

CONTENTS

<i>Editors' Preface</i>	<i>ix</i>
CHAPTER ONE	
Innovation and the Market	1
CHAPTER TWO	
Once Upon a Time	15
CHAPTER THREE	
The Best and the Brightest	62
CHAPTER FOUR	
The Valley That Shockley Built and the Schoolmaster of Motordom	109
CHAPTER FIVE	
The Greatest Good for the Greatest Number	149
CHAPTER SIX	
The Harder They Come, the Harder They Fall	179
CHAPTER SEVEN	
The Best of Times, the Worst of Times	207
<i>Notes</i>	<i>241</i>
<i>Afterword</i>	<i>247</i>
<i>References</i>	<i>249</i>
<i>Index</i>	<i>259</i>