

Sustainability thoughts 190: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism model and its pricing mechanism be pointed out using cost externalization theory?

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Abstract

It can be said that for each cost externalization problem embedded in the pure liberal capitalism market price there is a specific type of Marxism threat, be it a red Marxism threat or a green Marxism threat or a yellow Marxism threat. When any of these Marxism threats leads to paradigm flip, liberal capitalism flips to a Marxism price structure that is friendly to the core value of the new paradigm. For example, in the case of red Marxism, a society only model, when effective it flips the liberal capitalism market price from a fully socially unfriendly market price to a fully socially friendly market price as there is a flip from pricing at cost plus profits to pricing at social cost. And the nature the flip is similar in the case of effective green Marxism threats or yellow Marxism threats following the environment only core value or the society and environment only core value, respectively. Hence, each type of Marxism price threat leads to a different type of cold war structure once paradigm flips take place at the paradigm flip goes one to one with the market price flip. And this leads to the questions: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism model and its pricing mechanism be pointed out using cost externalization theory? What are the implications of this? Among the goals of this paper is to provide answers to those questions.

Key concepts

Pure liberal capitalism, Marxism, Red Marxism, Green Marxism, Yellow Marxism, Paradigm flip, Traditional market, Liberal market, Marxism threats, cost externalization, social cost externalization, environmental cost externalization, economic cost externalization, socio-environmental cost externalization, eco-economic cost externalization, socio-economic cost externalization.

Introduction

a) The three Marxism market price threats to liberal capitalism

It has been shared recently (Muñoz 2024) that the liberal capitalism market price faces three types of Marxism threats(MT), one per each type of cost externalization structure(E) affecting the working of liberal capitalism and leading to three different Marxism price threats as summarized in Figure 1 below:

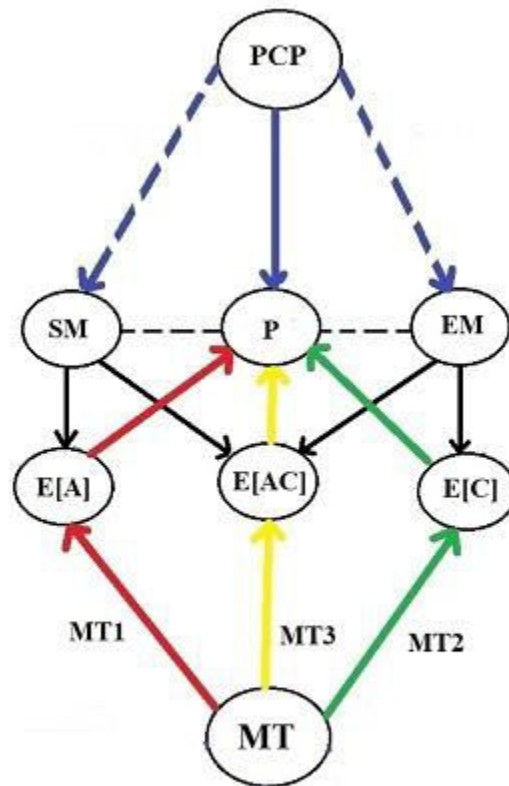


Figure 1 The three types of Marxism price threats(MT) to the survival of pure capitalism(PC) using specific externality costs as points of entry

We can highlight based on Figure 1 above the following: i) liberal capitalism market price(PCP) is associated to two cost externalization problems, a social cost problem(SM) and an environmental cost problem(EM) as both the social costs and the environmental costs associated with production are not accounted for in the pricing mechanism as indicated by the broken blue arrows; ii) for each cost problem or the combination of both of them, there is a cost externalizations structure(E), the social cost problem(SM) is linked to a social cost externalization problem(E[A]), the environmental cost problem(EM) is linked to an environmental cost externalization problem(E[C]), and the socio-environmental cost

problem($SEM = SM + EM$) is linked to a socio-environmental cost externalization problem($E[AC]$); and iii) there is one specific Marxism price threat(MPT) for each type of cost externalization problem, the Marxism price threat 1(MT1) is linked to social cost externalization point $E[A]$, the Marxism price threat 2(MT2) is connected to the environmental cost externalization point $E[C]$; and the Marxism price threat 3(MT3) is aimed at the socio-environmental cost externalization structure $E[AC]$.

