



PHOTOGRAPH BY DAVID BAILEY

GEORGE OSBORNE

1
[LAST YEAR: 4]

TITLE: THE NEW IRON CHANCELLOR
AGE: 39
SALARY: £134,565

NEVER BETTER THAN: When confounding the critics.

Osborne was reckoned by Gordon Brown to be a potential weak link at the top of the Tory party before the election. However, the man has shown he has balls of steel, pushing through the most radical economic and fiscal reforms taken by any major economy – with no sign of wavering, even under pressure from coalition partners.

HOW DOES HE DO THAT? Has kept a good working relationship with Vince Cable, business secretary, who is ideologically diametrically opposed to some of his views.

THOSE CUTS, THEN: Osborne will need to continue to steel himself as the effects of his “tough but fair” welfare and pensions shake-up come into play; and there’s that VAT increase, starting next month. But the world’s financial authorities approve, and nobody’s talking about Britain in the same breath as Ireland and Greece anymore.

NEXT UP: Keeping a steady nerve as union unrest grows. (He’s in it for the long term.) Oh, and keep an eye on inflation: that could spoil everything. Let’s hope he can do it; for our sake, not his.



DAVID CAMERON

2
[LAST YEAR: 1]

AGE: 44
TITLE: PRIME MINISTER
SALARY: £142,500

NEVER BETTER THAN: When becoming the first prime minister to lead from the side – in a coalition –

since the war. Cameron’s Con-Dem pact inherited a mess and, rather than dither around, he has masterminded the most radical government to take power since 1979, tackling the mess left by the Labour administration head on.

AMBITIONS: Aside from trying to take control of a bucking bronco of an economy, Cameron has to deal with Afghanistan, Iran, terrorism, the rise of China – that’s just overseas. Back home, there’s immigration,

with radical policies already being implemented, structural budget reforms and the Big Society. Also wants to stimulate the economy through tourism: “If we can’t always beat Germany at football, we can beat them at tourism.” **BIG IDEA:** If he makes the Big Society and school reforms work, rolls back the state and steadies the economy, all while keeping his coalition partners on board, he will be seen as a transformative PM.

5
[LAST YEAR: 39]

WILLIAM HAGUE

TITLE: FOREIGN SECRETARY
AGE: 49
SALARY: £134,565

NEVER BETTER THAN: When holding the Right together. Hague’s key role in the coalition, as the placater of the Tory Right and herald of the renewed importance of the Foreign Office after the Brown-Blair years, is crucial. As is his role in the leadership: the former leader stands up to anyone.

UNDERMINED BY: The brouhaha over sharing a room with his aide and other revelations – though he soon got on with the job in hand, so to speak. **NEXT UP:** Ensuring that the Foreign Office and all Britain’s diplomatic outposts push forward to help commercial and diplomatic interests. And dealing with Iran.

SIR PHILIP GREEN

6
[LAST YEAR: 7]

TITLE: OWNER, ARCADIA GROUP
AGE: 58
NET WORTH: £4.1BN

NEVER BETTER THAN: When forging power relationships: Greenwell

Entertainment, his global entertainment joint venture with Simon Cowell, went live recently and Cowell launched his *X Factor* on Fox in America.

UNEXPECTED TWIST: Was appointed a government efficiency and spending advisor by the coalition and met with some hostility. Green responded in the *Daily Mail*.

NEXT UP: Continuing to influence public policy while forging into the American market with the help of Cowell and *The X Factor*. ☺

ANDY COULSON

3
[LAST YEAR: 13]

TITLE: COMMUNICATIONS DIRECTOR FOR THE PM
AGE: 42
SALARY: £140,000

NEVER BETTER THAN: When

managing upwards. Coulson’s role in getting Cameron into Number Ten is unchronicled.

KEY ROLE: Coulson represents the key Thatcherite working-class Tory.

FIGHTING OFF THE GUARDIAN: The campaign by Alan Rusbridger and the *New York Times* to keep the phone-tapping scandal alive has dogged Coulson.

NEXT MOVE: Playing an increasingly key role in the kitchen cabinet.

4 RUPERT MURDOCH
[LAST YEAR: 5]

TITLE: CHAIRMAN AND CEO, NEWS CORPORATION
AGE: 79
SALARY: £10.9M

NEVER BETTER THAN: When shaping our world. Murdoch’s plunge into internet paywalls for his newspapers could be the gamble of a man on a losing streak – his UK quality papers are losing tens of millions a year. But he has a love for the news press, unlike his son James, who is more platform- and content-neutral.

HEDGING HIS BETS: Murdoch Sr has bid for full control of BSkyB and Fox TV (expect more global Sky clones) – while Fox TV and 20th Century Fox (makers of *Avatar*) are money fountains.

WE’RE SURE ABOUT: Murdoch’s empire, where he says “content is not just king, it is the emperor of all things digital”, dominating our world.

WE’RE NOT SO SURE ABOUT: The *News Of The World* iPad app.



SIMON COWELL

7
[LAST YEAR: 40]

TITLE: ENTERTAINMENT GURU
AGE: 51
NET WORTH: £165M

NEVER BETTER THAN: When reaching heights no one else

would have dreamed of. Cowell is the highest-paid man on American prime-time television, with estimated earnings of £45m last year, and his *American Idol* show started its tenth series on Fox TV this year. However, next year he'll be launching *The X Factor*, also on Fox. **AND ON THIS SIDE OF THE POND:** Cowell is viewed within the industry as the man who propped up ITV during the past four years with *Britain's Got Talent* and *The X Factor*. **POWER RELATIONSHIP:** The American *X Factor* is a product of his relationship with Sir Philip Green, produced jointly with Sony, with whom Cowell signed a five-year deal this year. **HE SAYS:** "I am interested only in making money, for myself and the people I work for." **THE FUTURE:** Keeping in with the PM – Cameron and Cowell have expressed mutual admiration – and adding to his fortune.

