

SPECIAL REPORT By Richard Behar

China Invades Africa

FAST COMPANY

JUNE 2008

“APPLE’S DONE A REALLY GOOD JOB OF REPOSITIONING MICROSOFT. WE’RE MERCENARIES. YOU CAN PAY US TO GO AFTER ANYBODY.”

—ALEX BOGUSKY
co-chairman,
Crispin Porter + Bogusky

CAN THIS DUDE MAKE MICROSOFT COOL?

Alex Bogusky
Is the Steve Jobs of the Ad World. His \$300 Million Mission: to Crush Apple
By Danielle Sacks

CITIES OF THE YEAR
WHY CHICAGO & LONDON ARE TOPS

THE WORLD’S BIGGEST WIND FARM

SEX VS. ETHICS
AT AMERICAN APPAREL

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MICROSOFT’S ANSWER TO APPLE | CHINA INVADES AFRICA | FAST CITIES 2008 | THE WORLD’S BIGGEST WIND FARM

JUNE 2008

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