

## CONTENTS

Introduction:	THE PROBLEM THAT NEVER GOES AWAY	15
1	MAN BOOBS	21
2	THE OUTSIDER	52
3	THE INSIDER	85
4	ERRORS	116
5	THE COLLISION	142
6	THE MIND'S RULES	165
7	THE RULES OF PREDICTION	196
8	GOING VIRAL	212
9	BIRTH OF THE WARRIOR PSYCHOLOGIST	238
10	THE ISOLATION EFFECT	268



11	THE RULES OF UNDOING	291
12	THIS CLOUD OF POSSIBILITY	313
	Coda: BORA-BORA	339
	A Note on Sources	353
	Acknowledgments	361