8 JAMES MURDOCH
[LAST YEAR: 3]

TITLE: CHAIRMAN AND CHIEF EXECUTIVE, NEWS CORP EUROPE AND ASIA, CHAIRMAN, BSKYB
AGE: 37
SALARY: £5.5M (NEWS CORP); £75,000 (BSKYB)

NEVER BETTER THAN: When expanding the empire. Sky and News Corp announced sharp increases in revenue and profit, with Sky about to hit its target of ten million subscribers. **POLITICAL COUP:** James convinced Rupert that the *Sun* should switch its support to David Cameron from Gordon Brown; the government recently imposed a three-year licence-fee freeze on Murdoch's bugbear, the BBC. **OTHER BUGBEARS:** Sky in Germany continues to under-perform – in Europe's biggest market. **NEXT UP:** Pushing through the BSKYB deal and readying himself to take over his father's whole empire.

9
[LAST YEAR: 8]

PAUL DACRE

TITLE: EDITOR, *DAILY MAIL*; EDITOR IN CHIEF, ASSOCIATED NEWSPAPERS
AGE: 61
SALARY: £1.64M

NEVER BETTER THAN: When keeping the *Mail* at the forefront. The *Daily Mail* has a circulation of more than two million and its parent group has seen profits rise by 20 per cent this year. **BUMPS IN THE ROAD:** Election year was tricky for Dacre, who had a good relationship with Gordon Brown; Dacre makes no secret of his low regard for Nick Clegg. **VICTORY:** His key role in having the length of time government records are kept secret reduced from 30 years to 20. **NEXT UP:** Continuing his campaign to fight encroaching secrecy laws.

11 PETER WRIGHT
[LAST YEAR: 17]

TITLE: EDITOR, *MAIL ON SUNDAY*
AGE: 56
SALARY: UNDISCLOSED

NEVER BETTER THAN: When keeping a cultural icon at the forefront of the British debate. The *MOS* was thoroughly revamped at the start of the year, with a higher-impact *Live* supplement aimed at affluent men, and the transformation of the second part of the paper into a *Review* section. Circulation remains near two million.

HE SAYS: Papers like the *MOS* are no longer news providers but "cultural packages... put together by a collection of people with fingers on the pulse". **SCOOPS:** Russell Brand and the Lord Triesman scoop have kept the *MOS* ahead of the news pack, though the latter prompted Gary Lineker to resign his column there. **NEXT UP:** Continuing his campaign to reform Britain's libel laws; and succeeding Paul Dacre as Associated Newspapers' editor in chief.

12 DOMINIC MOHAN
[LAST YEAR: 18]

TITLE: EDITOR, *THE SUN*
AGE: 41
SALARY: UNDISCLOSED

NEVER BETTER THAN: When backing the right horse. Mohan is very close to Andy Coulson, David Cameron's communications director and the former editor of the *News Of The World*, the *Sun*'s sister paper. **TOUGHING IT OUT:** The *Sun* had the smallest percentage circulation drop of all the national dailies in the year-on-year figures to July 2010, falling just 2.53 per cent, compared to 15.67 per cent for the *Guardian*. **NURTURING:** The *Column Idol* contest was launched by the *Sun* in July this year to find their next star columnist. Supported by Dizzee Rascal and Diane Vickers, the idea is to mentor a 16- to 21-year-old to get them started in the newspaper world. **NEXT CHALLENGE:** To master how best to prosper as a red-top online under the paywall.

NICK CLEGG

10
[NEW ENTRY]

TITLE: DEPUTY PM
AGE: 43
SALARY: £134,000

NEVER BETTER THAN: When jumping into bed with the enemy. Or are they the

enemy? Clegg, always a moderate, pragmatic Lib Dem, has seized the opportunity of government with a moderate and reasonably pragmatic Tory. But while his developing personal relationship with Cameron is a key part of the coalition narrative, he risks leaving his party behind. **WOBBLY MOMENT:** Lost a vote at his own party conference for his support for Tory free schools; the first in what will inevitably be a series of defeats.

HE SAYS: "You can't resign. This is absurd." (To Gordon Brown after the election, according to author Andrew Rawnsley.)

WE SAY: Will have his work cut out keeping on the right side of both party and coalition.



PHOTOGRAPHS: SIMON EMMETT/REX

13 MERVYN KING
[LAST YEAR: 10]

TITLE: GOVERNOR OF THE BANK OF ENGLAND
AGE: 62
SALARY: £302,885

NEVER BETTER THAN: When appearing contrite. King, who oversaw the Bank during the boom years, girded his loins to appear in the lion's den of the Trades Union Congress in September. He said, "We let it slip – we, that is, in the financial sector and as policy makers."

HE SAYS: "When large bonuses are paid to people in organisations that only two years earlier were bailed out by the taxpayer, it becomes somewhat harder to understand."

INFLUENCE FACTOR: King played a key role in getting the Lib Dems to understand the need for swingeing cuts.

WE SAY: While King's comments may well appear to be a sop to his audience, his assertion that "banks that get it wrong must be allowed to fail" is a significant shift in his thinking.

14 NICK ROBINSON
[LAST YEAR: 16]

TITLE: POLITICAL EDITOR OF THE BBC
AGE: 47
SALARY: UNDISCLOSED

NEVER BETTER THAN: When regaining his rightful place at the top of the BBC reporting hierarchy. After being elbowed out of the national consciousness by colleague Robert Peston during the credit crunch, Robinson surfed to the top of the wave in a year of fascinating political matchmaking. He seemingly manages to give different broadcasts to different BBC outlets simultaneously.

CALLING IT RIGHT: Predicted a Lib-Con coalition as soon as the results came out, not wavering even when the Lib Dems talked to Labour. **HE SAYS:** He was "incredibly lucky" that after so many "boring elections" he covered "a story that gripped people who are never usually interested in politics".

NEXT UP: Playing a key national role as the coalition gets complicated.

17 VINCE CABLE
[LAST YEAR: 54]

TITLE: BUSINESS SECRETARY
AGE: 67
SALARY: £134,675

NEVER BETTER THAN: When fighting his corner. Those who thought the Lib Dem economics spokesman would have his wings, or tongue, clipped by entering a coalition cabinet have so far been proven wrong. The man who foresaw the banking crisis still says that banks need to be reformed – though he's probably safe in assuming they won't be.

