

# Contents

*Acknowledgments* ix

*Foreword* xi

Prologue	I
1. From Shelf Space to Cyberspace	3
2. The Light Goes On	43
3. The First Venture	57
4. Bringing in the Entrepreneurs	81
5. A Tale of Three Cities	103
6. Voting with Their Feet	143
7. A Constellation Appears	167
8. A Nontrivial Pursuit	205
9. The Magic of the Movies	239
10. Not Your Average Study Group	283
Epilogue: Shaping the Waves	343

*Notes and Sources* 355

*Index* 359