CONTENTS

Preface ix

SECTION 1: Values Matter Now 1

1.1 Putting First Things First 3
1.2 Learning from the Crucible of Crisis 9
1.3 Rediscovering Farmer Values 25
1.4 Renouncing Capitalism’s Dangerous Conceits 29
1.5 Reclaiming the Noble 35

SECTION 2: Innovation Matters Now 39

2.1 Defending Innovation 41
2.2 Cataloging the World’s Greatest Innovators 45
2.3 Inspiring Great Design 55
2.4 Turning Innovation Duffers into Pros 61
2.5 Deconstructing Apple 73
To my brothers,
Dr. Loren Hamel and Dr. Lowell Hamel,
for reasons they know well.