## Contents

Intro	oduction	1
Par	tl	
Eco	nomics and Technologies	
1.	A Table for Four at Eight	7
2.	The "Grab All the Eyeballs" Fallacy	21
3.	Turbocharging	39
Par	t II	
	lding, Igniting, and erating Matchmakers	
4.	Friction Fighters	55
5.	Ignite or Fizzle	69
6.	Long Haul	85
7.	Beyond the Castle Walls	101
8.	Interior Design	121
9.	Fakesters and Fraudsters	135
10-	Fizzle or Sizzle	149

## x Contents

## Part III

## **Creation, Destruction, and Transformation**

11.	Moving Money	167
12.	Gone Missing	183
13.	Slower and Faster Than You Think	197
Glossary		207
Notes		213
Index		247
Acknowledgments		<b>2</b> 57
About the Authors		259