

Real Job Creators

We hear a lot about giving rich people whatever they want, because they are the “job creators”.

Well, a lot of people are looking for jobs right now, and we have over 900 billionaires in the U.S. Why aren’t they creating enough jobs?

Suppose you had a billion dollars and you were thinking about building a factory or starting some new business enterprise. How would you decide what to do? If you're like most of our rich people, you would pick the investment that you expected to make money for you. In other words, you would invest in the business most likely to have customers.

Customers are the real job creators. In almost all cases, customers are also workers. So the way to create jobs is to pay more money to people who are already working. When a company has an extra \$100 million that it could pay in bonuses to executives, it should spread that money out over its entire workforce.

If every company did that, then almost every customer would have more money to spend, and it would be a good investment to build new factories and start new business enterprises.

I realize executives are not going to give up their bonuses so easily. But I think we should start to realize the value of customers in our economy.