

The Greatest Living **Business Leaders Today**

JEFF BEZOS

leff Bezos is a pioneer in the world of internet commerce, and was instrumental in defining this space that is now defining many aspects of the internet world. It is leff Bezos who innovated the concept of "predictive analytics" -recommending products to customers based on search history and buying habits.



2 ANNE MULCAHY

Anne turned things around when her company faced a financial crisis. She never aspired to the role of CEO, but neither did she shy away from the opportunity to lead when elected by the board of Xerox 2001. During her tenure she was required to reduce the company's workforce by 30% and later eliminated the entire desktop

portion of Xerox.

BRAD SMITH 3

Intuit is one of the world's largest and most successful financial software companies. It is the maker of the QuickBooks accounting software which is integrated with the Fishbowl Inventory software. Even as a company of nearly \$4B in revenue with a market cap of approximately \$16.5B, Intuit continues to operate like a collection of startups.

intuit







HOWARD SCHULTZ 4

From his upbringing in a poor family in the Bronx to an athletic scholarship and eventually the head of Starbucks, Howard Schultz is a consummate example of courage, hard work, and the ability to achieve the American dream. Even in the glow of his own successes, Howard is also interested in investing in other's success and continues to invest actively in other business ventures, such as eBay.





LARRY PAGE

Larry Page is another example of a businessperson who can persevere any challenge. Larry and his company have faced much criticism and received ample praise over the years for his company's actions. But in the midst of the storm, he has never let what others think sway him from pursuing the course for his company that he considers the best.

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