



15 HOT CITIES FOR CREATIVE TYPES

EXCLUSIVE



FAST COMPANY

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[OUR **100TH** ISSUE]

“Google is like a Swiss Army knife, closed. It’s simple, you can slip it in your pocket, but it’s got the great doodad when you need it.”

Google’s Secret Weapon

Marissa Mayer
Is Leading the Hottest Trend in Business—Turning **Simplicity** Into a **Competition Killer**

PLUS:

Can Timberland’s Jeff Swartz Save the World?

The Hottest Holiday Toys

In the Wake of Katrina: Your Home Is Destroyed, Your Business Is in Ruins. Time to Get Back to Work.

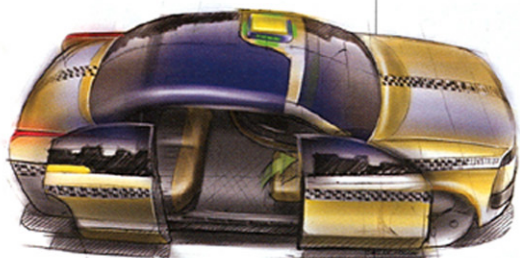


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[ARTIFACT FROM THE EDGE]

Cab Forward

Entries from "Designing the Taxi," an exhibition opening November 1 at Parsons the New School for Design in New York. The Design Trust for Public Space invited 10 firms, including (from top) Pentagram, Ideo, and Antenna Design, to reimagine the classic yellow cab to mark its 100th anniversary in 2007.

