About the Book

This book is organized into two parts. Each part consists of several sections that provide a summary of a set of issues associated with that part. Each of these sections is broken into chapters that contain detailed discussions. The two parts are "Spotting Big Waves" and "Riding Big Waves."

The book contains no introduction and no conclusion. There is no way to introduce technology because even before there was recorded history there has been technology and change. So it would be presumptuous of me to introduce technology. It is only lately that the rate of change has become fast and furious, causing technology big waves about which I have some knowledge. There is no conclusion because technology will just keep advancing as time goes by.

The focus of "Spotting Big Waves" is to introduce you to the idea of technology big waves and examine the relationship between big-wave surfing and being an entrepreneur. (Usually technology entrepreneurs are big-wave surfers.) The focus of the sections in this part is to examine the development of big waves and how you may be able to spot them.

The second part of the book, "Riding Big Waves," focuses on lessons and techniques that are useful if you are trying to ride a big wave. In the technology field, there are four major disciplines that are involved with the technology big-wave surfer. Usually these functions are performed by different people, but at various stages of a company, they can be performed by one or more persons. In this part, I describe a variety of techniques that have served both my friends and me in the development of technology businesses. These chapters contain strategies and techniques that are highly unconventional and are not the type of reading that the faint of heart will find comforting. Thus, I have labeled them extreme techniques.

This book is divided into sections that should be read in order. However, the sections on "Extreme Technology Development," "Extreme Technology Management," "Extreme Technology Marketing," and "Extreme Technology Investing" can be read in any order. There is some redundancy built into these four chapters so that if you are not interested in one of the subjects, you can skip it.

I find it difficult to read books due to my schedule and distractions that occur in my life. I often find myself having to go back and review extensive portions of a book to remember what was going on. To make this book easier to read, each chapter in a section is organized as a vignette that is as much as possible self-contained and easily compartmentalized based upon the chapter title. If you do put the book down, it is my goal that you will be able to get back to your position in the book with minimal restart effort.

Surf's up!