

Forbes



16

THE MAN BEHIND OPRAH DAVID ZASLAV AND THE NEW ALL-OPRAH CABLE NETWORK

A longtime TV exec, Zaslav conceived the channel for Discovery Communications. Its fate will help define him—one way or another.

BY LACEY ROSE



68

GENE MACHINE HOW JONATHAN ROTHBERG'S DNA BOX WILL CHANGE LIVES

His desktop decoder could kick off a revolution in medicine, food and energy—and ignite the next \$100 billion technology market.

BY MATTHEW HERPER



84

UNDER THE GUN LINDA HUDSON'S BOLD PLAN FOR DEFENSE GIANT BAE

As military spending shrinks, BAE Systems needs a transformation. Hudson wants to diversify the product, fast, and focus more on weapon cost.

BY DANIEL FISHER AND BRIAN WINGFIELD

11 | **FACT & COMMENT** // Steve Forbes
Copernican revolution coming to economics.

14 | **CURRENT EVENTS** // Amity Shlaes
Cartoon economics.

FOCUS

20 | **WIKILEAKS' STEPCHILDREN**
The secrets spilling site has launched a global movement.
BY ANDY GREENBERG

24 | **INNOVATION RULES** // Rich Karlgaard
A 12-step program for America.

25 | **READY FOR BUSINESS**
New Maine Governor Paul LePage, homeless as a teen, is out to revive his state.
BY STEVEN BERTONI

28 | **WHAC-A-MOLE**
Website YouPorn may be following you. Got a problem?
BY KASHMIR HILL

30 | **NO RHYME OR REASON**
What to do with a \$185 million gift for poetry?
BY DANIEL FISHER

COVER PHOTOGRAPH BY NATHANIEL WELCH / REDUX FOR FORBES
INSET BY MICHAEL BIRT FOR FORBES

NAMES WE NEED TO KNOW

32 | INTRIGUING PEOPLE, PLACES AND IDEAS

A new WikiLeaks spokesman. Organ futures. A movie version of *Atlas Shrugged*.

EDITED BY MICHAEL NOER

TECHNOLOGY

36 | IBM PLAYS JEOPARDY!

Its supercomputer answering machine is a technology benchmark.

BY BRUCE UPPIN

38 | CLOUD WARRIOR

How long can EMC's Joe Tucci keep punching above his weight?

BY QUENTIN HARDY

INVESTING

42 | THE PARTY'S OVER

Bond bull run dead? Richard Saperstein says bargains can be found.

BY DANIEL FISHER

44 | THE OTHER GOLD

Value maven Jim Barrow sees oil stocks as a more alluring commodity.

BY CHRISTOPHER HELMAN

46 | REWRITE YOUR WILL

The new tax law means it's time to redo your estate plan.

BY JANET NOVACK AND ASHLEA EBELING

48 | PORTFOLIO STRATEGY // Ken Fisher

50 | THE CONTRARIAN // David Dreman

52 | INVESTMENT STRATEGIES // William Baldwin

ENTREPRENEURS

56 | MISSION IMPOSSIBLE

Lisa Conte raised \$200 million to make drugs from plants. Is the wait almost over?

BY HELEN COSTER

60 | ASK AN EXPERT

Five alternative sources of capital.

BY DILEEP RAO, PH.D.

LIFE

62 | HIKING MIDDLE-EARTH

New Zealand's spectacular Milford Track.

BY ERIC ARNOLD

66 | THE ULTIMATE YACHTING MACHINE

Designed by BMW with an eye toward families.

BY HANNAH ELLIOTT

FEATURES

80 | SHRINK IT, CURE IT

GlaxoSmithKline Chief Andrew Witty has a plan to save the struggling drugmaker.

BY ROBERT LANGRETH

107 | THE RESURRECTION OF ALAN SCHWARTZ

The former Bear Stearns CEO is trying to build Guggenheim Partners into another Goldman Sachs.

BY HALAH TOURYALAI

112 | THOUGHTS
