## PREPARING FOR THE SCALING EXPEDITION

CHAPTER I		CHAPTER IV	
WHAT'S THE PROBLEM?	_ 8	CONFIGURING VALUE NETWORKS	- 66
CHAPTER II		CHAPTER V	
MAPPING THE JOURNEY TO SCALE	28	WORKING WITH VALUE ROLES:	
		MANAGING OUR NETWORK	_ 90
CHAPTER III			
MANAGING THE SCALE EXPEDITION:		CHAPTER VI	
THE POWER OF VALUE NETWORKS	58	SCALE STORIES	102