HERO OF: Small businesses, whom he says are still being starved of bank funds. And working immigrants, whom he has, controversially, defended. **SCOURGE OF:** Close colleague George Osborne: the chancellor is trying to impose £836m of cuts to Cable's department, and Cable is resisting.

WE SAY: Cable is a lightning rod for the Lib Dem left and his presence in cabinet is a reason the coalition has worked; but he'll have to balance principle with expediency. Fireworks will follow.

18 VISCOUNT ROTHERMERE
[LAST YEAR: 6]

TITLE: CHAIRMAN, DAILY MAIL & GENERAL TRUST
AGE: 42
NET WORTH: £608M (WITH FAMILY)

NEVER BETTER THAN: When guiding his family business through very difficult times. After the sale of the loss-making *Evening Standard* and cost-trimming across the group, his DMGT saw profits rise in the last financial year. With Paul Dacre ably running the newspaper side of the business, Rothermere can continue to make hay with the information services companies he owns.

INFLUENCE FACTOR: Not a hands-on proprietor like Murdoch, not even as active as his father Vere, but Rothermere keeps his hands on the tiller of Middle England's favoured media company, ensuring key generals stay with him. **NEXT UP:** Diversifying with less dependence on newspapers – and perhaps also a sale of the 100-strong regional newspaper empire?



15
[LAST YEAR: 48]

TITLE: MAYOR OF LONDON
AGE: 46
SALARY: £143,911 FOR MAYORAL ROLE PLUS FREELANCE WRITING INCOME

NEVER BETTER THAN: When forging a Brave New London. Johnson created the much-admired "Boris Bike" hire scheme in 2010 while being promised more powers under a review by the new government. **REVISED VIEW:** After years of criticising the Lib Dems, he says "the Lib Dems have given themselves meaning, shape and contour by becoming part of this beautiful government." **NEXT BATTLE:** Making sure he doesn't get blamed for any complications in the run-up to the Olympics. **NEXT UP:** Running for London mayor again and, for PM, "When I'm 70."

BORIS JOHNSON

SIR ELTON JOHN AND DAVID FURNISH

19
[LAST YEAR: 25]

TITLE: SHOWBIZ'S LEADING COUPLE
AGE: 63 AND 48
NET WORTH: £185M

NEVER BETTER THAN: When surprising and recreating: Sir Elton performed alongside Lady Gaga at the Grammys in Los Angeles in January, and also played at the wedding of ultraconservative American shock-jock Rush Limbaugh in June. The performance raised a reported £620,000 for the Elton John Aids Foundation, with David Furnish reportedly commenting, "Life is about building bridges, not walls."

NEW LEVELS OF GLAM: This year's White Tie & Tiara Ball raised more than £5.6m for the Foundation and was attended by Elizabeth Hurley, David Walliams, Lily Cole, Kate Beckinsale, Dame Shirley Bassey and Michael Flatley, among others. A spin-painted Damien Hirst Audi A1 sold for £350,000. *The Union*, a collaboration between Elton John and one of his earliest influences, Leon Russell, received rave reviews on its release in October.

NEXT UP: Sir Elton sings "Hello Hello!", a duet with Lady Gaga, on the soundtrack of the animated movie *Gnomeo And Juliet*, produced by Furnish, released early in 2011.

16 JONATHAN IVE
[NEW ENTRY]

TITLE: APPLE HEAD OF DESIGN
AGE: 43
SALARY: UNDISCLOSED

NEVER BETTER THAN: When changing the world. Apple's senior vice president of Industrial Design has created products so beautiful and sophisticated that he is a key part of the company.

HE SAYS: "Making the solution seem inevitable and obvious, uncontrived and natural – that's hard." **LET THE FIGURES SPEAK FOR THEMSELVES:** The iPad sold a million a month for its first couple of months, faster than the sales rate of the original iPhone.

THEY SAY: The iPad is a "game changer" (Rupert Murdoch). **IN HIS WORDS:** "The iPad is way bigger than a new product – it's a new category. And yet millions of people are going to become familiar with it. In many ways, this defines our vision, our sense of what's next."

21
[NEW ENTRY]

GUS O'DONNELL

TITLE: CABINET SECRETARY
AGE: 58
INCOME: £239,999

NEVER BETTER THAN: When smoothing the way in a potential constitutional crisis. As head of the civil service, the smooth, smart O'Donnell has been in the employ of three different prime ministers, and previously worked for Nigel Lawson.

HE SAYS: "My advice to them [the Tories and Lib Dems, after election day] was that pace was important but also the more comprehensive an agreement, the better." **NEXT UP:** Despite rumours, O'Donnell will stay in the job for a couple of years as a series of top Whitehall mandarins retire; and to smooth the way for his successor. (X)

PHOTOGRAPH: SOREN STARBIRD



ROBERT PESTON

TITLE: BUSINESS EDITOR, BBC
AGE: 50
SALARY: UNDISCLOSED

NEVER BETTER THAN: When grappling with a crisis; Peston, the voice of the credit crunch, is the man whose broadcasts guided Britain through financial chaos. **HE'S PUTTING HIS FEET UP? NOT QUITE:** As the most influential commentator of any kind during 2009, he's not happy at being off the radar now, even though it spares him from previous accusations that he "caused the crisis" by talking of little else. **NEXT UP:** A bigger money job, either at the BBC or elsewhere, after he was passed over in favour of Gwyneth Williams in the battle for the controller of Radio 4 role this year.



COLIN MYLER
[LAST YEAR: 21]
TITLE: EDITOR, NEWS OF THE WORLD
AGE: 58
SALARY: UNDISCLOSED

NEVER BETTER THAN: When steering the bestselling Sunday through choppy waters; recent events have seen legal activity because of the phone-tapping scandal (which took place under his predecessor) and the creation of a payroll around the *NOTW* website, meaning punters have to pay to watch celebrities snorting coke or indulging in sex fantasies. **CATCH:** Re-signed Gary Lineker as a columnist after he jumped ship from the *Mail On Sunday* in August following its revelations regarding FA chairman Lord Triesman. (Lineker previously had a *NOTW* column as a player.) **CHALLENGE:** Keeping the paper's circulation, which is slipping along with all other Sundays, from plummeting while managing to extract revenues from a digital demographic not traditionally keen to pay.