Notice that the structure of liberal capitalism market price(PCP) in Figure 1 above is consistent with the following: i) it reflects the traditional market pricing mechanism of Adam Smith(Smith 1776) as here only economic cost at profit matter so that $PCP = P$; ii) that the red Marxism ideas of Karl Marx(Marx and Engels 1848) are consistent with the Marxism price threat type 1 as it advocates for the flipping of a socially irresponsible market price/a society first model to a fully socially responsible one; iii) that green Marxism threats(TG 2022) recently advanced are consistent with the green Marxism price threat type 2/an environment first model as it aims at flipping an environmentally irresponsible market price for a fully environmentally responsible one, and iv) that the eco-socialism ideas(Löwy 2018) now being advanced are consistent with the yellow Marxism price threat type 3/a society and environment first model as it advocates for the flipping of a socially and environmentally irresponsible market price for a fully socially and environmentally responsible one.

b) Relevant market price structures that can be extracted from Figure 1 above.

i) The price structure of liberal capitalism

We can see directly in Figure 1 above that the liberal capitalism model(PC) has the following price structure:

1) $PCP = P$ since $SM = EM = 0$ by assumption

Expression 1) above simply says that in the case of liberal capitalism only the for profit market price P matters. Notice that the only cost accounted for here are economic costs(ECM) as the core value of pure capitalism is to recover the economic cost(ECM) of production at a profits(i) so that $P = ECM + i$.

ii) The price structure of red Marxism

We can see in Figure 1 above that the Marxism price threat 1(MT1) targets the social cost externality problem($E[A]$) because the core value of red Marxism is social responsibility so it will recover only the social costs of production in its pricing mechanism so that the structure of the red Marxism market price(RKP) is:

2) $RKP = SM$

Expression 2) above tells us that in the case of the red Marxism model(RK) only social cost pricing matters so red Marxism market prices(RKP) reflect only social costs(SM) of production. Hence, the red Marxism price threat(RKPT) uses the social cost externality problem(E[A]) as the point of entry to flip the liberal capitalism market price(PCP).

iii) The price structure of yellow Marxism

We can appreciate in Figure 1 above that the Marxism price threat 3(MT3) targets the socio-environmental cost externality problem((E[AC])) because the core value of yellow Marxism is social and environmental responsibility so it will recover only the socio-environmental costs of production in its pricing mechanism, which means that:

$$3) YKP = SEM = SM + EM$$

Expression 3) above shows that in the case of the yellow Marxism model(YK) only socio-environmental cost pricing(SEM) matters. Hence, the yellow Marxism price threat(YKPT) uses the socio-environmental cost externality problem(E[AC]) as the point of entry to flip the liberal capitalism market price(PCP).

iv) The price structure of green Marxism

We can observe in Figure 1 above that the Marxism price threat 2(MT2) targets the environmental cost externality problem((E[C])) because the core value of green Marxism is environmental responsibility so it will recover only the environmental costs of production in its pricing mechanism, which leads to:

$$4) GKP = EM$$

Expression 4) above describes that in the case of the green Marxism model(GK) only environmental cost pricing(EM) matter. Hence, the green Marxism price threat(GKPT) uses the environmental cost externality problem(E[C]) as the point of entry to flip the liberal capitalism market price(PCP).

v) Summarizing the price structures all development models above to point out general similarities and differences

There are differences in terms of price structures, and cost externalization problems associated with each type of development model described above once they come to exist, which is highlighted in Table 1 below:

Table 1

Name	Price structure	Cost externalization problems
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Liberal Capitalism	PCP = P = ECM + i	E[A], E[C], E[AC]
Green Marxism	GKP = EM	E[A], E[B], E[AB]
Yellow Marxism	YKP = SEM = SM + EM	E[B]
Red Marxism	RKP = SM	E[B], E[C], E[BC]

We can appreciate based on the information in Table 1 above i) that all models have cost externalization problems once they come to exist; ii) that all market prices only reflect the cost associated with their dominant core values as for example capitalism reflects only economic costs and green Marxism reflects only environmental costs.iii) that liberal capitalism market price(PCP) can be flipped in three different ways, green Marxism price, yellow Marxism price, and red Marxism price; and therefore, iv) that there can be tree types of paradigm clashes or cold wars in terms of competing market prices: the green cold war(liberal capitalism market price vrs green Marxism market price), the yellow cold war(liberal capitalism market price vrs yellow Marxism market price), and the red cold war(liberal capitalism market price vrs red Marxism market price). Paradigm clashes can take the form of model clashes or price clashes or cost clashes as well as sustainability gap clashes(Muñoz 2019).

f) Linking red, yellow and green Marxism market pricing to Marxism price threats to flip liberal capitalism market prices

Based on the discussion above, it can be said that for each cost externalization problem embedded in the pure liberal capitalism market price there is a specific type of Marxism threat, be it a red Marxism threat or a green Marxism threat or a yellow Marxism threat. When any of these Marxism threats leads to paradigm flip, liberal capitalism flips to a Marxism price structure that is friendly to the core value of the new paradigm. For example, in the case of red Marxism a la Karl Marx(Marx and Engels 1848), a society only model, when effective it flips the liberal capitalism market price from a fully socially unfriendly market price to a fully socially friendly market price as there is a flip from pricing at cost plus profits to pricing at social cost. And the nature the flip is similar in the case of effective green Marxism threats or yellow Marxism threats following the environment only core value or the society and environment only core value, respectively. Hence, each type of Marxism price threat leads to a different type of cold war structure once paradigm flips take place at the paradigm flip goes one to one with the market price flip. Paradigm clashes can lead to paradigm evolution and even to paradigm collapses(Muñoz 2016). And this leads to the questions: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism

model and its pricing mechanism be pointed out using cost externalization theory? What are the implications of this? Among the goals of this paper is to provide answers to those questions.

