



FORBES COVER STORY: DAVID KIRKPATRICK ON SOCIAL POWER AND THE COMING CORPORATE REVOLUTION WHY EMPLOYEES AND CUSTOMERS WILL BE CALLING THE SHOTS

Plus, Techonomy Section Launches On Forbes.com

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, a highly regarded journalist and thought leader in the technology world, and author of *The Facebook Effect: The Inside Story of the Company that Connected the World*. 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.

“David’s cover story underscores the tremendous power of our new contributor model and our strategy to put Forbes’ authoritative journalism at the center of the social media experience,” said Forbes Chief Product Officer Lewis D’Vorkin. “We’re attracting talented journalists like David to enter into the conversation with our audiences, and at the same time strengthening our formidable presence in technology, business and other reporting by welcoming experts to participate on the Forbes platform.”

Kirkpatrick is also CEO and Founder of Techonomy Media, with whom Forbes Media entered a partnership in July 2011. Forbes and Techonomy unveil a Techonomy section on Forbes.com at (www.forbes.com/techonomy) as well as a page at: <http://blogs.forbes.com/techonomy/>. The section will include posts and analysis from the Techonomy team, including from Kirkpatrick. It will also feature content from Forbes journalists and contributors exploring the influence of technology on business and social progress.

“Our strategic partnership with Forbes not only allows us to move forward with our business growth plans, but it also provides us with a powerful platform to spread the word of Techonomy’s mission,” said Kirkpatrick. “I’m honored to contribute this *Forbes* cover story; we’re thrilled to have a new Techonomy section on the *Forbes* site; we look forward to the upcoming Techonomy conference to be held November 13 – 15 in Tucson, Arizona; and to our ongoing collaboration.”

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