	ocess]	Paradox and Seven Conventional Origins of Firm Dominance	7	
§1.01	Intro	oduction	7	
§1.02	Com	npetition Is a Process	9	
	[A]	The Paradox of Competition as a Process in the Case Law	9	
		[1] Express Considerations	9	
		[2] Competitive Process Through Proxies	11	
	[B]	Competition as a Process in the Economic Literature	13	
	[C]	The Origins of Dominance as Part of the Process of Competition	15	
§1.03	Why	Why Do the Origins of Dominance Matter?		
	[A]	[A] A Metaphor		
	[B]	[B] Diagnoses		
	[C]	[C] Remedies		
§1.04	Seve	Seven Conventional Origins of Dominance		
	[A] Review of the Literature		23	
		[1] Economic Literature	24	
		[2] Strategic Management Literature	26	
		[3] Legal Scholarship	28	
	[B]	The Seven Conventional Origins of Dominance	30	
		[1] Statutory Dominance	30	
		[2] Historical Operators	30	
		[3] Natural Monopolies	31	
		[4] Investments ·	31	

	[5]	Intangible Resources	3
	[6]	Accident and Luck	3
	[7]	Anticompetitive Behavior on the Road to Dominance	32
§1.05	Limits of th		32
	-	er Control	32
	[B] Categ	orical Approach	32
Снарте	R 2		
Statuto	ry Dominanc	e: The State at the Origin of Market Power	35
§2.01	Introduction	n	35
§2.02	A Conceptu	al Note	37
§2.03	_	ominance: The State and the Market	39
§2.04		ndent but Undifferentiated Application of Article 102 TFEU	35
	to Statutory	Dominant Firms	43
	-	ndependent Application of Article 102 TFEU	44
	[1]	Article 106(1) TFEU and Article 102 TFEU	44
		State Aid Law	47
		Indifferentiated Application of Article 102 TFEU	47
		A Judicial Choice	48
		The Enforcement Paradox	51
		A Policy Paradox	53
	[C] Summ		54
§2.05	Opening the	e Black Box: Statutory Dominance Matters	55
		itial Perspective	56
		rospective Process	58
		of Article 345 TFEU?	60
	[D] Summ		61
§2.06	The Post Da	nmark Saga: An Incomplete Game Changer?	61
	[A] The P	ost Danmark Saga: A Turning Point and a Word of	01
	Cautio	on	62
	[1]	A Turning Point	62
		A Word of Caution	64
	[B] Trans	posing the Principle of Equality of Opportunity as a	01
	Guidir	ng Principle	65
	[1]	The Common Place of Equality of Opportunity in the Case	
		Law	65
	[2]	Equality of Opportunity as a Guiding Principle in Case of	
		Statutory Dominance	66
	[C] How to	o Incorporate the Statutory Origins of Firm Dominance in	
	the An	nalysis of Abusive Conduct	68
	[1]	Leveraging Statutory Advantages: A Cost Benchmark	69
	[2]	A Proactive Approach Toward Facilitating Entry	71
	[3]	Non-contestable Markets and Less Efficient Competitors	73
	[4]	Reducing the Range of Objective Justifications	74
$\S 2.07$	The Applicat	tion of Article 102 TFEU to Foreign Statutory Dominance	76

	[A]	Geoeconomics and Global Competition	77
	[B]	Abuse of Foreign Statutory Dominance	79
§2.08	Conc	clusion	81
Снартег			
Historic	_	erators: The Legacy of the State	83
§3.01		duction	83
§3.02	,	ying Terminology	85
§3.03		Post Danmark Obiter Dictum: A Reminder	86 87
§3.04	Historical Operators Before Post Danmark I		
	[A] Describing Historical Operators		
	[B]	The Absence of Competition <i>for</i> the Market and State Resources	89
		[1] The Absence of Competition for (and in) the Market	89
		[2] State Funding	92
	[C]	Historical Advantages and Equality of Opportunity	93
		[1] Equality of Opportunity in Article 102 TFEU	93
		[2] Equality of Opportunity and the Process of Competition	95
	[D]	First-Movers and Adjacent Markets	98
		[1] What Is the Story?	98
		[2] A Unidirectional Analysis: What About Pioneering	100
		Disadvantages?	100
		[3] Standing up for Recoupment	101
	[E]	Incentives to Invest and Innovate	104
		[1] Telefónica and Beyond	104
	r1	[2] Ex ante Incentives: Analysis for Historical Operators	107
	[F]	Competition Between Historical Operators and Effect on Trade	110
§3.05		orical Operators after <i>Post Danmark I</i>	112
	[A] Orange Polska		112
	[B]	Slovak Telekom	114
§3.06		Transient Historical Position and Incentives to Behave	115
	Anticompetitively		
	[A]	Sustainability	115 116
62.05	[B]	Incentives to Behave Anticompetitively	118
§3.07	Conc	clusion	110
Снартев			101
		Monopolist	121 121
§4.01	Introduction		
§4.02	The Economic Theory of Natural Monopoly		
	[A]	What a Natural Monopoly Is Not	122
	[B]	Natural Monopoly Is Found in Nature	123
	[C]	Natural Monopoly in Contemporary IO Terms	125
0.4.65	[D]	Summation	128
§4.03		Market Reality of Natural Monopolies	129
	[A]	Natural Monopolies and Industrial History	129