JEREMY HUNT



TITLE: SECRETARY OF STATE FOR CULTURE, OLYMPICS, MEDIA AND SPORT
AGE: 44
SALARY: £134,565
NET WORTH: £4.5M

NEVER BETTER THAN:

When winning over the sceptics. Hunt was an inspired choice for a cabinet position faced with tough calls on cuts. **TOUGHING IT OUT:** Wants the BBC to be clear where its priorities lie, so entrepreneurs can invest in media without facing competition from "a wall of public money". **KEY TASKS:** To change local commercial TV and radio; and convince art patrons to increase their donations as the government decreases its contribution to arts and culture.



RICHARD DESMOND
[NEW ENTRY]
TITLE: CHAIRMAN, NORTHERN & SHELL
AGE: 59
NET WORTH: £950M

NEVER BETTER THAN: When sticking two fingers up at the establishment. There was much astonishment when Desmond was allowed by Ofcom to purchase Channel Five for £104m last summer. Desmond's previous as the man who founded *OK!* and who has led the Express titles for a decade means he is one of the most powerful men in British media. **PICKING THE WRONG FIGHT:** A suppliers' review led to invoices from a number of production companies going unpaid after he took over - including one from Shine (prop: Elisabeth Murdoch). Cue Murdoch fury, and a rapid settlement of the outstanding amount. **NEXT UP:** Severe cost-cutting - several senior management figures and the entire press office have already gone.



ED VAIZEY
[LAST YEAR: 19]
TITLE: MINISTER FOR CULTURE, COMMUNICATIONS AND CREATIVE INDUSTRIES
AGE: 42
SALARY: £134,565

NEVER BETTER THAN: When playing the affable chappie. In contrast with the intellectual razzle-dazzle of some cabinet members, Vaizey puts people at ease with his self-deprecating charm. But as one of David Cameron's university friends and the minister responsible for most of the media and arts as we know it, Vaizey's sphere of influence is vast. **CHALLENGE:** Finding alternative sourcing of funding for public art, hit by government cuts. **POWER RELATIONSHIP:** Old chums with *Frieze's* Matthew Slotover. **GAFFE FACTOR:** Tripped up by suggesting in a documentary that Samantha Cameron might have voted Labour. **NEXT UP:** Supporting Britain's burgeoning but fragile new media industries, such as gaming.



MATTHEW FREUD

TITLE: CHAIRMAN, FREUD COMMUNICATIONS
AGE: 47
NET WORTH: £190M WITH WIFE ELISABETH MURDOCH

NEVER BETTER THAN: When controlling things from the centre. Freud is very much at the heart of things, hosting key coalition movers at his Notting Hill home. **BROAD REACH:** Freud plays a key role in politics and consumer and national PR - he has the account for London 2012 and the government's anti-obesity drive. **NEW ACQUISITION:** Bought PFD, literary agents of fading grandeur, earlier this year. **HE SAYS:** "I've almost no influence in my own right. The people I represent are genuinely influential."



HUGH LAURIE
[NEW ENTRY]
TITLE: ACTOR
AGE: 51
FEE: £255,000 PER EPISODE OF *HOUSE IN AMERICA*

NEVER BETTER THAN: When flying the flag - the Triumph motorbike-riding Laurie is a household name, and Briticon, in America where he is the highest-paid actor in American TV drama for *House*, which has scooped up two Golden Globes. He splits his time between LA and London. **SIDELINES:** Bestselling novelist in France, where his spoof spy thriller *The Gun Seller* topped the lists last year; also sings and records jazz and blues. **SLIGHTLY UNLIKELY RELATIONSHIP:** Plays the piano on the latest Meat Loaf album, *Hang Cool Teddy Bear*. Meat Loaf says: "I don't play the star game, and Hugh doesn't either." **UPCOMING:** More revivals of the old *A Bit of Fry & Laurie* TV series, which shot him to fame in the Eighties with Stephen Fry, and more musical collaborations.

IAIN DUNCAN SMITH



TITLE: SECRETARY OF STATE FOR PENSIONS AND WORK
AGE: 56
SALARY: £134,565

NEVER BETTER THAN:

When standing his ground. The former right-wing Tory leader is evangelical about the need to invest to help Britain's broken society out of the poverty trap - finding common ground with Steve Webb, the Lib Dem pensions minister, but creating sparks with George Osborne, the chancellor. **HE SAYS:** He is having "robust discussions" with the Treasury about why his department needs money to spend on reforming the welfare system - before the reforms pay for themselves in the future.



RICHARD CARING
[LAST YEAR: 45]
TITLE: HOSPITALITY KING
AGE: 62
NET WORTH: £450M

NEVER BETTER THAN: When redrawing the boundaries. Caring has taken a magic wand to his hallowed Wentworth golf club, revealing a redesign as much inspired by him as official course designer, Ernie Els. He revealed a deal with hotel group Jumeirah International to franchise his high-end restaurants and oversaw new Soho Houses in LA, Berlin and Miami. **POWER RELATIONSHIP:** Still best friends with Arcadia owner, Philip Green, with whom he claims to speak six times a day. **HE SAYS:** "I suffer from having to continually prove something to myself." **THE TRANSFORMATION CONTINUES:** Caring is bringing Keith McNally, the British-born New York restaurant legend, to London and opening hotels in Shanghai and Australia, plus more Soho Houses around the world.



DAVID ABRAHAM
[NEW ENTRY]
TITLE: CHIEF EXECUTIVE, CHANNEL 4
AGE: 46
SALARY: £490,000

NEVER BETTER THAN: When taking a TV channel back to its core business. Abraham has quietly worked to improve relations between C4's commercial and commissioning "silos" and pledged to uphold its financial independence. **CHALLENGE:** How to maintain creativity while balancing the books - C4's public service remit and Duncan's "no guts, no glory" attitude to risk-taking commissioning sit uneasily with falling advertising revenues. **HE SAYS:** "Only if the chief executive is fully engaged as much with supporting content creation as with revenue generation can the organisation be said to be fully joined up, especially when so much change is happening around us." **NEXT UP:** Overhauling *Channel 4 News'* digital offering. (>)

32 SIR PAUL SMITH
[LAST YEAR: 29]

TITLE: BRITISH FASHION KING
AGE: 64
NET WORTH: £230M TOGETHER WITH WIFE PAULINE

NEVER BETTER THAN: When fusing his imagination and business expertise to further the British fashion cause. In the past year, Sir Paul has designed accessories for Apple, entered a collaboration with Danish tableware manufacturers Stelton, created cycling helmets along with Giro and launched his first childrenswear collection. **HERE WE GO:** Supplies formal men's and women's clothing to the England 2018 World Cup bid. **HE SAYS:** "I wouldn't bring in a celebrity to work at Paul Smith in a million years."
NEXT UP: Launching more stores in America (to follow on from Las Vegas, last year) and continuing to lead the way for the British clothing industry.

