

Preface

Preface. Zero to One

Chapter 1

The Challenge of the Future

Chapter 2

Party Like It's 1999

Chapter 3

All Happy Companies Are Different

Chapter 4

The Ideology of Competition

如果历史能够重来，所有发生过的成功事件都不会完全一样

The definition of 0 to 1 is making sth. new

一直在改进，那么将来是bounded的

奇路出创新

the single most powerful pattern I have noticed is that successful people find value in unexpected places, and they do this by thinking about business from first principles instead of formulas

don't copy

Technology is miraculous because it allows us to do more with less

我们摄取了很多先人的知识，怎么才能有创新呢。新又在什么地方呢

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

Tthe Mechanics of Mafia

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