
Contents

Acknowledgements	vii
Present at the Creation	1
Derek Leebaert	
I Getting Up Closer: Talents and Choices Multiply	
1 The Once and Future Craftsman Culture	37
Les Alberthal	
2 A Store as Big as the World	63
Walter Forbes	
3 The Ascent of Content	91
Edward D. Horowitz	
II Reaching through the Screen for Better Services and Goods	
4 The Digital Utility: Premonitions of the Future of the Last Great Monopoly	115
William D. Bandt	
5 PASHAs: Advanced Intelligent Agents in the Service of Electronic Commerce	145
Denos Gazis	
III Impalpable Wealth: The Economy Set Free	
6 Work Remade: An Electronic Marketplace Inside the Corporation	177
David Braunschvig	
<i>vi Contents</i>	
7 The Virtual Countinghouse: Finance Transformed by Electronics	205
Daniel P. Keegan	
8 Unseen Guardians, Invisible Treasures	241
Daniel E. Geer Jr.	
IV Getting There: The Tasks and the Visions	
9 The Walls Coming Down: Interoperability Opens the Electronic City	265
Robert J. Bonometti, Raymond W. Smith, and Patrick E. White	
10 Paying Up: Payment Systems for Digital Commerce	303
Stephen D. Crocker and Russell B. Stevenson Jr.	
11 Stars of Good Omen: Satellites in the Global Electronic Marketplace	335
Irving Goldstein	
About the Authors	367
Index	373