

Contents

Acknowledgments	ix
1. Why Businesses Fail	1
2. An Ecological Metaphor	22
3. Leading Business Ecosystems	45
4. The Stages of a Business Ecosystem	64
5. Coevolution and Cars: Stages in Action	84
6. Stage I: The Terrain of Opportunities	106
7. Stage II: The Revolution Spreads	137
8. Stage II Continued: Defending the Revolution	161
9. Stage III: The Red Queen Effect	189
10. Stage IV: Renewal or Death	230
11. The Paradox of Powerless Activism	265
Notes	279
Index	287