Goals of the paper

1) to point out the structure of the green Marxism price threat, of the green Marxism price flip, and of the green cold war under competing market prices; 2) to point out the structure of the yellow Marxism price threat, of the yellow Marxism price flip, and of the yellow cold war under competing market prices; and 3) to point out the structure of the red Marxism price threat, of the red Marxism price flip, and of the red cold war under competing market prices.

Methodology

First, the terminology used in this paper is shared. Second, some operational concepts, model structures, flipping structures, and externality externalization and internalization rules are highlighted. Third, the structures of the green Marxism price threat, of the green Marxism price flip, and of the green cold war under competing green Marxism market prices and liberal capitalism market prices are given as well as related implications. Fourth, the structures of the yellow Marxism price threat, of the yellow Marxism price flip, and of the yellow cold war under competing yellow Marxism market prices and liberal capitalism market prices are stressed as well as related implications. Fifth, the structures of the red Marxism price threat, of the red Marxism price flip, and of the red cold war under red Marxism prices and liberal capitalism prices are pointed out as well as related implications. Finally, some food for thoughts and conclusions are provided.

Terminology

SM = Social margin

EM = Environmental margin

SEM = Socioenvironmental margin

ECM = Economic margin

π = Profits

GK = Green Marxism

GKP = Green Marxism market price

YK = Yellow Marxism

YKP = Yellow Marxism market price

RK = Red Marxism

RKP = Red Marxism market price

PC = Pure capitalism

PCP = Pure capitalism market price $E[\]$ = Cost externalization

$I[\]$ = Cost internalization $E[A]$ = Social cost externalization

$E[C]$ = Environmental cost externalization $E[AC]$ = Socio-environmental cost externalization

TM = Traditional market TMP = Traditional market price

P = Economic cost plus profits $I[a]$ = Social cost internalization

Operational concepts , relevant model structures and paradigm flip structures

a) Concepts

- 1) **Pure liberal capitalism**, the one supported by the liberal economic model.
- 2) **Pure liberal capitalism market price**, the one that reflects the economic cost of production at profit only.
- 3) **Red Marxism**, the one supported by a social market based model.
- 4) **Red Marxism market price**, the one that reflects only the social cost of production.
- 5) **Social margin**, the one that reflects the social cost associated with production.
- 6) **Environmental margin**, the one that reflects the environmental costs associated with production.
- 7) **Economic margin**, the one that reflects the economic costs associated with production.
- 8) **Green Marxism**, the one supported by the environmental market based model.
- 9) **Green Marxism market price**, the one that reflects only the environmental cost of production.
- 10) **Yellow Marxism**, the one supported by a socio-environmental market based model.
- 11) **Socio-environmental margin**, the one that reflects the social and environmental cost associated with production.

b) Relevant model structures

1) Liberal capitalism model structure

$TM = PC = a\{B\}c$

This is economic freedom without equality model, and hence, it is an economy only model

2) Red Marxism model structure

$$\mathbf{RK} = [\mathbf{A}]\mathbf{bc}$$

This is a social equality without freedom model, and hence, it is a society only model

3) Green Marxism model structure

$$\mathbf{GK} = \mathbf{ab}[\mathbf{C}]$$

This is an environmental equality without freedom model, and hence, it is an environment only model

4) Yellow Marxism model structure

$$\mathbf{YK} = [\mathbf{AC}]\mathbf{b}$$

This is a socio-environmental equality without freedom model, and hence, it is a society and environment only model

c) Paradigm flip structures

1) The liberal capitalism to red Marxism model flip structure

The flip from the liberal capitalism model to the red Marxism model has the following structure:

PF

$$\mathbf{TM} = \mathbf{PC} = \mathbf{a}\{\mathbf{B}\}\mathbf{c} \longrightarrow \mathbf{RK} = [\mathbf{A}]\mathbf{bc}$$

Economic freedom without equality flips(PF) to social equality without freedom.

2) The liberal capitalism to red Marxism model price flip structure

The price flips from the liberal capitalism market price(TMP = PCP) to the red Marxism market price(RKP) has the following structure:

PF

$$\mathbf{TMP} = \mathbf{PCP} = \mathbf{P} \longrightarrow \mathbf{RKP} = \mathbf{SM}$$

A flip from an economic cost plus profit only pricing mechanism model to a social cost only pricing mechanism model.

