Contents

	Prologue: The E-mail Trail	1
1	Track the Inevitable	7
	THE LAST PAJAMA PARTY	
	BEDTIME STORY	
	DOLLARS PER DESKTOP	
	Innovator's Dilemma	
2	Hawks and Doves	43
	TEAMS	
	EMBRACE AND EXTEND	
	COUNTERREFORMATION	
3	The Path Not Taken	77
	STALL	
	Integration	
	THE DANCE OF BLIND REFLEX	
	Сомеваск	
4	Citizen Gates	112
	HARDBALL	
	SECOND THOUGHTS	
	OUT OF CONTROL	
	WIN, PLACE, OR SHOW	
	FOREVER FREE	
5	Vicious Cycle	154
	BUDDY ACTS	
	COUP D'ETAT	
	HALF-MEASURES	
	Going South	

6	MONOPOLIST'S DILEMMA	194
	UNDER THE RADAR	
	Showdown	
7	Loosely Coupled	225
	THINK LIKE BILL	
	LETTING GO	
	CHALLENGE AND RESPONSE	
	KEY DATES	263
	Notes	265
•	ACKNOWLEDGMENTS	275
	Index	279 279
		213