

# FORTUNE

February 19, 2007 • Vol. 155, No. 3

## COVER STORY

### 30 Iran's Cola War

Sanctions? Coke and Pepsi found a way around them and are battling for market share in Tehran with local Zanzam Cola.

BY ERIC ELLIS

## FEATURES

### 36 What's Your House Really Worth?

How Zillow is turning online voyeurism into a real estate revolution.

BY JEFFREY M. O'BRIEN

### 46 A Texas Coal Rush

Energy company TXU plans to build 11 new plants powered by coal. They are already generating political heat.

BY MARC GUNTHER

### 52 Diary of a Mad Businessman

Bringing urban theater to the screen has made Tyler Perry a star in Hollywood.

BY NADIRA A. HIRA

### 59 Wiring the Medical World

The CEO and CIO of health-care giant McKesson explain how information technology is finally ready to revolutionize the way we manage medicine. A C-Suite Strategies interview with GEOFF COLVIN.

## FIRST

### 9 The IPO Gets Edgy

What's trendy on Wall Street? Shell "companies" that go public with no business plan other than to buy an existing brand with shareholders' money.

BY JENNIFER REINGOLD

### 11 Passage From India

Tata Steel's \$12.1 billion victory in its battle with CSN of Brazil for control of Britain's Corus could signal more big takeover bids from India's increasingly confident companies. BY JOHN ELLIOTT

### 12 Sulzberger's Revenge

Angered by a money manager's challenge, *New York Times* chairman Arthur Sulzberger is pulling his family's assets from Morgan Stanley. BY TIM ARANGO

### 14 A Black Eye for Thailand

Bangkok's brand-new Suvarnabhumi Airport is already in need of major repairs, and a reporter who wrote about the problems—and who lost his job as a result—has been vindicated.

BY ROBERT HORN

### 16 How to Buy an HDTV

Now that prices, and the technology, have stabilized, HD is officially a no-brainer. So take this guide and pick your set.

BY OLIVER RYAN

### 23 Picture This

A spike in the price of tortillas, the corn-based staple of Mexico, has become the first major test of President Felipe Calderón's administration. BY FEIKE DE JONG

**PLUS** 60-Second Briefing: Grains as the new hot commodity • and more

## DISPATCHES

### 25 Out of Africa

DNA analysis offers black Americans a genetic link to their African ancestors. FORTUNE's JOHN SIMONS takes the test.



73

### DESIGN FOR LIVING

Acknowledging that its staff works round the clock, London law firm S.J. Berwin asked designer HOK to make its headquarters resemble a boutique hotel.

FENGUS GREER

## INVESTING

### 69 Five Bargain Stocks

Sophisticated screens, like private market value (PMV) analysis, help us hook solid companies selling for much less than they're really worth.

BY DAVID STIRES

### 71 This Club Is Hot

Amenities (rock climbing, child care, even water slides) at Life Time Fitness's exercise clubs are drawing members and pumping profits. BY MATTHEW BOYLE



## 72 Bodies in Motion

Manpower is riding the economic growth wave in Europe and the U.S., helping companies fill jobs quickly with no strings attached. BY COREY HAJIM

## BUSINESSLIFE

### 73 Office Space

Forget mahogany paneling and dot-com gimmickry. Here are four spaces that redefine the workplace.

BY ALEXANDRA LANGE

### 75 How to Talk to an Architect

Choosing an architect for your office isn't as easy as picking a new suit—though both send similar messages about corporate culture and budget.

BY ALEXANDRA LANGE

### 77 Jay Ride

Motown's top models: Which looks from the Detroit auto show will go the distance? (Hint: hell-raisers and hybrids.)

BY SUE ZESIGER CALLAWAY

4 Index 6 Letters 78 Bing!

FORTUNE Asia (ISSN 0738-5587) is published 23 issues a year by Time Asia (Hong Kong) Limited. FORTUNE Asia may also publish occasional extra issues. **Customer Service and Subscriptions:** For 24/7 service, please use our website: [fortune.com/customerserviceasia](http://fortune.com/customerserviceasia). You may also contact Customer Services Center at (852) 3128-5688, or e-mail to [enquiries@timeasia.com](mailto:enquiries@timeasia.com) or write to Time Asia (Hong Kong) Limited, 30/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong. **Subscribers:** If the postal authorities alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. **Mailing List:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please contact Customer Services Center, Member, Audit Bureau of Circulations. ©2007 Time Asia (Hong Kong) Limited. All rights reserved. FORTUNE is protected through trademark registration in the U.S. and in the countries where FORTUNE magazine circulates. FORTUNE Asia is printed in Singapore. Singapore MICA (P) No. 245/06/2006. Malaysia KKDN permit No. PPS 1162/04/2007. Worldwide publisher: Michael Federle.