33
[LAST YEAR: 64]

PAUL STAINES AKA GUIDO FAWKES

TITLE: RIGHT-WING BLOGGER, POLITICAL TROUBLEMAKER
AGE: 43
SALARY: UNDISCLOSED

NEVER BETTER THAN: When being "anti-politics". Fawkes's blog was a constant thorn in the side of the last Labour government, although the Tories haven't been spared. **INFLUENCE:** Most MPs and cabinet ministers reportedly read his blog on a regular basis. **HE SAYS:** "It's a jurisdictional nightmare to send me a writ" - his blog is published by a Caribbean firm and hosted in America, while he is an Irish citizen with no registered UK office. **NEXT UP:** Revealing the misdemeanours of [enter name of politician here], and revelling in it.

34 PRINCE WILLIAM
[LAST YEAR: 30]

TITLE: FUTURE KING
AGE: 28
INCOME: BELIEVED TO RECEIVE £250,000-£300,000 A YEAR FROM THE £6.5M LEFT TO HIM BY PRINCESS DIANA

NEVER BETTER THAN: When readying himself to be King: William won over sceptical Australians on a visit earlier this year and led the charm campaign for England's 2018 World Cup bid in South Africa. **NOT SO DIPLOMATIC:** As an RAF pilot will reportedly cost taxpayers an extra £1.4m because he wants to live in a cottage and not on an RAF base. **HE SAYS:** "I like to be in control of my life because I can get pulled in one direction and then the other."
INFLUENCE FACTOR: William's popular touch - he even visited the England dressing room after World Cup matches - means he has kept the monarchy relevant. And look out for the wedding.

LEAST INFLUENTIAL 'IMPORTANT' PEOPLE

- MATT BRITTIN**
CHIEF EXECUTIVE GOOGLE UK
Search engine takes over the world. World happy to deal directly with America.
- ROGER BURDEN**
DIRECTOR OF THE FA
It was tempting to put the whole sorry lot of them down, but that would be offering anonymity where none is deserved.
- CHRIS MOYLES**
There was a time when "owning" the morning slot on Radio 1 brought you to the very summit of popular broadcasting. Not any longer. Particularly when you mistake your audience for your HR department.
- DUKE OF EDINBURGH**
Could have been the guiding light and father figure of a nation. Is more like the grumpy uncle.
- ARCHBISHOP OF CANTERBURY**
Whenever the Archbishop speaks, people nod sagely then go about their business...
- LOUIS WALSH**
Seriously, is there any point him turning up?
- SIR PAUL STEPHENSON**
MET POLICE COMMISSIONER
As head of the police force in Europe's most important city, Sir Paul should be blazing a trail for his peers around the world. Instead he's beleaguered by claims of chaos in the ranks and under the thumb of Boris Johnson, who appointed him - and could fire him.
- DEREK SIMPSON**
JOINT GENERAL SECRETARY, UNITE
You'd think being the driving force behind electing an outsider candidate for leader of the opposition would be a cause for celebration. But when you've effectively consigned the opposition party to the political wilderness, the victory is purely pyrrhic.



PRINCE HARRY

36
[LAST YEAR: 76]

TITLE: SOLDIER
PRINCE
AGE: 26
SALARY: £29,006 TO £32,061

NEVER BETTER THAN: When getting out there. His tour of Africa with his brother won hearts and minds and raised the profile and funds of their favourite charities - as well as serving as a celebration of being awarded his Army Air Corps wings. **DOING HIS BIT:** Joined up with David Beckham during the World Cup to press England's case for hosting the 2018 World Cup. **HIP FACTOR:** Britain's coolest man (according to *GQ*) was also guest of honour on *Goldie's Band: By Royal Appointment* on BBC Two this autumn. **NEXT UP:** Desperate to go back into action in Afghanistan as an Apache attack helicopter pilot, for which he is now qualified.

PHOTOGRAPHS: REX

37 LIONEL BARBER
[LAST YEAR: 20]

TITLE: EDITOR, THE TIMES
AGE: 55
SALARY: UNDISCLOSED
NEVER BETTER THAN: When showing the way forward for newspapers - the FT's subscription website generates serious revenue (with 126,000 subscribers) while the publication as a whole is still in the black. **PROVISO:** Barber predicted more than a year ago that most newspaper websites would be charging for content within 12 months - only Rupert Murdoch's titles have obliged. And the vast amounts spent on the How To Spend It website provoked derision in the online community. **HE SAYS:** The digital plunge slows (the *Times* was down 13.42 per cent in the year to July) and ad revenues rise. **NEXT UP:** Keeping his columnists and writers, now walled out of the Google sphere, onsite, and doing his best to ensure Murdoch's experiment works.

38 JAMES HARDING
[LAST YEAR: 31]

TITLE: EDITOR, THE TIMES
AGE: 41
SALARY: UNDISCLOSED
TIME FOR A CHANGE: 2010 saw Harding lead the way among non-financial dailies by erecting an online paywall, following boss Rupert Murdoch's edict earlier this year. It also saw the loss of the T2 supplement earlier this year, following criticism of its design and content, replaced with a stronger, more news-led second section. **HE SAYS:** "It's time to stop giving our journalism away."
PIONEER OR KAMIKAZE? It's too early to say. The paywall will be judged a success if the newspaper circulation plunge slows (the *Times* was down 13.42 per cent in the year to July) and ad revenues rise. **NEXT UP:** Keeping his columnists and writers, now walled out of the Google sphere, onsite, and doing his best to ensure Murdoch's experiment works.

