

Contents

| | |
|--------------|---|
| Introduction | 1 |
|--------------|---|

Part I

Economics and Technologies

| | |
|--|----|
| 1. A Table for Four at Eight | 7 |
| 2. The "Grab All the Eyeballs" Fallacy | 21 |
| 3. Turbocharging | 39 |

Part II

Building, Igniting, and Operating Matchmakers

| | |
|-----------------------------|-----|
| 4. Friction Fighters | 55 |
| 5. Ignite or Fizzle | 69 |
| 6. Long Haul | 85 |
| 7. Beyond the Castle Walls | 101 |
| 8. Interior Design | 121 |
| 9. Fakesters and Fraudsters | 135 |
| 10. Fizzle or Sizzle | 149 |

Part III

Creation, Destruction, and Transformation

| | | |
|------------|----------------------------------|-----|
| 11. | Moving Money | 167 |
| 12. | Gone Missing | 183 |
| 13. | Slower and Faster Than You Think | 197 |
| | <i>Glossary</i> | 207 |
| | <i>Notes</i> | 213 |
| | <i>Index</i> | 247 |
| | <i>Acknowledgments</i> | 257 |
| | <i>About the Authors</i> | 259 |