

Contents

<i>Foreword</i>		ix
<i>Prologue</i>		xi
<i>Introduction</i>		xiii
PART I	THE EPHEMERAL NATURE OF FIRMS	
CHAPTER 1	Meet Carl Berger	3
CHAPTER 2	Corporate Life Cycle	11
PART II	INDIVIDUAL RIGIDITIES	
CHAPTER 3	To Err Is Human	25
CHAPTER 4	The Greatest of All Time	39
CHAPTER 5	Rewiring Brains	55
PART III	ORGANIZATIONAL RIGIDITIES	
CHAPTER 6	Long Live Bureaucracy!	75
CHAPTER 7	In Brain We Trust	97
CHAPTER 8	What We Value	111
		vii

viii		Contents
CHAPTER 9	What Not to Pay For	121
CHAPTER 10	Fast Learners	131
PART IV	SERIAL INNOVATORS	
CHAPTER 11	The Secrets of Serial Innovators	139
CHAPTER 12	Beyond Business: The Medici, Oxford, and the Catholic Church	155
CHAPTER 13	Legacy through Leadership	161
<i>Afterword</i>		167
<i>Appendix A: Analysis of the Top 50 U.S. Firms of 1950</i>		171
<i>Appendix B: Corporate Aging and Survival</i>		177
<i>Appendix C: Key Questions for Transforming Your Firm</i>		181
<i>References</i>		187
<i>Acknowledgments</i>		193
<i>About the Author</i>		195
<i>Index</i>		197