

## HP'S MARK HURD: HIS PLAN TO WIN THE BATTLE OF THE TECH TITANS



**New York, NY (March 24, 2010)** – In a rare interview with Hewlett-Packard's Mark Hurd, the chief executive of the world's biggest (\$115 billion in revenues) tech company gives *Forbes* an unprecedented look at how and why he structures his organization the way he does. Hurd's passion for efficiency has already boosted net income an average 18% per annum over his five year tenure, to \$7.7 billion. HP now stands for dramatic cost-cutting, including the standardization of large-scale purchases and a brutalizing culture of accountability for every penny in and out. Now Hurd is taking direct aim at IBM and Cisco, whose consulting and networking businesses are among the last high-margin sells in the cutthroat world of tech. Plus:

- **Big is Beautiful (and Necessary) p. 78** – How HP has fared against its competitors since the year before Mark Hurd took over as chief in 2005.
- **A Jewel in Its Crown (p. 80)** – With the 3Com purchase, HP gets entrée into the networks of 300 of China's 500 largest corporations. The real prize, however, may be India.

### ALSO IN THIS ISSUE:

**The Mac Hacker Strikes Again (p. 40)** – Charlie Miller has a habit of publicly upending Apple's security claims. While the company does not appreciate it, Miller says Apple has at least learned to accept his work as the world's most prominent hacker of its products. How safe is your Mac?

**NASCAR Valuations and Race to the Bottom Line (p. 85)** – *Forbes* ranks the most valuable teams and drivers of the sport. Plus, an in-depth profile of Tony Stewart who may not be NASCAR's most-liked driver, but could be its smartest owner.

**Heads Up: Little Pricey Pill (p. 30)** – Along with so many other things, keeping a lid on spending seems to have gotten lost in the health care overhaul. Learn why the success of AstraZeneca's Nexium is a parable of what's wrong in health care.

**Bum Wrap (p. 46)** – Is your broker ripping you off? Fee-based brokerage accounts are supposed to be a financial boon to investors. A financial boon to brokers is more like it.

**Who Needs Drug Studies? (p. 34)** – As one way to reduce health costs, President Obama is funding scientific studies to compare how well treatments work. But doctors are loath to toss away safe drugs or devises that appear to make patients feel better. *Forbes* breaks down some examples.

**The Sporting Life (p. 64)** – How baseball, tennis, fishing, golf, and skydiving all shaped, and still, animate former President George H.W. Bush. *Forbes* writer Monte Burke sits down with the most sporting man to ever inhabit the Oval Office.

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