39
[LAST YEAR: 11]

MARK THOMPSON

TITLE: DIRECTOR-GENERAL, BBC
AGE: 53
SALARY: £834,000, OF WHICH HE FOREGOES £163,000 AS PART OF AN AGREED PAY CUT
NEVER BETTER THAN: When fighting battles on all fronts; there has been criticism of the BBC's taxpayer-subsidised monopoly; the content; its overpaid managers, and he has to deal with a licence fee frozen until 2013. **ROBUST RESPONSE:** Thompson responded to critics by reaffirming his commitment to spending more than 90 per cent of the fee on "high quality content" by 2013. **NEXT UP:** Partnership with other broadcasters to create a platform of on-demand video services.

41 ED VICTOR
[LAST YEAR: 44]

TITLE: TOP LITERARY AGENT
AGE: 71
SALARY: UNDISCLOSED
NEVER BETTER THAN: When staying absolutely newsworthy. Victor remains the go-to agent, the No. 1 on anyone's list. He is the man who brought Keith Richards' autobiography to life, ensured front-page coverage on both sides of the Atlantic and presided over a frenzied auction of the international rights in November. *Life* instantly shot to No. 1 in its category in the bestseller lists in the UK.

NEW INITIATIVE: Started a Speakers Bureau wing of his business in 2011 and sits on the panel of the National Academy of Writing, launched this year and aimed at promoting good writing amid slipping standards. **THEY SAY:** The book is "bitchy" - Mick Jagger. **NEXT ON THE AGENDA:** Keeping at the forefront of the national literary, political and social conversation. **NEXT UP:** Continuing to expand Weber Shandwick by acquiring new clients.

42
[LAST YEAR: 37]

COLIN BYRNE

TITLE: CEO, WEBER SHANDWICK, UK & EUROPE
AGE: 53
INCOME: UNDISCLOSED
NEVER BETTER THAN: When blogging: Byrne's *GQ* Election blog was required reading for spinners on all sides of the campaign. Byrne's agency was also appointed as the official communications agency for England's 2018 World Cup bid. **IN WITH BOTH SIDES:** Despite being self-described as "left wing, Northern and working class", Byrne has deep contacts with all parties. **MENTOR:** Lord Mandelson, whom he said was "the greatest political strategist of his generation". **NEXT UP:** Continuing to expand Weber Shandwick by acquiring new clients.

43 LUCIAN GRAINGE
[LAST YEAR: 38]

TITLE: CEO, UNIVERSAL MUSIC
AGE: 50
NET WORTH: UNDISCLOSED
NEVER BETTER THAN: When running the music world. Grainge took over as global CEO of the world's biggest music group this year. His acts include Lady Gaga and U2. **HE SAYS:** "I love having hits. I will encourage people to find talent and take risks, and be prepared to fail in terms of signing and developing artists."
PULLING POWER: When he departed for the new job in LA, his leaving party featured Andy Coulson, Phillip Green, Viscount Rothermere, Lord Coe and Sir Martin Sorrell. **THEY SAY:** "I wish Lucian wasn't in the music business. He's the one person I consider to be real competition." - Simon Cowell. **NEXT UP:** Consolidating Universal's position at the top of the music industry and exploiting a deal to release albums recorded by stars of *American Idol*.

9. JOHN MULHOLLAND
EDITOR, THE OBSERVER

You oversee the UK's oldest Sunday broadsheet newspaper, have a respected editor and rising circulation. So you sack him, appoint a company man, redesign the paper and watch figures bomb. Good one, Alan Rusbridger.

10. TONY BLAIR
FORMER PM

The brilliant populist was the only Labour leader to have won a general election since 1974. In fact, Blair won three elections, none of which matters a jot to Ed Miliband - who blanks him - or the coalition, which has taken over his centrist turf.

11. JASON COWLEY
EDITOR, NEW STATESMAN

To be editor of the leading leftist magazine when there is a rightish government should be to oversee a casserole to simmer all the ideas of the opposition. Sadly for Cowley, the opposition doesn't have any new ideas and his *New Statesman* is as relevant as the Monster Raving Loony party.

12. STUART GULLIVER
CEO, HSBC GROUP

Gulliver has recently been appointed head of the only Anglo-Asian global bank, at a time when Britain is looking to Asia for inspiration. But with banks discredited, and HSBC discrediting itself further by considering the move of its HQ to Hong Kong, Gulliver's clout is strangled.

13. BOB DIAMOND
PRESIDENT AND DEPUTY GROUP CEO, BARCLAYS

He comes from the unpopular side of an unpopular industry and no government figure will be seen dead leaving the Carlton Club with him.

14. ALEX SALMOND
FIRST MINISTER OF SCOTLAND

His position might have meant something to Labour. But the coalition have nothing to lose and everything to gain by treating Salmond as the jumped-up local politico he is - and ignoring him.

15. GORDON RAMSAY
Because great chefs don't write open letters to their mother-in-law.

ROBERT CHOTE

40
[NEW ENTRY]

TITLE: CHAIRMAN OF THE OFFICE FOR BUDGET RESPONSIBILITY
AGE: 41
SALARY: £85,000 (THREE-DAY WEEK)

NEVER BETTER THAN:

When providing a pithy analysis of government economic policy. His unsullied reputation adds to the government's economic legitimacy. **NOBODY'S PUPPET:** Before his appointment, he said the coalition's first budget was "regressive" (to Nick Clegg's displeasure). **HE SAYS:** "The creation of the OBR is a great opportunity to ensure that spending decisions are informed by rigorous, independent analysis."



44
[LAST YEAR: 42]

RICHARD WALLACE

TITLE: EDITOR, DAILY MIRROR
AGE: 49
SALARY: UNDISCLOSED
NEVER BETTER THAN: When keeping the ship steady amid a storm. Wallace has done a top job in keeping the *Mirror* where it is with limited resources - circulation is still more than a million. **TAKING A HIT:** Around 200 jobs were cut this year amid restructuring and the closure of the Scottish edition. **SMALL CONSOLATION:** Was the only national daily editor to back Labour at the election and was entitled to feel faintly satisfied at the lack of a landslide away from the *Mirror*'s party base. **NEXT UP:** Maintaining the *Mirror*'s mix of politics and celebrity in an ever-changing media world.

