

CONTENTS

<i>List of illustrations</i>	<i>viii</i>
<i>Acknowledgements</i>	<i>ix</i>
Introduction: The new patriarchs	1
1 Theorising the patriarchal network	27
2 Elon Musk: Geek masculinity and marketing the celebrity founder	56
3 Jeff Bezos: Beyond the American frontier	85
4 Mark Zuckerberg's corporate household	116
5 Peter Thiel's technological frontiers	144
6 Endorsed by Sandberg: Resilience not resistance	167
7 The limits of liberalism: Google's Larry Page and Sergey Brin	187
Conclusion	216
<i>Appendix: A concordance of popular books on digital capitalism</i>	223
<i>Index</i>	237