3) The liberal capitalism to green Marxism model flip structure

The flip from the liberal capitalism model to the green Marxism model has the following structure:

PF

$$\mathbf{TM = PC = a\{B\}c \longrightarrow GK = ab[C]}$$

Economic freedom without equality flips(PF) to environmental equality without freedom.

4) The liberal capitalism to green Marxism model price flip structure

The price flips from the liberal capitalism market price(TMP = PCP) to the red Marxism market price(GKP) has the following structure:

PF

$$\mathbf{TMP = PCP = P \longrightarrow GKP = EM}$$

A flip from an economic cost plus profit only pricing mechanism model to an environmental cost only pricing mechanism model.

5) The liberal capitalism to yellow Marxism model flip structure

The flip from the liberal capitalism model to the yellow Marxism model has the following structure:

PF

$$\mathbf{TM = PC = a\{B\}c \longrightarrow YK = [AC]b}$$

Economic freedom without equality flips(PF) to social and environmental equality without freedom.

2) The liberal capitalism to yellow Marxism model price flip structure

The price flips from the liberal capitalism market price(TMP = PCP) to the yellow Marxism market price(YKP) has the following structure:

PF

$$\mathbf{TMP = PCP = P \longrightarrow YKP = SM}$$

A flip from an economic cost plus profit only pricing mechanism model to a socio-environmental cost only pricing mechanism model.

d) Cost externalization and internalization rules

If we have 3 models $M1 = Klm$, $M2 = kLm$, and $M3 = klM$, where components, K , L , M are dominant components; and k , l , m are passive components, then cost externalization and internalization rules work as follows:

1) Cost externalization rules

$$\text{i) } E[K] = k \qquad \text{ii) } E[L] = l \qquad \text{iii) } E[M] = m$$

2) Cost internalization rules

$$\text{i) } I\{E[K]\} = I[k] = K \qquad \text{ii) } I\{E[L]\} = I[l] = L \qquad \text{iii) } I\{E[M]\} = I[m] = M$$

The case of green Marxism pricing

i) The structures of the green Marxism price threat

Since green Marxism(GK) uses the social cost externalization point($E[C]$) as the way of entry to push for a flip of liberal capitalism market price(PCP) then it has the threat nature of Marxism threat type 2(MT2), so if we make $MT2 = GKPT$, and that is the only Marxism price threat that matters, then we have the structure indicated in Figure 2 below:

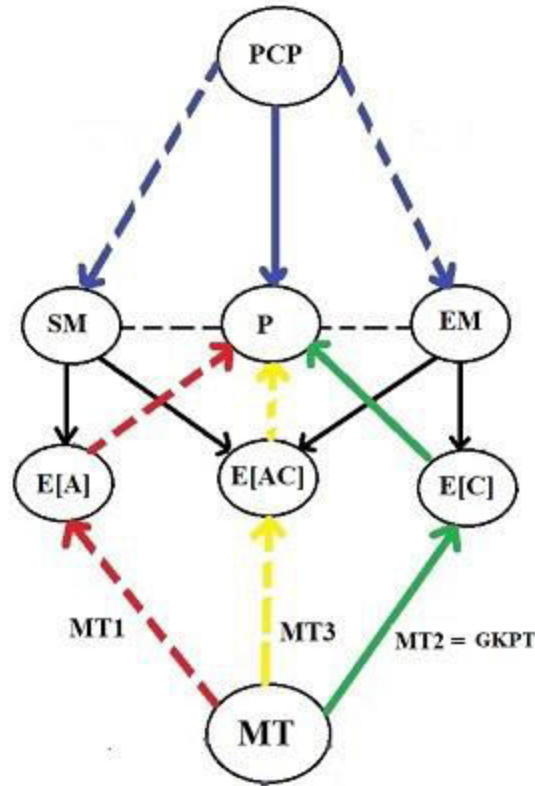


Figure 2 The structure of the green marxism price threat(GKPT)

Figure 2 above shows the structure of the green Marxism price threat(GKPT), which focuses its attention on using the social cost externalization problem(E[C]) as the point of entry seeking the flip of the liberal capitalism market price(PCP) as indicated by the continuous green arrow from MT to P.

ii) The structure of the green Marxism price flip

When the ongoing pressure of the green Marxism price threat(GKPT) succeeds in flipping the liberal capitalism model market price(PCP) it leads to a flip(PF) from fully environmentally irresponsible market price model, the liberal capitalism model(PC), to a fully environmentally responsible market price model, the green Marxism model(GK), as shown in Figure 3 below:

