



FORBES: SOCIAL POWER AND THE COMING CORPORATE REVOLUTION WHY EMPLOYEES AND CUSTOMERS WILL BE CALLING THE SHOTS

New York, NY (September 7, 2011) – The latest issue of *Forbes* features a cover story (“**Social Power And The Coming Corporate Revolution: Why Employees And Customers Will Be Calling The Shots,**” p. 72) by David Kirkpatrick, author, journalist and CEO and founder of Techonomy Media. In his piece, Kirkpatrick illustrates how the might of social power that resulted in the so-called Arab spring is creating a “corporate spring,” where companies and leaders will have to show authenticity, fairness, transparency and good faith and if they don’t, customers and employees will distrust them to potentially disastrous effect. He looks at how social power is keeping companies vital, highlighting some of the software products that can help; and offers examples of companies that are turning social power to their advantage and some that haven’t fared as well.

ALSO IN THIS ISSUE:

How To Lead (p. 20) – Steve Forbes sits down with Rudy Giuliani, who recalls the morning of 9/11 and what America needs in a President today. Visit www.forbes.com/remembering-911 for the complete video interview.

Sea Change (p. 32) – Robots, called Wave Gliders, can explore the ocean for years and never need fuel. They represent a revolution in robotics that promises to advance ocean exploration, much as the Hubble Space Telescope opened the cosmos.

IRA Redux (p. 42) – Tips for making the most of your retirement money in a Bear market – without running afoul of the IRS.

Search And Disrupt (p. 60) – MarketBrief’s software instantly turns government filings into news stories – three seconds after the filings come in.

The Prince And The Blogger (p. 98) – Sex, spying and betrayal. Monaco’s Prince Albert II is engaged in a nasty legal war with his ex-spy-master, Robert Eringer, who is airing lots of royal dirty laundry, including allegations of rape.

Where The Jobs Are (p. 105) – A look at some bright spots on the hiring front; *Forbes*’ careful parsing of the data reveals opportunities amid the general gloom, including a map illustrating the top (and bottom) ten states for job creation per capita, new \$100,000-plus jobs, and more. Plus, eight companies that are filling thousands of high-paying positions, in **Workers Wanted (p. 108)**.

The Power Of The Packers (p. 86) – How tiny Green Bay – the only publicly held sports team in the U.S. – became the NFL’s most improbable financial juggernaut. The Packers are No. 9 on *Forbes*’ 2011 NFL team rankings (**Football Scores, p. 92**), with a value of \$1.09 billion. Visit www.forbes.com/nfl after 6 p.m. ET on Wednesday, September 7 for complete NFL coverage.

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