



CONTENTS

ACKNOWLEDGMENTS	ix
FOREWORD Joel Barker	xi
I THE VISIONARY	1
1 Getting It	3
2 Business Is War	15
3 The Great Escape	27
II THE FUTURE	37
4 Not New Media—a New Medium	39
5 Web 5.0	47
6 WEAINTEGOTSH#%.COM	63
III THE ART OF A DEAL	71
7 Deal du Jour	73
8 The Two-by-Four	85
9 The Intellectual Desert	97

10	Return on Innovation	103
11	Go Large or Go Home	115
IV	THE STRENGTH OF SOCIAL CAPITAL	125
12	Shaking Hands and Kissing Babies	127
13	Penguins and Polar Bears	139
14	Life Leverage	149
15	The Serengeti	165
16	The World Is a Stage	175
17	Ideation: The New Economy Fuel	185
18	Take the Wheel	197
	AFTERWORD: ON BECOMING A STUDENT OF INNOVATION Dr. Denis Waitley	213
	INDEX	217