

Contents

<i>Preface: Zero to One</i>	1
1 The Challenge of the Future	5
2 Party Like It's 1999	12
3 All Happy Companies Are Different	23
4 The Ideology of Competition	35
5 Last Mover Advantage	44
6 You Are Not a Lottery Ticket	59
7 Follow the Money	82
8 Secrets	93
9 Foundations	107
10 The Mechanics of Mafia	118
11 If You Build It, Will They Come?	126
12 Man and Machine	140
13 Seeing Green	152
14 The Founder's Paradox	173
<i>Conclusion: Stagnation or Singularity?</i>	191
<i>Acknowledgments</i>	197
<i>Illustration Credits</i>	199
<i>Index</i>	201