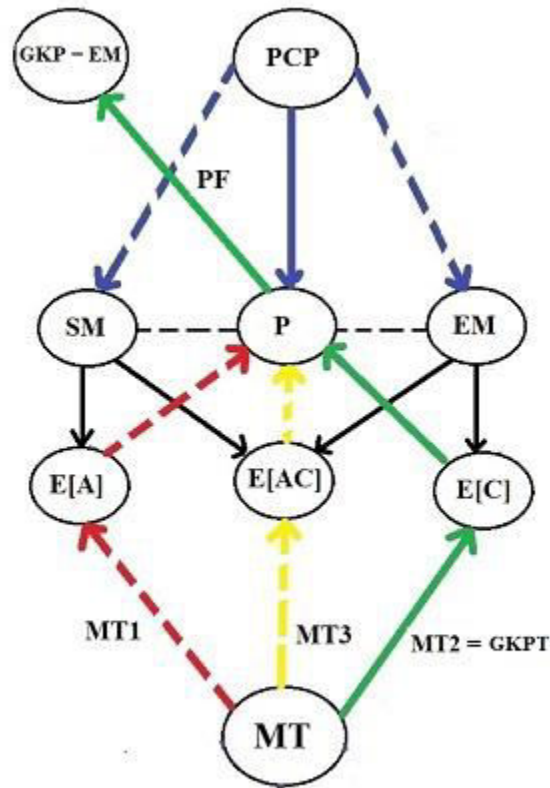


Figure 3 The structure of the green marxism price flip(PF)

Figure 3 above indicates the structure of the green market price flip from liberal capitalism market price($PCP = P$) to the green Marxism market price(GKP) as a flip from the liberal capitalism model($PC = a\{B\}c$) to green Marxism model($GK = ab[C]$) takes place as indicated by the green arrow from P to GKP .

iii) The structure of the green cold war where green Marxism market price compete with liberal capitalism market price

When green Marxism(GK) comes to exist, it immediately goes into a green cold war(GCW) mode with liberal capitalism(PC) with the goal of seeking dominance and the same type of completion takes place in terms of competing market prices, a situation appreciated at the top of Figure 4 below:

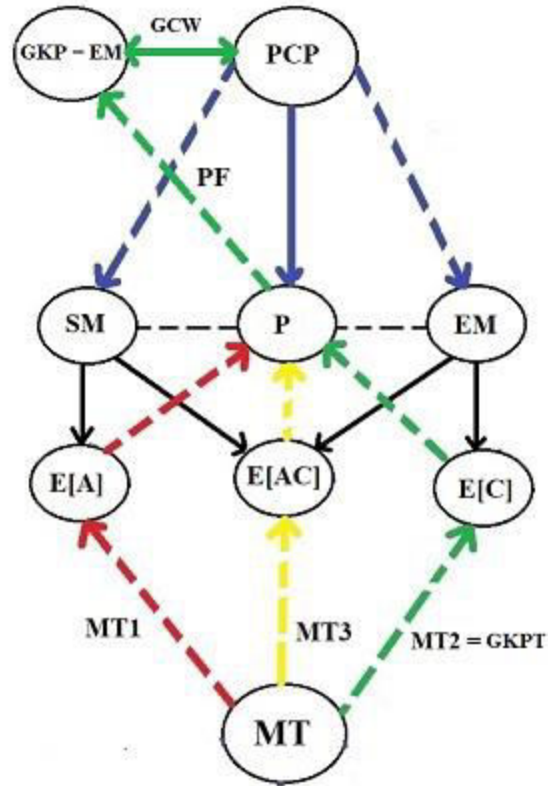


Figure 4 The structure of the green cold war(GCW) in terms of the clash between green marxism market prices and liberal capitalism market prices

The continuous green arrow between green Marxism market price($GKP = EM$) and liberal capitalism market price($PCP = P$) in Figure 4 above provides the space for the green cold war(GCW) dynamics in terms of competing market prices, a clash that can be represented analytically as follows:

$$1) GCW = (GKP = EM)(PCP = P)$$

Expression 1) above tells us that the green cold war(GCW) in terms of market prices is the clash between the green Marxism market price(GKP) and the liberal capitalism market price(PCP), and reorganizing terms leads to:

$$2) GCW = (GKP)(PCP) = (EM)(P)$$

Expression 2 above tells us that the green cold war(GCW) is in essence a clash between environmental cost pricing(EM) only and the for profit liberal capitalism market price(P), which reflects only economic costs at profit

The case of yellow Marxism pricing

i) The structures of the yellow Marxism price threat

Since yellow Marxism(YK) uses the socio-environmental cost externality problem($E[AC]$) as the point of entry to push for a flip of the liberal capitalism market price(PCP) then it has the threat nature of Marxism threat type 3(MT3), so if we make $MT3 = YKPT$, and that is the only Marxism threat that matters, then we have the structure as shown in Figure 5 below:

