

CONTENTS

Foreword	ix
Preface	xv
Introduction	xix
1 What Collaboration Is and Isn't	1
2 Dawn of the Knowledge-Based Collaborative Era	17
3 The Collaboration Payoff	37
4 Risks of Collaboration	59
5 Collaboration Essentials	73
6 Stages of Collaboration	89
7 Setting Up for Success	107
8 Strategies for a Successful Collaboration	121
9 The Role of Technology and Social Media in Collaboration	137
10 Fostering a Collaborative Culture in Your Organization	151
Afterword	169
References	171
About the Author	179
Index	181

To Jane, Julian, and Jon, for putting up with my endless hours on my laptop when I should have been doing something more fun. I think this topic will be important to my boys, our associates, our investors, our customers, our partners—and, frankly, to our society.

<http://www.pbookshop.com>