

***I<sup>2</sup>GLVeL-LLI***

**IKE**

**l tu e**

The Ballard Fuel Cell and  
the Race to Change the World

**TOM KOPPEL**

**WILEY**

John Wiley & Sons Canada, Ltd

Toronto • New York • Chichester • Weinheim • Brisbane • Singapore

# CONTENTS

Acknowledgements	vi
Preface	vii
Chapter 1: Miracle Valley	1
Chapter 2: Engine of the Future	25
Chapter 3: A Notable Surface of Action	37
Chapter 4: An Opportunity for Canada	51
Chapter 5: Small is Beautiful	65
Chapter 6: Three Guys and a Prayer	89
Chapter 7: Nugget of Gold	105
Chapter 8: Going for Broke	119
Chapter 9: On the Road	137
Chapter 10: Venturesome but Conservative	159
Chapter 11: Bad Blood	177
Chapter 12: Strategic Partners	195
Chapter 13: Company with a Difference	207
Chapter 14: The Starting Pistol Has Been Fired	221
Chapter 15: The Intel of the Auto Industry	235
Chapter 16: Dare to be Different	253
Endnotes	265
Index	273