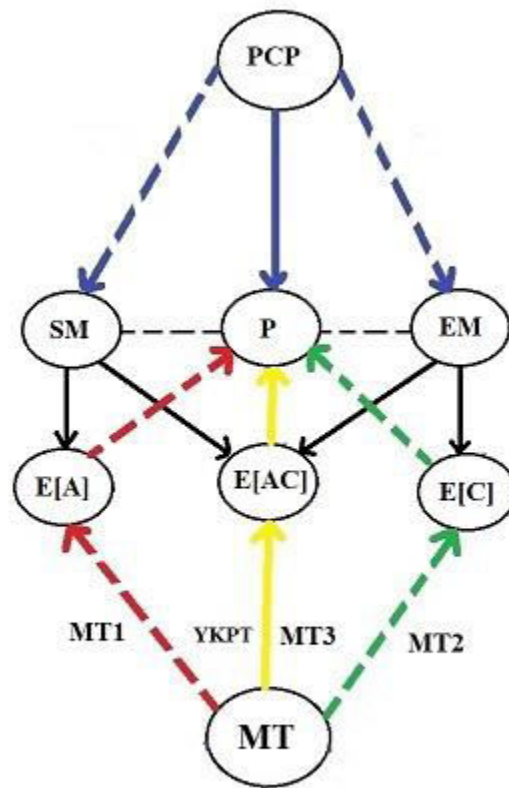


Figure 5 The structure of the yellow marxism price threat(YKPT)

Figure 5 above shows the structure of the yellow Marxism threat price(YKPT), which focuses its attention on using the socio-environmental cost externality problem($E[AC]$) as the point of entry to push for the flip of the liberal capitalism market price(PCP) as indicated by the continuous yellow arrow from MT to P.

ii) The structure of the yellow Marxism price flip

When the ongoing pressure of the yellow Marxism price threat(YKPT) succeeds in flipping the liberal capitalism market price(PCP) it leads to a flip(PF) a fully social and environmental irresponsible market price, the liberal capitalism market price($PCP = P$) to a fully

social and environmentally responsible market price, the yellow Marxism market price ($YKP = SEM = SM = EM$), as shown in Figure 6 below:

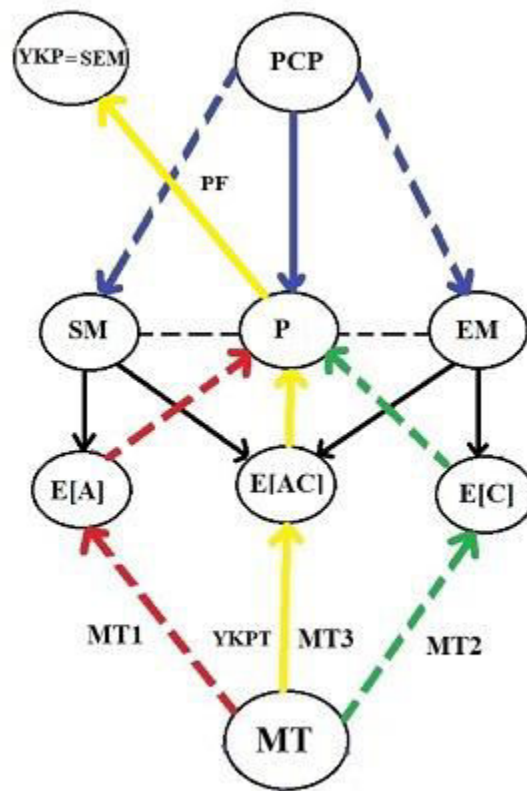


Figure 6 The structure of the yellow marxism price flip(PF)

Figure 6 above displays the structure of the yellow Marxism price flip that goes from $PCP = P$ to $YKP = SEM$ as a paradigm flip from liberal capitalism($PC = a\{B\}c$) to yellow Marxism($YK = [AC]b$) has just taken place.

iii) The structure of the yellow cold war in terms of competing market prices

When yellow Marxism(YK) comes to exist, it immediately goes into a yellow cold war(YCW) mode with liberal capitalism(PC) with the goal of seeking dominance, a cold war that also has a competing price clash structure, a situation appreciated at the top of Figure 7 below:

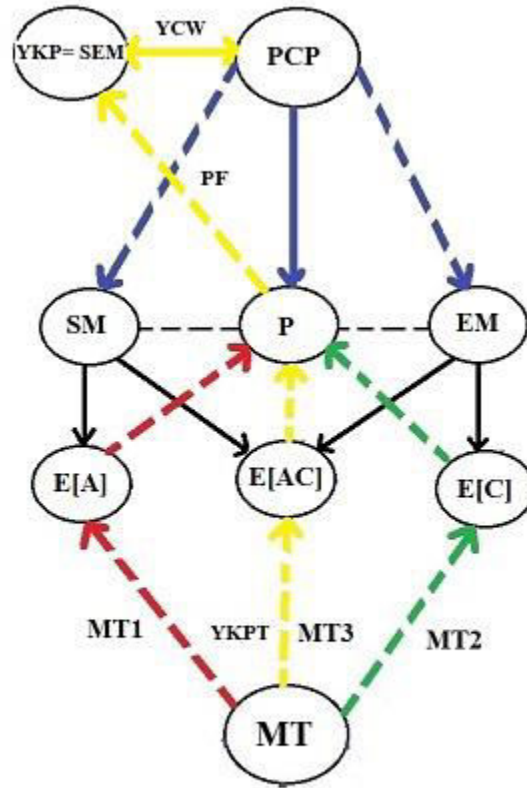


Figure 7 The structure of the yellow cold war(YCW) in terms of the clash between the yellow marxism market price and the liberal capitalism market price

