

# TABLE OF CONTENTS

# 09.15.08

Volume 158, Number 4



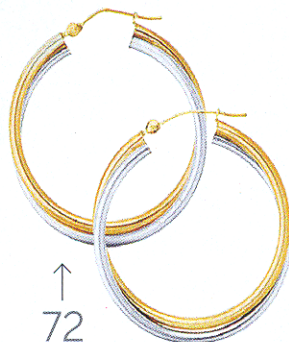
58  
HIS TEAM  
IS TOPS



→  
84  
COME ON  
DOWN!



68  
TESTING,  
TESTING



↑  
72  
BENTONVILLE  
GOLD

## FORTUNE

### FEATURES THE NEW RUSSIAN THREAT

**42 Is Russia That Scary?**  
From Georgia to boardrooms, Russia is flexing its well-oiled muscles. The rest of the world is justifiably worried.  
BY BILL POWELL

▶ **Video** Meet an American working for Russia's largest consumer electronics chain.  
[fortune.com/video](http://fortune.com/video)

**46 How the KGB (and Friends) Took Over Russia's Economy**

Putin put his pals in charge to bring order out of chaos. But will their heavy hand be the ruin of Russia's boom? BY BILL POWELL

**56 Russia's Billionaire Boys Club**

A handy guide to the oligarchs riding high on Russia's resources boom. They've stormed London and French resorts. Could they be coming to a neighborhood near you? BY NADIRA A. HIRA

**58 J.P. Morgan's SWAT Team**

How Jamie Dimon and his talented crew are helping the big bank beat the credit crunch.  
BY SHAWN TULLY

**68 Kaplan's Next Test**

The education powerhouse, which grants college diplomas on its 70 campuses worldwide, now generates half the Washington Post Co.'s revenues. Can it keep the magic going?  
BY SUZANNE KAPNER

**72 Green Gold?**

Wal-Mart and Tiffany are trying to clean up the gold-mining industry. Not everyone is cheering them on.  
BY MARC GUNTHER

**78 The Bottom Line**

Innovation isn't just for Google. How Kimberly-Clark gave birth to a hot new product.  
BY JIA LYNN YANG

**84 Reality TV's Jackpot Queen**

Cecile Frot-Coutaz is a force behind *American Idol* and *America's Got Talent*. Can her brand of schlock save network TV? BY DEVIN LEONARD

TOP: DAVID YELLEN; MIDDLE: GREGG SEGAL; BOTTOM LEFT: SARAH A. FRIEDMAN



# TABLE OF CONTENTS

Volume 158, Number 4

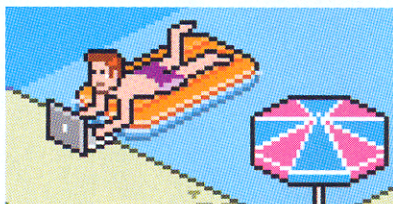
→  
21  
DELL 2.0



40  
SETTING  
SAIL



8  
ART ON  
THE MOVE



←  
14  
YOU'VE  
GOT MAIL

## FIRST

### 8 Traveling Brand

Chanel's 7,500-square-foot Mobile Art exhibit will visit six cities over the course of two years.  
BY SCOTT CENDROWSKI

### 10 Caffeine Fiends Get Conned by Kona

Connoisseurs who pay steep prices for Hawaii's Kona coffee should know that only a fraction of the beans may come from Kona.  
BY MINA KIMES

### 10 Looney iTunes

Some album downloads have missing tracks. Here's why.  
BY BETH KOWITT

### 10 Shopping Blues

Strapped consumers haunt big retailers.  
BY MINA KIMES

### 12 The Deal

After years of measured silence, has Greenspan morphed into the great communicator?  
BY ALLAN SLOAN

### 14 A Happy Housing Story

How Warren Buffett avoided the subprime mess.  
BY JIA LYNN YANG

### 14 Sunday Is the New Monday

Sunday afternoon is becoming the optimum time to catch your co-workers on the Internet.  
BY MINA KIMES

### 16 Value Driven

Commoditized products have been rising in value faster than products made from intellectual capital. That will change.  
BY GEOFF COLVIN

### 19 A Flier Strikes Back

One traveler took an airline to court—and won. His story.  
BY TELIS DEMOS

### 19 Return Engagement

The first customers are revved on Tesla's cars.  
BY MICHAEL V. COPELAND

## TECHNOLOGY

### 21 Michael Dell "Friends" His Customers

How Mr. PC is using Facebook and other Web 2.0 sites to help turn his company around.  
BY JON FORTT

## LIFE AT THE TOP

### 29 Fall Style

The duo behind cult label Rag & Bone combine Old World craftsmanship with a modern, Made in America edge. The result? A look that's built to last. Plus: four labels to watch, and the tie company that's cornering the corner office.  
BY JENNIFER REINGOLD

### 36 Joy Ride

Lamborghini's newest model is an engagingly raging bull.  
BY SUE ZESIGER CALLAWAY

### 38 Book Review

*Planet Google:* Breakthroughs and disasters on Google's path to organizing the world's information.  
BY DANIEL OKRENT

### 40 Road Warrior

Moët & Chandon's Gabrielle Schooley: traveling for work and adventure.  
BY EUGENIA LEVENSON

### 90 BING!