	[1]	Telecommunications	130	
	[2]	Railroads	134	
	[3]	Summation	138	
\$4.04	[B] Natur	ral Monopoly and the Competitive Process	139	
§4.04	wnither Na	atural Monopolist? A Legal Analysis	141	
	[A] Natur	ral Monopolies in the Case Law	141	
	[1]	Natural Monopolies	142	
	[2]	Are "De Facto Monopolies" Natural Monopolies?	144	
	[3]	Efficiency and Natural Monopolies	146	
	[B] Natur	ral Monopolies and Article 102 TFEU Enforcement	148	
	[1]	Natural Monopoly Defense	148	
\$4.05	[2]	The "More Efficient" Firm Framework	150	
§4.05	Conclusion		151	
Снарти	R 5			
	vestor Domin	ant Firm		
§5.01	Introduction		153	
§5.02			153	
0-10-	[A] A Gen	f Investment Efforts in Article 102 TFEU	155	
	TFFII	neral Look into the Place of Investments in Article 102 Case Law		
			155	
		United Brands and the Forgotten Paragraph	155	
		Commercial Solvents and the Protection of a Rival's Investments		
			156	
		Microsoft and the Echoes of United Brands and Commercial Solvents		
			157	
	[5]	Intel, Moore's "Law" and Endogenous Change	159	
		Google Shopping and Investments as an Entry Barrier	160	
	[1] [1]	nal Constructs and Investment Myopia	161	
		The Existence and Exercise Dichotomy	162	
	[2]]	The Unwarranted Asymmetry Between Intellectual and		
§5.03	Investments	Physical Property in Refusal to Deal Cases	163	
§5.04	A Process On	Market Uncertainty and the Competitive Process	168	
83.04	A Process-Oriented Approach to Article 102 TFEIJ and Investor			
	Dominant Firms			
	[A] Deprop	pertization and the Competitive Process	173	
	[B] The Mi	sleading Non-contestable Share of the Demand	179	
	[1] T	The "Old" Leveraging Theory	180	
	[2] T	he "More-Economic" Leveraging Theory	181	
	[3] Ir	ncumbency Advantages: A Process Perspective	184	
	[4] A	Simple Process Comparative and a Pragmatic Approach	190	
§5.05	[C] Incumb	pency Disadvantages: Google Shopping and Beyond	192	
33.03	Conclusion		197	

Снартен	R 6		
	angible Dominant Firm	199	
§6.01	Introduction		
§6.02	Why Are Some Firms More Successful than Others? A Strategic		
	Management Perspective	200	
	[A] Intangible Resources	200	
	[B] The Inimitability of Intangible Resources	203	
	[C] Intangible Dominance and the Cumulative Characteristic of the		
	Competitive Process	206	
	[1] Path Dependence and Reputation	207	
	[2] Time Compression and Experience	210	
	[D] Summation	212	
§6.03	Intangible Resources and Unilateral Firm Behavior	213	
	[A] Competitive Asymmetries	213	
	[B] The Expansion of Intangible Dominance and Google Shopping	215	
	[C] The Limits of Centralized Knowledge: <i>Michelin I</i> and <i>Intel</i>	218	
	[1] Michelin I	219	
	[2] Intel	220	
§6.04	Conclusion	221	
Снартег		223	
	cky Monopolist	223	
§7.01	Introduction The Review Association of Deminance	223	
§7.02	The Passive Acquisition of Dominance	224	
	[A] Who Is the Lucky Monopolist?	225	
	[B] The Relevance of Luck for Dominance	229	
67.02	[C] Discovering the Lucky Monopolist	232	
§7.03	The Lucky Monopolist under Antitrust Scrutiny		
	[A] A Window for Opportunistic Behavior [B] Luck and Article 102 TFEU Case Law	232 235	
	[B] Luck and Article 102 TFEU Case Law [1] Unforeseen Events	235	
		237	
	[2] Wrongly Granted Monopolies[3] The Luck Defenses	239	
	[C] Price Gouging (Regulation)	241	
§7.04	Conclusion	244	
Снартег	3 8		
	ticompetitive Road to Dominance	245	
§8.01	Introduction	245	
§8.02	Section 2 SA and Article 102 TFEU on the Road to Monopoly		
	[A] A Threshold Misjudgment		
	[B] The Paradoxical Irrelevance of Market Power in Article 102		
	TFEU	249	
	[C] Market Power at the Center of Monopolization Offenses in US		
	Antitrust Laws	250	

§8.03	The Anticompetitive Acquisition of Monopoly Power and Exercise of			
	That	Power	253	
	[A]	The Road to and Exercise of SMP	254	
	[B]	Deception in a Standard-Setting Process	259	
		[1] In re. Dell: Stiglerian and Bainian Market Power	260	
		[2] Rambus and the Anticompetitive Road to Monopoly on	200	
		Both Sides of the Atlantic	261	
		[3] Broadcom: Outcomes or Processes?	270	
	[C]	Anticompetitive Behavior for Dominance	271	
	[D]	Summation	273	
§8.04	Fixing the Enforcement Gap in Article 102 TFEU			
	[A]	Differences Between Processes and Outcomes	274 274	
		How to Bridge the Gap?	276	
		Causation and Abuse	279	
		Causation and Remedial Action	280	
§8.05	Concl	usion	282	
C1	0 1			
General	Conci	usion	283	
Bibliogra	Bibliography			
Table of	Cases	Oninions and Designary		
Table of Cases, Opinions and Decisions			321	
Table of	Legisl	ation	329	
Index			333	
			555	