

FORBES 2012 INVESTMENT GUIDE: THE 20 NEW RULES OF MONEY



**** Please include a link to www.forbes.com in any coverage ****

New York, NY (November 16, 2011) – This year’s Forbes **2012 Investment Guide** offers a Survive & Thrive manual for three groups facing financial stress: twentysomething Millennials, Gen-Xers in their 30s and 40s and the baby boomer generation. **The 20 New Rules of Money (p. 123)** – and related features on topics ranging from taxes and pawnshop stocks to retirement-income options and investing in horses – tie it all together. For the full package, visit www.forbes.com/investmentguide. Highlights include:

- **Millennials: Entrepreneurship Or Bust (p. 126)** – A rough economy is forcing this group to create new paths, since the conventional jobs aren’t there.
- **Generation X: Time To Reboot (p. 138)** – The good news for this group is that they still have decades to recover from recent drops in income and net worth.
- **Boomers: Reinventing The Next Chapter (p. 146)** – This pioneering generation creates do-it-yourself retirements and new careers.
- **Ten Secrets To Staying Flush (p. 158)** – Build a diversified, high-yield portfolio during retirement.
- **The New Black Gold (p. 182)** – Energy stocks are down, but they won’t stay there. These service companies should prosper.
- **Name That Risk (p. 206)** – Risk coverage for life’s misfortunes, both old and new. Wine coverage, anyone?

ALSO IN THIS ISSUE:

Africa’s Richest (p. 26) – Financiers, retailers and industrialists dominate our debut list. For the complete list, visit www.forbes.com/africa.

Mobile Homes (p. 62) – Moving patterns reflect the American economy – and its dreams; with an interactive visualization on Forbes.com, based on IRS data, tracing inward and outward moves for every county in the U.S. Plus, four experts provide their thoughts on the maps, available at www.forbes.com/migration.

The Case For GM (p. 48) – A year after its IPO, the stock has flopped. Yet sales are strong and the cars are the best they’ve been in years.

America’s Top Private Companies: The Top 20 (p. 82) – Cargill and Koch Industries lead Forbes’ 2011 list, followed by Mars, PricewaterhouseCoopers and Bechtel rounding out the Top 5, respectively. Plus, details on the biggest firms in Retail (p. 90), Food (p. 92) and Construction & Materials (p. 94).

The Billionaire Who’s Hiring (p. 72) – Crestron’s George Feldstein opened his electronics business four decades ago above a New Jersey deli. Today he does what most American manufacturers can’t: create jobs.

First Responder (p. 96) – Dartmouth President (and infectious disease specialist) Jim Yong Kim has a real plan to fix the health care system, and he’s turning Dartmouth into a laboratory to put it into practice.

For these stories and more, visit www.forbes.com. Follow Forbes on Twitter (www.twitter.com/Forbes).
Become a fan of Forbes on Facebook (www.facebook.com/Forbes).

Contact: Debbie Weathers at dweathers@forbes.com or 212.366.8848