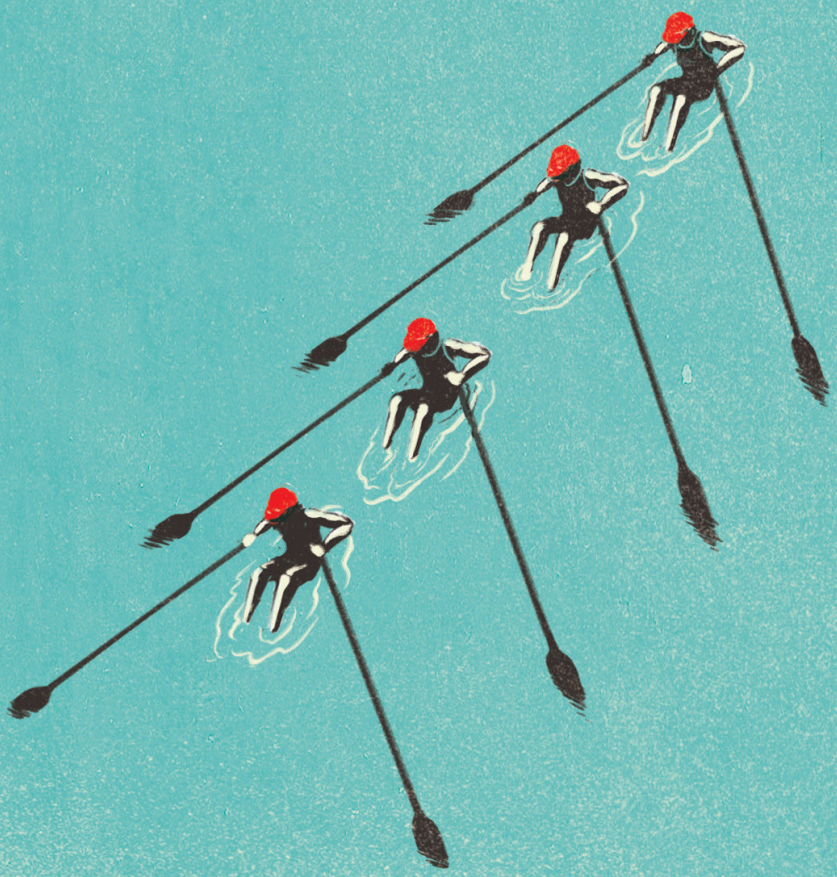


ILLUSTRATION: CARLO GIAMBARRESI

In the spring of 2009, Neal Wolin helped battle the financial crisis first as Deputy White House Counsel for economic policy then as Deputy Secretary of the US Treasury. Wolin worked alongside Treasury Secretary Timothy Geithner and others across the Obama administration to help stabilize a battered financial system, revive an economy in freefall and restructure two of the nation's largest automakers. In hindsight, those extraordinary government interventions are widely credited with averting a 1930s-style depression. • On page 68, Wolin, now a Vice Chairman (and former CEO) of Brunswick, offers lessons from 2009 that are relevant to the economic and geopolitical challenges of 2026. • In London, meanwhile, as Brunswick Group Founder Sir Alan Parker was weathering the global financial storm, he was also introducing a new magazine: *Brunswick Review*. Its May 2009 launch made no economic splash, but in a season of failing banks and shuttered newspapers and giant automakers entering bankruptcy, here came a new magazine whose flagship feature was positively cheery: "Rupert Murdoch Discusses His Passion for Print"—this only 17 months after Murdoch purchased *The Wall Street Journal*, strengthening the future of that venerable paper. • As a legacy of the 2009 financial crisis, the magazine in your hands is a manifestation of that maxim about not wasting a crisis. It profiles two C-suite leaders describing in raw detail their battles and victories against cyberattackers. You'll find companies ranging from London's Canary Wharf (p. 48) to an upscale hotel chain in India wringing lasting and dramatic improvements from the devastation of COVID (p. 56). A story about war-disrupted trade routes in the Middle East in 2026 (p. 64) bears an inspiring similarity to our interview with the CEO of New York's 9/11 Museum (p. 16). In both, crisis turned competitors into allies, strangers into friends, humankind into a figure with rolled-up sleeves: "How can I help?" • When does crisis turn out not to be? When your disabled twins bring you joy beyond measure (p. 103). When the hostage-taker puts down his gun (p. 39). When the nuclear reactor is contained (p. 66). When the source of truth at a company ridden with fraud turns out to be the Head of Comms (p. 21). • We hope you find this edition informative and inspiring. Please don't hesitate to write or call if we can help in any way. ◆



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