

Contents

Foreword	xi
Preface	xv
Acknowledgments	xix
Chapter One	
Let's Start at the End	1
Chapter Two	
Counting On Growth	13
Chapter Three	
Emotional Rescue	21
Chapter Four	
Revise, Revise, Revise	32

Chapter Five	
Surprise, Surprise, Surprise	39
Chapter Six	
Sell, Sell, Sell	47
Chapter Seven	
Expand, Expand, Expand	53
Chapter Eight	
Let It Flow	60
Chapter Nine	
It's All Variable	68
Chapter Ten	
Know Your Alpha Beta	77
Chapter Eleven	
Don't Be a Deviant	87
Chapter Twelve	
The Zigzag Approach	100

Chapter Thirteen	
Putting It All Together	110
Chapter Fourteen	
Quantum Leap	122
Chapter Fifteen	
It's the Economy, Stupid	133
Chapter Sixteen	
It's a Small World After All	146
Chapter Seventeen	
A Watched Pot Will Boil	154
Chapter Eighteen	
Lions and Tigers and Bears, Oh My!	163
Chapter Nineteen	
Keep Your Eyes on the Prize	175