45 MURDOCH MACLENNAN
[LAST YEAR: 86]

AGE: 61
TITLE: CHIEF EXECUTIVE, THE TELEGRAPH GROUP
SALARY: £900,000
NEVER BETTER THAN: When keeping the *Telegraph* relevant and cutting through waste. MacLennan's well-publicised disagreement with former editor Will Lewis this year, which resulted in Lewis's departure, showed that the *Telegraph* supremo won't stand any nonsense. Lewis's new digital division was reportedly not as successful as some had hoped and MacLennan got his way. **LOOKING UPBEAT:** As well as presiding over the paper that got the scoop of the year in the form of the *Telegraph*'s expenses scandal story, MacLennan also oversaw pre-tax profits of £53.1m in the most recent year - very impressive given the context. **NEXT UP:** Guiding the *Telegraph* titles tightly into the digital future. ☺



47
[LAST YEAR: 89]

MATTHEW D'ANCONA

TITLE: GO-TO POLITICAL COLUMNIST
AGE: 42
SALARY: UNDISCLOSED

NEVER BETTER THAN: When keeping his fingers in the pies of power. Despite being ousted from the editorship of the *Spectator* last year, the prolific commentator and columnist remains a must-read for everyone up to and including the PM. **INFLUENCE:** He is to this administration what Andrew Rawnsley was to New Labour: the only columnist you need to read. **NEXT UP:** He is penning what he says will be the book on the coalition and co-writing TV movie scripts in America with fellow *GQ* columnist Sarah Standing.

NICK JONES

46
[LAST YEAR: 70]

TITLE: FOUNDER, SOHO HOUSE GROUP
AGE: 45
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When taking

care of business: opening cool and casual members' clubs around the world, each with its own carefully targeted local members' base. Jones opened Soho Houses in LA, Berlin and Miami this year. **STAR FACTOR:** Soho House LA, in West Hollywood, opened ahead of the Oscars, and among those attending its opening night were Madonna, Sir Elton John, Quentin Tarantino, Natalie Portman and Harvey Weinstein. **BACK TO BASICS:** Jones instigated a cull of several hundred members in his first overseas site to have opened, in New York, "to get back to our creative roots". **NEXT UP:** Cecconi's (his flagship Italian restaurant brand) will be opening around the world with the backing of new group owner Richard Caring.

48 LARRY GAGOSIAN
[LAST YEAR: 58]

TITLE: KING OF THE ART DEALERS
AGE: 65
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When extending his global reach. Gagosian's art-gallery empire now stretches from New York (where he has three) to London (two), LA, Rome, Paris, Athens and Hong Kong, making ten altogether, as well as the occasional pop-up in Moscow. **INFLUENCE FACTOR:** If you're an A-lister or a billionaire and you love art, Larry's either your dealer, or you want him to be. Adrien Brody and Steve Martin were among the guests at a private dinner he held for the opening of his expanded Beverly Hills gallery earlier this year. **HE SAYS:** "I have learned in my 30 years as a dealer that a sense of competition and envy is what drives collecting."

NICK AND CHRISTIAN CANDY

49
[NEW ENTRY]

TITLES: PROPERTY DEVELOPERS EXTRAORDINAIRE
AGES: 37 AND 36
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When

breaking records. They sold a three-bedroom flat in Monaco for £199m in September (£126,000 per square metre) – one of the most expensive properties by area ever sold. **UPS AND DOWNS:** This year saw Christian's high-profile case against former Chelsea Barracks partner Qatari Diar settled out of court. While there was a paper loss of several hundred million on the sale of their LA development to Asian developers, there was no let up in the sales of swanky apartments in their new Knightsbridge development. **NEXT UP:** Leveraging their unmatched contacts book to break into Candy & Candy homewares (and yachts, helicopters, boats...)

51 HESTON BLUMENTHAL
[LAST YEAR: 50]

TITLE: HEAD CHEF AND CO-OWNER, FAT DUCK
AGE: 44
SALARY: UNDISCLOSED

NEVER BETTER THAN: When stirring up the gastronomic snail's porridge: Blumenthal opens in London this month at the Mandarin Oriental – which has already made more waves than Gordon Ramsay's recent UK opening, Petrus, round the corner. Where else on the borders of Hyde Park could you eat bergamot-cured mackerel salad or scallops with cucumber ketchup? **STILL UP THERE:** The Fat Duck was voted Best UK restaurant for the third year running by the *Good Food Guide*. **INFLUENCE FACTOR:** Delves into historical local recipes and has done more than anyone to show that Britain has a gastronomic culture of its own. **NEXT UP:** Buying more pubs to add to the two he already owns near the Fat Duck.

52
[NEW ENTRY]

ALEXANDER LEBEDEV

TITLE: CHAIRMAN, INDEPENDENT PRINT
AGE: 50
NET WORTH: £2.1BN

NEVER BETTER THAN: When flying the democratic standard. Lebedev is more a figure out of Russian romantic fiction (albeit a very wealthy one) than a cookie-cutter oligarch. Together with Mikhail Gorbachev, he owns Russia's only independent newspaper, *Novaya Gazeta*, and also the *Evening Standard*, *Independent* and the new *in* newspaper. **HE SAYS:** Typical Russian oligarchs "think the only way to impress anyone is to buy a yacht". **NEXT UP:** The recent police raid of his bank in Russia makes a permanent move to Britain more likely.

53
[LAST YEAR: 63]

FRASER NELSON

TITLE: EDITOR, THE SPECTATOR
AGE: 37
SALARY: UNDISCLOSED

NEVER BETTER THAN: When giving an old lady a makeover. Nelson's stated aim when he took over the *Speccie* was to combine "the best literary and arts coverage in Britain" and 12 months later, in September, he revealed a redesign which he says is his greatest achievement as editor. **HE SAYS:** "The *Spectator* has been an actor in the coalition drama – what we say about the coalition and our support for it so far has helped Cameron sell the Lib Dems to his party, who are avid readers of the magazine." **WE SAY:** So far...

