

## FIRST

### 11 Breakaway Brands

Ten companies that boosted their fortunes by cutting down on hype and connecting with customers. In a survey of nearly 2,000 companies, these brands gained most in strength over the past year.

BY ELLEN MCGIRT



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Japan's economy is buoyant. Can it last? The next Prime Minister will inherit problems that could sink the island nation.

BY CLAY CHANDLER

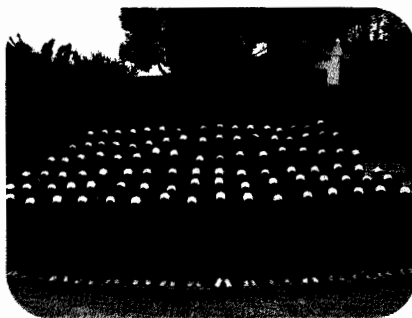
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BY DANIEL PEPPER



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Seven days. 180 holes. 105 degrees. One man takes on Mission Hills in southern China, the world's largest golf complex, and nearly overdoses on "green opium." Plus: Booking Your China Golf Trek ... Who's Your Caddie? ... and Tipping and Chipping in China.

BY CLAY CHANDLER

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No. 47 Children's Place Retail Stores

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