

# Contents

Foreword by <i>Anthony J. Tether</i> .....	7
Annotated Table of Contents .....	9
Introduction.....	17
I. The Strategic Flexibility of Startups.....	23
Innovation and Startup Management .....	23
Evaluating Uncertainty and Risks .....	32
Applied Logic of Real Options.....	39
Differentiating Innovations .....	46
II. The Hypothesis Testing Method.....	55
Assessing Strategic Options.....	55
The Hypothesis Testing Framework .....	65
Four-step Hypothesis Testing Method .....	80
III. Startups and Economic Prosperity .....	91
The Secret Sauce of the Israeli Miracle .....	91
Piloting Silicon Valley .....	97
Postwar Economic Recovery .....	101
Afterword .....	109
References .....	111