

**EMBARGOED UNTIL 6:00 P.M. ET,
WEDNESDAY, SEPTEMBER 8, 2010**



FORBES: HOW HE THINKS THE ROOT OF OBAMA'S BIG PROBLEM WITH BUSINESS

New York, NY (September 8, 2010) — The latest issue of Forbes examines what's driving President Obama's hostility to private enterprise (**Obama's Problem With Business, p. 85**).

ALSO IN THIS ISSUE:

- **2020 What Happens Next (p. 50)** – In this special report, Forbes asked a dozen experts and authors what the next decade holds for politics, society, technology and economics. Excerpts include “Free DNA Testing For Everyone” and “Plants Will Think For Us.” “2020 News From The Future” predicts “New York Elects Chelsea Clinton” and “Wal-Mart Sales Pass \$1 Trillion.” The complete report is available at: www.forbes.com/2020
- **Saving Lives With Data (p. 20)** – Doctors don't know what they are doing wrong. A Yale cardiologist is working to change that. Meet Harlan Krumholz. By figuring out what to measure and how, he showed that even top hospitals were systematically underperforming, largely because no one was tracking the results.
- **Wall Street's Speed War (p. 24)** – Determined to create a superfast link for speed-obsessed traders, Spread Networks of Ridgeland, Miss., spent the last two years secretly digging a gopher hole from Chicago to New York. At 825 miles and 13.3 milliseconds, Spread's circuit shaves 100 miles and 3 milliseconds (“close to an eternity in automated trading”) off the previous route.
- **Drive-By Snooping (p. 42)** – Full-body airport scanners finding their way into dozens of airport checkpoints around the country might cause privacy-conscious travelers to cringe. But that very same technology, capable of seeing through walls and clothes, is hitting America's streets in the form of X-ray vans.
- **The New Threat To Your IRA (p. 66)** – The IRS is cracking down on violations of the picky rules around IRAs. Penalties can be stiff. Forbes looks at some of the IRS targets and offers ways to keep your retirement stash out of its sights.
- **The Bespoke Auto (p. 96)** – BMW can build a car exactly the way you want it, and fast. Now it has to convince Americans that's how they want to buy them. Today 15% of Americans custom-order their cars; BMW hopes to get 40% of its buyers to do it by 2015.

For these and more, visit www.forbes.com/forbes after 6p.m. ET on Wednesday, September 8

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