

Preface

Preface. Zero to One

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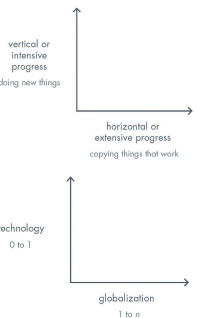
Conclusion Stagnation or Singularity

What important truth do very few people agree with you on?

future is about change:
no change means no future

ZEROTO ONE: THIE FUTURE OF PROGRESS

progress can take one of two forms



和Incremental Change类似

Horizontal or extensive progress

copying things that work-going from 1 to n

easy to imagine

the single word for horizontal progress is **globalization** taking things that work somewhere and making them work everywhere

和Radical Change类似

Vertical progress

harder to imagine because it requires doing something nobody else has ever done

The single word for vertical, 0 to 1 progress is **technology**

科技的定义：新的做事的方式

Properly understood, any new and better way of doing things is technology

possible to have both either. or neither at the same time

全球化意味着趋同化

发达国家：已经达到了可达到的

发展中国家：只需要追上发达国家，复制他们做过的

没有科技的趋同，是灾难性的

为什么初创是小的

it's hard to develop new things in big organizations

entrenched interests shy away from risk

Startups operate on the principle that you need to work with other people to get stuff done, but you also need to stay small enough so that you actually can

初创的定义：说服人的组

Positively defined, a startup is the largest group of people you can convince of a plan to build different future

small size affords space to think.