The continuous yellow arrow between the yellow Marxism market price($YKP = SEM$) and the liberal capitalism market price($PCP = P$) in Figure 7 above gives the space for the yellow cold war(YCW) dynamics in terms of competing prices, a clash that can be represented analytically as follows:

$$3) YCW = (YKP = SEM)(PCP = P)$$

Expression 3) above tells us that the yellow cold war(YCW) is the clash between the yellow Marxism market price(YKP) and the liberal capitalism market price(PCP), and reorganizing terms takes us to:

$$4) YCW = (YKP)(PCP) = (SEM)(P)$$

Expression 4 above indicates that the yellow cold war(GCW) is in essence a clash between socio-environmental cost pricing(SEM) only and the for profit liberal capitalism market price(P), which reflects only economic costs at profit.

The case of red Marxism pricing

i) The structures of the red Marxism price threat

Since red Marxism(RK) uses the social cost externalization problem($E[A]$) as the point of entry to push for a flip of liberal capitalism market price(PCP) then, it has the threat nature of Marxism threat type 1(MT1), so if we make $MT1 = RKPT$, and that is the only Marxism threat that matters, then we have the structure indicated in Figure 8 below:

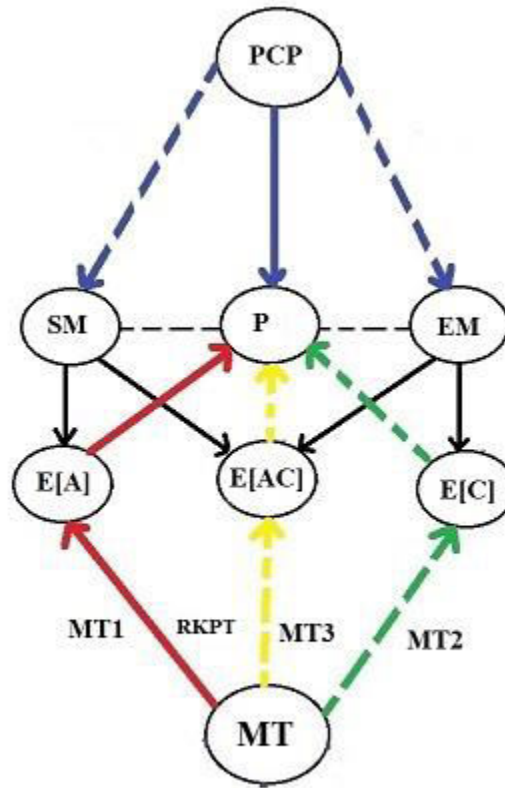


Figure 8 The structure of the red marxism price threat(RKPT)

Figure 8 above displays the structure of the red Marxism price threat(RKPT), which focuses its attention on using the social externalization problem($E[A]$) as the point of entry seeking the flip of the liberal capitalism market price(PCP) as indicated by the continuous red arrow from MT to P.

ii) The structure of the red Marxism price flip

When the ongoing pressure of the red Marxism price threat(RKPT) succeeds in flipping the liberal capitalism market price(PCP) it leads to a flip(PF) a fully socially irresponsible market price, the liberal capitalism market price($PCP = P$) to a fully socially responsible one, the red Marxism market price($RKP = SM$) as indicated in Figure 9 below:

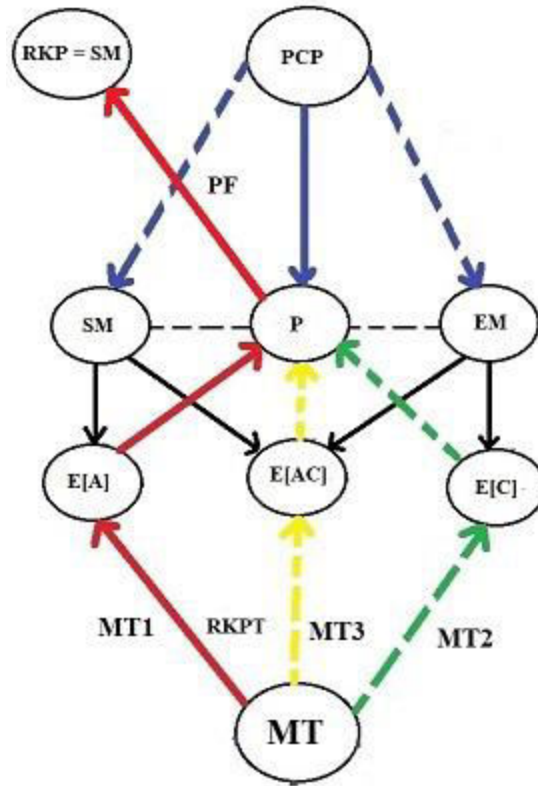


Figure 9 The structure of the red marxism price flip(PF)

