



FORTUNE

11.23.09

Volume 160, Number 9

16 พฤศจิกายน 2552



CEO of the Decade

63 Why him? Steve Jobs revived Apple and remade entire industries, defying the worst economic conditions since the Great Depression—and his own serious health problems.

66 The Decade of Steve
How Apple's imperious, brilliant CEO transformed American business. BY ADAM LASHINSKY

THE JOBS EFFECT

74 The Apple Ecosystem
From the brightly colored iMac to the ultra-sleek MacBook Pro, Steve Jobs turned geeky PCs into lusted-after objects.
BY MICHAEL V. COPELAND

76 Character Builders
Using massive computing power to spin unforgettable stories, Pixar won six Oscars, grossed billions, and cued an animated golden age.

78 Music to Their Ears
Those ubiquitous white earbuds only hint at how profoundly Apple has changed the way we hear, buy, and make music.

80 Apple Finds Its Calling
When is an iPhone not a phone? When it's a book, a map, a game, or, thanks to its ever-mutating DNA, some 85,000 other things.

82 His Legacy
Harvard professor NANCY F. KOEHN shows how Steve Jobs stacks up against other great entrepreneurs in history.

86 The Books of Jobs
A look at the tomes that have tried—with varying degrees of success—to capture Apple's elusive leader.
BY DANIEL OKRENT

89 All About Steve
Eight people who rarely speak publicly about Jobs explain what makes him one of the best business minds of our time.

FORTUNE

Volume 160, Number 9

16
A LITTLE OFF
THE TOP
→



12
FANCY
FOOT WORK
←

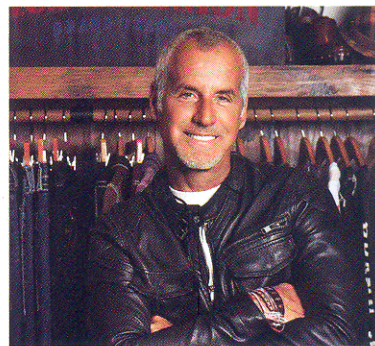
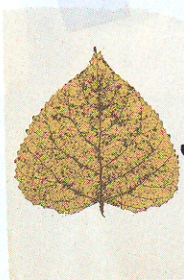


24
JEAN
GENIE
↓

41
RIDING FOR
A FALL



26
ECO-EDUCATION



FIRST

12 Balloon Boot Camp

Getting pumped for Macy's Thanksgiving Day Parade.

BY MINA KIMES

14 Fat Cat Pay—Then and Now

Does history repeat itself, or just rhyme?

BY CAROL J. LOOMIS

16 The Deal

No! A Wall Streeter gives back. BY ALLAN SLOAN

18 Will Phil Ivey Be Poker's Tiger Woods?

BY SCOTT CENDROWSKI

18 Capital One's Reward

Why the bank is relatively unscathed.

BY TELIS DEMOS

20 Value Driven

Leadership in a downturn. BY GEOFF COLVIN

22 100 Best Companies to Work For

Paychex encourages wellness to shave health-care costs.

BY CHRIS TKACZYK

24 How I Got Started

Jeff Lubell, founder of True Religion jeans.

26 Education

Community college can get you a green job in two years. BY MINA KIMES

28 World Economy

China is taking on record levels of debt. Some say that can't last. BY BILL POWELL

C-SUITE

35 The Colvin Interview

Linda Fisher talks with Geoff Colvin about her role as chief sustainability officer at DuPont.

INVESTIGATION

41 A Scandal Rocks the Polo Set

Tony Young was known as a brilliant investor from an old Southern family. Then the SEC showed up.

BY MARCIA VICKERS

10 EDITOR'S DESK 92 BING!

CORRECTIONS

In the 40 Under 40 list (Nov. 9), we called Tony Hsieh the founder of Zappos; he is its CEO. And we said that social-networking site Ning had 52 million users. It has 36 million. Also, in "Brazil's Big Bounce" (Investing, Nov. 9), we misspelled the name of investment bank Dahlman Rose. *Fortune* regrets the errors.

INVESTING

29 Dividends for the Long Run

Even in tough times you can find companies with solid payouts. BY SCOTT CENDROWSKI

30 Amazon: Priced for Perfection

BY MICHAEL V. COPELAND

32 Analyst Face-Off

Will Caterpillar stall? BY BETH KOWITT