

# Individuals are Better than Movements

I used to like movements. I don't anymore.

Self-interested individuals creating and doing and thinking and talking about what they value are more effective at altering the course of the world than an organized movement of them.

Plus, you don't need to fight to maintain anything. You don't need leaders, or fights over leaders. You just keep building the world you want to live in, and if people like it, they can emulate.

In just about every way I can think of, businesses are better than "causes". A business is just a cause with more discipline and less drama.