

# Table of Contents

<b>PREFACE</b>		vi
<b>ACKNOWLEDGEMENTS</b>		ix
<b>Chapter 1</b>	What Every CEO Wants	1
<b>Chapter 2</b>	Your Promise to the Customer	19
<b>Chapter 3</b>	Delivering Today's Promise Better and Better Every Day	39
<b>Chapter 4</b>	Driving the Market by Relentlessly Improving the Promise	67
<b>Chapter 5</b>	Innovating beyond the Familiar	93
<b>Chapter 6</b>	Opening Up: What Leaders Must Do	119
<b>POSTSCRIPT</b>		145
<b>END NOTES</b>		151
<b>INDEX</b>		167
<b>ABOUT THE AUTHORS</b>		174