Contents

Preface ix Acknowledgments xi Introduction 1

- 1 Mastering the Context 13
- 2 Understanding the Basics 39
- 3 Knowing Yourself 53
- 4 Knowing the World 73
- 5 Operating on Instinct 101
- 6 Deploying Yourself: Strike Hard, Try Everything 113
- 7 Moving Through Chaos 143
- 8 Getting People on Your Side 155
- 9 Organizations Can Help or Hinder 173
- 10 Forging the Future 189

Biographies 203 References 217 Index 221