

# CONTENTS

INTRODUCTION	1
1 MGM'S MISTAKE AND THE APACHE MYSTERY	9
2 THE SPIDER, THE STARFISH, AND THE PRESIDENT OF THE INTERNET	29
3 A SEA OF STARFISH	57
4 STANDING ON FIVE LEGS	83
5 THE HIDDEN POWER OF THE CATALYST	107
6 TAKING ON DECENTRALIZATION	133
7 THE COMBO SPECIAL: THE HYBRID ORGANIZATION	159
8 IN SEARCH OF THE SWEET SPOT	179
9 THE NEW WORLD	197
EPILOGUE	209
SOURCES	215
ACKNOWLEDGMENTS	222
INDEX	225