

Preface

Preface: Zero to One

Chapter 1

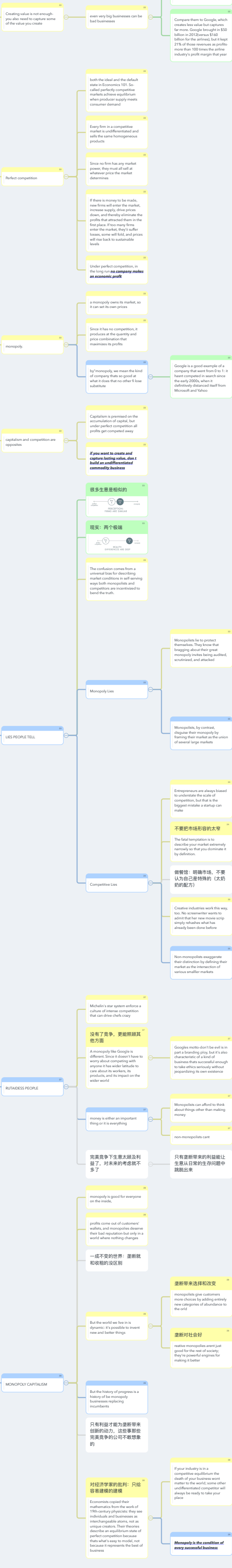
The Challenge of the Future

Chapter 2

Partly Like It's 1999

Chapter 3

All Happy Companies Are Different



Chapter 4

The Ideology of Competition

Chapter 5

Last Mover Advantage

Chapter 6

You Are Not a Lottery Ticket

Chapter 7

Follow the Money

Chapter 8

Secrets

Chapter 9

Foundations

Chapter 10

The Mechanics of Maps

Chapter 11

If You Build It, Will They Come

Chapter 12

Man and Machine

Chapter 13

Seeing Green

Chapter 14

The Founder's Paradox

Conclusion

Conclusion: Stagnation or Singularity