strategy+business magazine

**Spring 2009**
Ad Close: January 5
On Sale: February 24

**Special Report:**
7 Ways Forward from the Downturn
- **Digital Darwinism in Marketing & Media**
- **Bonus Distribution:**
  HSM World Innovation Forum, New York

**Summer 2009**
Ad Close: March 27
On Sale: May 26

**Special Report:**
CEO Succession 2008 — Booz & Company’s 9th annual survey of corporate trends at the top
- **Retooling the Auto Industry**
  What if, despite everything, car makers were still in their infancy? What if their greatest moments of growth were still to come?
- **The Return of the Consolidators**
  Emerging from recession, companies will test the M&A waters as never before, especially in the troubled airlines and financial services industries.
- **Paradoxes of Middle East Growth**
  Finding venture money for entrepreneurs in one of the most unexpected places on earth.
- **Milt Moskowitz**
  Favorite corporate histories.
- **Bonus Distribution:**
  Aspen Ideas Festival

**Autumn 2009**
Ad Close: June 26
On Sale: August 25

**Special Report:**
Global Talent Management: A guide to reshaping your company’s career paths to attract the most vibrant people. Featuring human capital and diversity researcher/writer Sylvia Ann Hewlett
- **Transformation**
  A major study of the transformation of a household-name company, introduced by one of the world’s most prominent CEOs.
- **Best-selling sales writer Geoffrey James on the quiet revolution in sales** — and the resources and books that cover it.
- **Bonus Distribution:**
  HSM World Business Forum, New York
  Manufacturers Executive Forum, Chicago

**Winter 2009**
Ad Close: September 25
On Sale: November 24

**Special Report:**
The Global Innovation 1000 — Booz & Company’s annual survey of R&D spending trends by companies around the world
- **Annual Best Business Books issue** — Featuring Charles Handy, Steven Levy, Phil Rosenzweig, and Jim O’Toole.
- **Strategic Bets** — A major new article by Ram Charan.
- **Bonus Distribution:**
  World Economic Forum, Davos

**Special Issue**
Ad Close: Aug. 21
On Sale: Oct. 13

**Themed issue:**
Management after Crisis
See details in separate listing

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