

# CONTENTS

Foreword	<i>Paul Jacobs</i>	vii
Prologue	A Shockproof Future	ix
<b>Chapter 1</b>	Beware the Big Blue Catfish	1
<b>Chapter 2</b>	Headlines or Tombstones?	23
<b>Chapter 3</b>	Make Sure the Strategy Is “Not Wrong”	49
<b>Chapter 4</b>	Beyond Boxes and Lines	77
<b>Chapter 5</b>	Carbon Paper? Really?!	107
<b>Chapter 6</b>	Connections and Calibrations	153
<b>Chapter 7</b>	Be the Leader You Seek	199
<b>Chapter 8</b>	Pass the Salt	241
Notes		257
Acknowledgments		264
Index		267

<http://www.pbookshop.com>