Figure 9 above points out the structure of the red Marxism price flip structure where the liberal capitalism market price(PCP = P) flips to the red Marxism market price(RKP = SM) as a paradigm flip from liberal capitalism(PC = a{B}c) to red Marxism(GK = [A]bc takes place at the same time.

iii) The structure of the red cold war in terms of competing market prices

When red Marxism(RK) comes to exist, it immediately goes into a red cold war(RCW) mode with liberal capitalism(PC) with the goal of seeking dominance, and the same dynamics are taken place in terms of competing market price dynamics, a situation appreciated at the top of Figure 10 below:

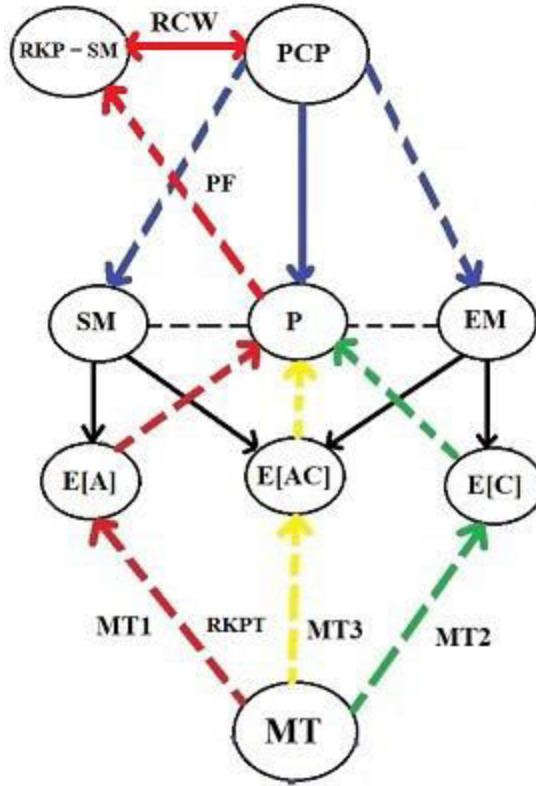


Figure 10 The structure of the red cold war(RCW) in the form of the clash between the red socialism market price and the liberal capitalism market price

The continuous red arrow between the red Marxism market price($RKP = SM$) and the liberal capitalism market price($PCP = P$) in Figure 10 above provides the space for the red cold war(RCW) dynamics in terms of market prices , a clash that can be represented analytically as follows:

$$5) RCW = (RKP = SM)(PC = P)$$

Expression 5) above highlights that the red cold war(RCW) is the clash between the red Marxism market price(RKP) and the liberal capitalism market price(PCP), and reorganizing terms leads to:

$$6) RCW = (RKP)(PCP) = (SM)(P)$$

Expression 8 above stresses that the green cold war(GCW) is in essence a clash between social cost pricing(SM) only and the for profit liberal capitalism market price(P), which reflects only economic costs at profit

Food for thoughts

a) Can Marxism make an environmental exploitation claim against perfect green markets? I think No, what do you think?: b) Can a yellow Marxism claim be made against dwarf green markets? I think Yes, what do you think?: c) Can Marxism make a social exploitation claim against perfect green markets? I think Yes, what do you think?: and d) Is a world under circular economies prime for Marxism claims? I think Yes, what do you think?

Relevant conclusions

First, it was indicated that for every cost not accounted for affecting the stability of liberal capitalism under no externality neutrality assumption there is one specific Marxism price threat. Second, it was highlighted that the red Marxism market price targets the social cost externalization problem, that the green Marxism market price penetrate through the environmental cost externality problem, and that the yellow Marxism market price attacks the socio-environmental cost externalization problem. Third, it was stressed that when the Marxism price threat is successful, the liberal capitalism market price flips to Marxism based market price such as the green Marxism market price, the yellow Marxism market price, and the red Marxism market price. Fourth, it was indicated that when a Marxism price flip takes place, a different type of cold war is unleashed in terms of competing market prices, a green cold war when a green Marxism price flip takes place, a yellow cold war when a yellow Marxism price flip takes place, and a red cold war when a red Marxism price flip takes place. And finally, fifth, it was said that in essence the nature of the different types of cold war is the clash between competing cost accounting structures in Marxism based models and the price structure of liberal capitalism: i) In the red cold war, there is a clash between capturing social cost only and capturing economic costs at profit only; ii) In the green cold war, there is a clash between capturing environmental cost only and capturing economic costs at profit only; and iii) In the yellow cold war, there is a clash between capturing social and environmental cost only and capturing economic costs at profit only;

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