The Descent of Finance
Niall Ferguson
What might the United States, the world, and the financial services industry look like, wonders a well-known economic historian, when the recession is finally over?

The 10 Trends You Have to Watch
Eric Beinhocker, Ian Davis, and Lenny Mendonca
Keep close track of these forces shaping the business landscape. They should inform every strategic decision you make over the coming months.

Leadership in a (Permanent) Crisis
Ronald Heifetz, Alexander Grashow, and Marty Linsky
Today's immediate crisis could become tomorrow's sustained crisis. Practicing adaptive leadership will be the key to thriving in an environment of uncertainty.

How Gen Y and Boomers Will Reshape Your Agenda
Sylvia Ann Hewlett, Laura Sherbin, and Karen Sumberg
Findings from two intergenerational surveys can help you design a working environment that attracts and keeps talent.

The End of Rational Economics
Dan Ariely
A behavioral economics approach can help firms overcome false assumptions about the way things work - and better defend against foolishness and waste.

The Big Shift: Measuring the Forces of Change
John Hagel III, John Seely Brown, and Lang Davison
Here's a new index to help gauge the evolving business environment.

Shareholders First? Not So Fast...
Jeffrey Pfeffer
Once again, CEOs must balance shareholders' interests with those of employees, suppliers, and customers.

HBR Readers' View: How Bleak Is the Landscape?
Understanding the Postrecession Consumer
Paul Flatters and Michael Willmott
Discover how the current recession will affect consumer behavior—during the downturn, through the recovery, and over the long term.

Selling to the Debt-Averse Consumer
Eric Janszen
To woo today's shoppers, companies need to offer value, and craft marketing messages that focus on getting back to basics.

Restoring American Competitiveness
Gary P. Pisano and Willy C. Shih
To rebuild its economy, the U.S. must rebuild its high-tech manufacturing base.

The Threat of Global Gridlock
George Stalk, Jr.
The world's ports, highways, railroads, and airways are running out of room. Firms need to act now to get ahead of the coming transportation crisis.

The New Frontiers
Anand P. Raman
The downturn is reshaping emerging markets in a way that may create much more formidable competitors.

DEPARTMENTS
8 COMPANY INDEX
10 FROM THE EDITOR
What's Changed?
14 STRATEGIC HUMOR
16 FORETHOUGHT
Demands for transparency will alter financial services...Will data centers disappear?...Utilities' model is broken...It's time for due diligence on global partners...Protectionism resurfaces, with a twist...The future of retail.

22 HEALTH & WELL-BEING
Your Medical Information in the Digital Age
John D. Halamka, MD
Be the master of your own medical records. Here's how.

27 HBR CASE STUDY
The Knowledge Workers' Strike
Jon Healey
Who loses most from an impasse? Three experts respond.

37 DIFFERENT VOICE
Predicting the Present
A Conversation with Science Fiction Writer Cory Doctorow
This sci-fi author's vision of society and the economy is one of hope, not alienation.

140 THE LAST WORD
Rebuilding Companies as Communities
Henry Mintzberg
Corporate America needs less leadership and more "communityship."

148 LETTERS TO THE EDITOR
152 EXECUTIVE SUMMARY
160 PANEL DISCUSSION

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