

LEADERS

*“Being powerful is like being a lady.
If you have to tell people you are, you aren’t.”*
— Margaret Thatcher



On the Cover

It's a truism of modern life that the world is getting smaller, and nowhere is this more obvious than in the world of business.

In the 21st century, companies of all sizes can invest in other parts of world as easily as they can invest in their own home town. That's one reason why Germany is reaching out to foreign investors with a package of outstanding attributes. Chancellor Angela Merkel cites "a first-class infrastructure, excellent educational and research institutions, as well

as a highly qualified and motivated labor force" as primary enticements in her interview that leads a special report featuring a number of Germany's top business leaders discussing the benefits of the "Made in Germany" label.

The opportunity for global expansion has not gone unnoticed by Sumner Redstone – Executive Chairman and Founder of Viacom, Executive Chairman of CBS, and Chairman and CEO of National Amusements – who states his intent "to see Viacom and its content on every platform on the planet." This media empire is "moving quickly in Germany," the country that is the company's "second-largest revenue producer and our fifth-highest market for advertising globally," Redstone declares, while "you see MTV and Nickelodeon all over China," facts which rationalize his bullish approach to international growth.

In the heartland of America, meanwhile, Ohio is making a name for itself "as a place where businesses can locate," declares Governor Ted Strickland, highlighting "economic opportunity and a quality of life that may not be available elsewhere" as his state's main selling points. "Ohio has a lot to offer," he asserts; "the problem is that many people, both in this country and throughout the world, do not see us as we deserve to be seen."

In exclusive interviews that follow, Merkel (page 10), Redstone (page 30), and Strickland (page 130) – shown here, clockwise from top – explore the challenges and opportunities afforded by global corporate mobility in an ever-shrinking world.

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