



**FDIC Chairman
Sheila Bair
has new powers
to seize and
liquidate ailing
banks.**

—“Power 30,” page 56

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50 Scary Investments ... That Work More advisers are telling investors that once-risky assets can actually be good for their long-term returns. Four ways to brave the badlands. *by Daren Fonda*



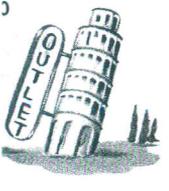
56 Power 30 Our annual list of the men and women to watch in the coming year contains a mix of government officials, executives and market gurus with an outsize influence on your finances. *by SmartMoney staff*



66 Paul Volcker's Second Act The former Federal Reserve chairman used his influence to help shape a sweeping financial reform bill over the summer. But as he tells SMARTMONEY in a candid interview, there's a lot more work to be done to repair the economy. *by Dyan Machan*



70 The New ETF Pitfalls Despite the shaky market, investors are still pouring money into exchange-traded funds, and fund firms are rushing to issue new ETFs covering bonds, commodities and other assets. But some ETFs come with unwelcome wrinkles. *by J. Alex Tarquinio*



76 The Mall Goes High-Tech This holiday season, retailers will be bombarding shoppers' e-mail in-boxes and smartphones with sales offers—in hopes of luring them back out from behind their keyboards and into the stores. Plus: Why it may take a lot more than just the original receipt to get a refund for a return this year. *by Jen Wieczner and Kristen Bellstrom*

90 Ten Things Outlet Malls Won't Tell You In today's economic climate, budget-conscious fashionistas are drawn to outlets. But do the brand-name labels come with brand-name quality? *by Jami Makan*



Newbies can amass a strong collection of mid-'50s to late '60s comics for a few hundred bucks each. —“Making Pop Culture Pay,” page 82

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