

## **The Traditional Market and the Sustainability Market: Is the Perfect Market Sustainable?**

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The central question addressed in this paper is Is the Perfect Market Sustainable?. It is shown by means of a simple desirable market model that the perfect market is not sustainable because it is based on maximization principles (production, consumption, and market price). This desirable framework is also used to describe the characteristics of other possible types of traditional markets. Besides the above, it is shown by means of a simple optimal market model that only the perfect sustainability market is sustainable because it is driven by optimal forces (production, consumption, and market price). The optimal market structure is also used to describe the characteristics of other possible types of sustainability markets. Finally, some very important conclusions are provided.

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