

# CONTENTS

*Preface to the UK Edition* ix

*Introduction* 3

## PART ONE: THE NEW WORK

1 The Age of the Terrific Deal 13

2 The Spirit of Innovation 27

3 Of Geeks and Shrinks 51

4 The Obsolescence of Loyalty 69

5 The End of Employment As We Knew It 88

## PART TWO: THE NEW LIFE

6 The Lure of Hard Work 111

7 The Sale of the Self 132

8 The Incredible Shrinking Family 158

9 Paying for Attention 176

10 The Community as Commodity 194

## PART THREE: CHOICES

11 Personal Choice 217

12 Public Choice 233

*Notes* 251

*Acknowledgments* 275

*Index* 277