
CONTENTS

preface ix

chapter one

A Cautionary Tale 1

chapter two

Information and Things 9

chapter three

Richness and Reach 23

chapter four

Deconstruction 39

chapter five

Disintermediation 69

chapter six

Competing on Reach 99

chapter seven

Competing on Affiliation 125

chapter eight

Competing on Richness 147

chapter nine

Deconstructing Supply Chains 169

chapter ten

Deconstructing the Organization 193

chapter eleven

Monday Morning 221

endnotes 231

index 249

about the authors 261