



IS ENTREPRENEURIAL SUCCESS INHERITED? DYLAN LAUREN AND THE ENTREPRENEURIAL GENE PLUS, PFIZER: WHY IT'S TIME FOR A BREAKUP

New York, NY (May 4, 2011) — The May 23, 2011 issue of Forbes explores whether entrepreneurial success is inherited or acquired in **“LIKE FATHER, LIKE CHILD” (p. 74)**, featuring Dylan Lauren (daughter of fashion mogul Ralph Lauren) of Dylan’s Candy Bar, and seven other father-child entrepreneurs. The related feature, **“BORN OR MADE,” (p. 77)**, offers different perspectives on the nature/nurture debate.

STUMBLING GIANT (p. 89), part of Forbes’ extensive look at drug company Pfizer and potential plans by its new CEO, Ian Read, to break the company up (**PFIZER’S RADICAL SURGERY, p. 86**), illustrates why Pfizer epitomizes the pharmaceutical industry’s problems. Like many of its peers, the company has stumbled under the weight of unproductive labs, drug safety scandals and expiring patents.

Robots lead Forbes’ special report about what’s next in tech. Meet the face of the latest robot revolution, Dennis Hong (**ME AND MY ROBOT, p. 32**), whose RoMeLa research lab has developed 20 kinds of robots over the past seven years. Plus, eight firms changing food, space and search.

ALSO IN THIS ISSUE:

- **A DECADE ON DEFENSE (p. 19)** – Osama bin Laden’s death bookends a boom in U.S. military spending.
- **WORLD’S RICHEST SELF-MADE WOMEN (p. 22)** – Only 19 of the world’s billionaires (or 1.6%) are women who earned their money. Many had help from husbands or brothers. The list.
- **THE SPENDING SOLUTION (p. 46)** – Financial planner Bill Bengen defends his conclusion that retirees can spend 4.5% of their savings a year and not outlive their money.
- **DRUG LORD (p. 62)** – Robots are streamlining the \$14 billion business of providing pills to nursing homes. Glimpse inside Remedi SeniorCare’s 50,000 square-foot distribution center.
- **SECRET AGENT (p. 98)** – Public pensions are \$660 billion in the hole. A look into the dubious dealings of a pension fund middleman, Glen Sergeant.