## **Contents**

Preface		vii
Acknowledgments		xi
Chapter 1:	The eBay Phenomenon	1
Chapter 2:	Pierre Omidyar Starts a Company	17
Chapter 3:	The eBay Nation	41
Chapter 4:	The eBay Business Model	71
Chapter 5:	Inside eBay	95
Chapter 6:	Strategic Evolution	117
Chapter 7:	Contraband, Blackouts, and Weird Stuff	137
Chapter 8:	Competing for the Future	155
Chapter 9:	Whither eBay	175
Notes		185
Index		191