

FORTUNE

04.13.09

Volume 159, Number 7

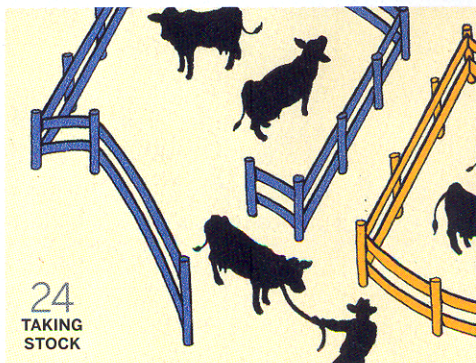


27
VALUE
MEAL



19
R&D FOR
THE THIRD
WORLD
←

16
HEAD
HUNTER
↓



24
TAKING
STOCK



FIRST

6 Rage Against the Machine

Graffiti in lower Manhattan captures a sentiment that is on the minds of many mad-as-hell Americans these days.

BY JON BIRGER

8 Straight Talk for Sale

McCain's campaign bus can be yours for \$89,000.

BY MINA KIMES

8 Boldface Losses

Celebrities suffer in the financial crisis.

BY BETH KOWITT

10 The Deal

Angry about the AIG bonuses? Here's what should really disturb you.

BY ALLAN SLOAN

12 Value Driven

After Hurricane Katrina, government failed and business saved the day. Now it's the reverse—but smart CEOs can still benefit.

BY GEOFF COLVIN

13 The Real Problem With AIG

Retention payments cloud the essential issue: Ed Liddy has a long way to go.

BY CAROL J. LOOMIS

13 Test Drive

Hybrid wars heat up, as Honda pushes into the fray with the gas-electric Insight.

BY ALEX TAYLOR III

16 World's Most Admired Companies

A.G. Lafley's leadership machine at Procter & Gamble.

BY MINA KIMES

18 Three-Minute Manager

How can I get candid feedback from my employees?

BY MINA KIMES

TECHNOLOGY

19 Products for the Other 3 Billion

A new breed of idealistic technologist is building ultra-cheap baby incubators, medicine dispensers, and solar-powered lamps for the developing world. Welcome to entrepreneurship circa 2009.

BY MICHAEL V. COPELAND

21 Mobile Society

Ian Bogost's iPhone game mirrors real life, his goal being to help players look at society and current events in a new way. But is it fun?

BY ALYSSA ABKOWITZ

INVESTING IN A CRISIS

24 Microsoft, the Cash Cow

The software giant may not be a high-powered growth machine anymore, but it offers financial strength and an attractive yield.

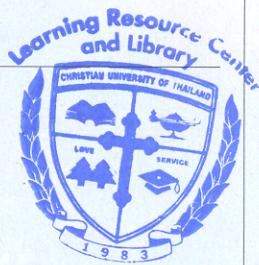
BY MICHAEL V. COPELAND

25 Local Bank Makes Good

A conservative New York City lender weathers the storm, thanks to strict underwriting standards.

BY SCOTT CENDROWSKI

TABLE OF CONTENTS



7 6.1.2552



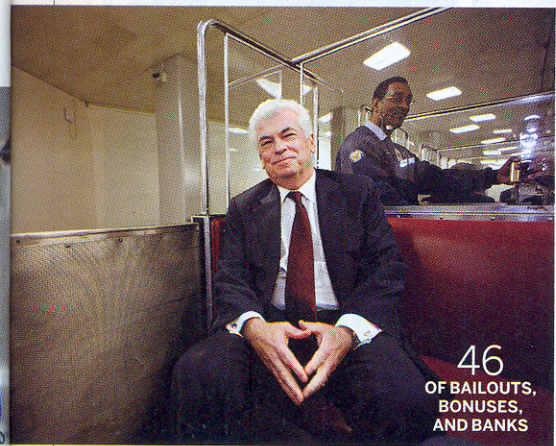
→
60
DRIVE
BUY



32
CATCH
ME IF
YOU CAN
←



52
IN GOOD
COMPANY



46
OF BAILOUTS,
BONUSES,
AND BANKS

LIFE AT THE TOP

27 Inconspicuous Consumption

Let's face it: The days of the \$150 expense-account lunch are over. But at these 12 spots around the country, you can close the deal without breaking the bank. **BY KATE BONAMICI FLAIM**

30 Road Warrior

Ron DeFeo, CEO of construction equipment maker Terex. **BY SCOTT GUMMER**

5 LETTERS 72 BING!

COVER STORY

32 The Impostor

Of all the frauds that have come to light in this season of financial pain, none can match the brazen theatricality of the scam allegedly pulled off by superlawyer Marc Dreier.

BY ROGER PARLOFF

FEATURES

40 A Green City Blooms in the Desert

Abu Dhabi, which reckons the world will wean itself from fossil fuels, is building a city that runs on solar power, recycles all waste, and bans cars. How will it work?

BY JULIA IOFFE

46 Chris Dodd's Loyalty Test

The senator's task is huge: rewriting the rules for banks. But which side of him will emerge—populist reformer or friend of companies like AIG?

BY DAVID WHITFORD

52 How to Get a Job

It's brutal out there. But the people getting hired aren't necessarily the most qualified or most connected—they're the most creative. From food diarists to Twitter stalkers to candidates tapping the "hidden" job market, here's what's working now.

BY JIA LYNN YANG

60 In the Zone

What slowdown? More Americans are repairing their own vehicles, and that's driving growth at national car-parts purveyor AutoZone. A *Fortune 500 Series* feature. **BY TELIS DEMOS**

64 Secrets of the TV Pitchmen

Anthony Sullivan and Billy Mays have sliced and diced their way to over \$1 billion in combined sales. So what can the Oxi Clean guys teach big business about selling in a recession?

BY BRIAN O'KEEFE