



TERMS THAT YOU MAY NEED INFORMATION ON :

- 1. UNIVERSAL SERVICE - THE CONCEPT THAT IT WAS IN THE BEST INTEREST OF THE UNITED STATES TO FACILITATE HAVING A PHONE IN EVERY HOME AND A PUBLICLY ACCESSABLE PHONE ON EVERY STREET AND BUILDING LOBBY**

**** STORY # 1 > JOHN D. ROCKEFELLER , HIS COMPANY STANDARD OIL AND THE CREATION OF THE OIL INDUSTRY**

BY 1890 , WHO CONTROLLED ALL THE OIL THAT WAS PRODUCED ?

ROCKEFELLER'S STRATEGY TO DOMINATE THE OIL INDUSTRY WAS NOT TO DRILL FOR OIL , BUT TO TAKE CONTROL OF WHAT TWO ASPECTS OF THE INDUSTRY ?

- 1.**
- 2.**

IN 1890 THE _____ ACT MADE IT ILLEGAL TO OBTAIN A _____ AND TO FORM A TRUST TO CONTROL MARKETS AND PRICES

BY 1911 ROCKEFELLER'S MONOPOLY HAD BEEN SHATTERED BY WHAT / WHO ?

MONOPOLIES ALMOST ALWAYS RESULT IN LOW _____ , HIGH _____ , AND HIGH _____

AFTER HIS GRAPH ILLUSTRATION , MR. GILL SAYS THE MONOPOLIST IS OUT TO MAXIMIZE _____ , NOT TO TAKE THE CUSTOMER FOR ALL HE / SHE IS WORTH

**** STORY # 2 > THE CREATION OF THE “NATURAL MONOPOLY ” AND THE TELECOMMUNICATIONS INDUSTRY**

IN THE EARLY 1900s ALEXANDER GRAHAM BELL'S TELEPHONE PATENT RUNS OUT. WHAT HAPPENS ?

AT&T OWNS THE LONG DISTANCE MARKET AND BEGINS TO DO WHAT TO THE INDEPENDENT PHONE COMPANIES ?

FEELING THE PRESSURE OF POTENTIALLY BEING SUED AS A MONOPOLY, THE EXECUTIVES OF AT&T PROPOSE THAT THE GOVERNMENT SHOULD LET THEM BE A WHAT ?

TO CONVINCE THE GOVERNMENT AT&T USES THE ARGUMENT THAT

PROVIDING _____ WOULD BE IN THE “PUBLIC'S INTEREST ”.

WHAT NEW TECHNOLOGY WAS DEVELOPED DURING WORLD WAR II THAT CHANGED THE TELECOMMUNICATIONS INDUSTRY ?

WHAT DID THIS NEW TECHNOLOGY MAKE FEASIBLE ?

MR. GILL POINTS OUT THAT SOME FORM OF REGULATION (SUCH AS SETTING UP A NATURAL MONOPOLY) IS SOME TIMES NEEDED TO ENSURE THAT _____ SERVICES ARE AVAILABLE AT _____

**** STORY # 3 > MICROSOFT AS A NEW AGE MONOPOLY**

BY THE 1990s MICROSOFT DOMINATED 90% OF THE PERSONAL COMPUTER OPERATING SYSTEM MARKET , BUT WHAT TYPE OF PRODUCT BECAME A THREAT TO MICROSOFT'S MONOPOLY OVER OPERATING SYSTEM SOFTWARE ?

FAMOUS ATTORNEY DAVID BOIES SAYS THAT MICROSOFT , LIKE STANDARD OIL , USED IT POWER TO DO WHAT ?

ECONOMIC ANALYST NARIMAN BEHRAVESH SAYS THAT ONE GOAL (THE MOST IMPORTANT GOAL) OF THE GOVERNMENT'S ANTI-TRUST CASE WAS TO PREVENT MICROSOFT FROM DOING WHAT ?

NARIMAN BEHRAVESH SAYS THAT WE MUST BE VIGILANT IN MAKING SURE THAT NOTHING GETS IN THE WAY OF DEVELOPING NEW _____