Market System (or Capitalism) The private ownership of resources and the use of markets and prices to coordinate and direct economic activity characterize the market system, or capitalism.The system allows for the private ownership of capital, communicates through prices, and coordinates economic activity through markets–places where buyers and sellers come together.In that system each participant acts in his or her own self–interest; each individual or business seeks to maximize its satisfaction or profit through its own decisions regarding consumption or production.Goods and services are produced and resources are supplied by whoever is willing and able to do so. The result is competition among independently acting buyers and sellers of each product and resource.

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