54 STEVE HILTON
[LAST YEAR: 57]

TITLE: CONSERVATIVE DIRECTOR OF STRATEGY
AGE: 41
SALARY: £90,000

NEVER BETTER THAN: Thinking outside the box. However, some say he has got a little too big for his box and while he is still influential enough to have cabinet members fired, he is alienating many in the party. And some of those who thought he was Yoda now think he is more like Gollum. **THEY SAY:** "With Steve Hilton around, you are never in a yes-man situation. I'm a big fan of his" – William Hague. **INFLUENCE FACTOR:** A strong advocate of the LibCon coalition from the start, Hilton played a major role in keeping the Tory cabinet onside and helping piece together the coalition deal. Though he wouldn't want you to know that. **NEXT UP:** Will have plenty of work along the same lines as the strains of alliance start to show. Or leaving.

PHOTOGRAPHS: GREGOR HOHENBERG/REX

55 ED LLEWELLYN
[NEW ENTRY]

TITLE: CHIEF OF STAFF TO PRIME MINISTER
AGE: 44
SALARY: £125,000

NEVER BETTER THAN: When holding things steady, even when crisis looms. It was Llewellyn who made the key introductory calls to the Lib Dems the day after the election, when a hung parliament became a reality. The task was made smoother by his friendship with Nick Clegg's wife Miriam González Durántez. **GATEKEEPER:** Llewellyn controls who has access to the PM and ensures a steady course is set; and his personal connections mean he remains just as relevant in government as he was when helping groom Cameron for the premiership. **NEXT UP:** Keeping things tight, personal and manageable at the top.

56
[LAST YEAR: 55]

ED MILIBAND

TITLE: LEADER OF THE OPPOSITION
AGE: 40
SALARY: £132,000 PLUS

NEVER BETTER THAN: When moving Labour's future leftwards. Miliband, whose greatest coup was to prise the support of the Unite union from Ed Balls' grip, sealing his election as leader, can present clear red water between himself and the coalition. But is that what the electorate wants? **BIGGEST CHALLENGE:** Justifying his fiscal policies as the budget deficit continues to increase. **HE SAYS:** "The centre ground should be shaped from the Left." **NEXT UP:** Trying to ensure he isn't a stopgap leader in the mould of Iain Duncan Smith.

57
[LAST YEAR: 24]

PRINCE CHARLES

AGE: 62
TITLE: HEIR TO THE THRONE
INCOME: £17.1M

ANNUS HORRIBILIS? Prince Charles appears to have put the nasty business with Christian Candy, who showed in court that the heir had influenced his investor to reject an architectural plan for the Chelsea Barracks scheme, behind him. **WORLD CHANGING:** Regarding his role as a guardian of green causes, he says: "I don't want my grandchildren or yours to come along and say to me, 'Why the hell didn't you come and do something about this?'" **WE SAY:** The Prince's influence can never be as overt again, but we're secretly happy for another Richard Rogers monolith to have bitten the dust.

58 SIMON FULLER
[LAST YEAR: 34]

TITLE: MEDIA MOGUL
AGE: 50
NET WORTH: £350M

NEVER BETTER THAN: When managing celebrities, whatever their vocation. Fuller, of *Spice Girls* and *American Idol* fame, has a major share in the Storm modelling agency and his company manages David Beckham, the England football team, Jensen Button, Claudia Schiffer and Victoria Beckham. **MISFIRE:** Fuller may be the richer of the "Two Simons" but the momentum in the "Battle of the Simons" is firmly with Cowell, who is gearing up to overtake Fuller in terms of influence. **POWER DEALS:** Teamed up with Lucian Grainge (No. 45), CEO of Universal, to release albums made by *American Idol* stars; and moved into the movies as executive producer of *Bel Ami*, starring Nicole Kidman. **NEXT UP:** Fuller has anticipated a multimedia future in which the celebrities are the media brands.

LORD SEBASTIAN COE

59
[NEW ENTRY]

TITLE: CHAIRMAN OF THE LONDON OLYMPICS AND KEY MOVER BEHIND THE 2018 WORLD CUP BID
SALARY: £357,000

NEVER BETTER THAN:

When running marathons (despite his fame 30 years ago as the world's greatest middle-distance runner). Described the successful London Olympic bid – in which he played the pivotal part – as such and is doing his best to ensure the 2018 football World Cup follows suit. **YOUR COUNTRY NEEDS YOU:** He is aiming to persuade 70,000 volunteers from the UK to help with logistics at the Olympics. **HE SAYS:** "We want the best volunteers any Games have ever had. We want people to say, "This is going to showcase me, my family and my country." **WHO ARE YOU CHEERING?** His legendary rivalry with Steve Ovett, which culminated in the dramas of the 1980 Olympics, is being made into a film in time for 2012. ☺

60 MICHAEL MORITZ
[NEW ENTRY]

TITLE: KING OF THE VENTURE CAPITALISTS
AGE: 56
NET WORTH: £977M

NEVER BETTER THAN: When backing winners. British-born Moritz, author of a biography of Steve Jobs back in 1984 – 1984! – and early backer of Yahoo!, Google, and PayPal, is the doyen of Silicon Valley's venture capitalists and the man to go to if you're young, smart and hungry – with a great idea. **CHALLENGE:** With the tech industry fragmenting around the world, will Moritz find another Google to back from his offices in Silicon Valley? **HE SAYS:** "There are smart people everywhere. Good ideas spread more quickly." **NEXT UP:** Moritz is big on Israel, which he says is undergoing a technological revolution similar to Silicon Valley's 20 years ago, catalysed by super-smart immigrants from Russia and a high level of education. He's even set up an office there.

61 PIERS MORGAN
[NEW ENTRY]

TITLE: INTERVIEWER SUPREME
AGE: 45
NET WORTH: SQUILLIONS

NEVER BETTER THAN: When hitting the biggest time of all, as he takes over the *Larry King Live* slot on CNN from January while still hosting his *Life Stories* chat show on ITV. Congratulated on the day of his CNN appointment by Sylvester Stallone, Jonathan Ross, Gordon Ramsay and Frank Lampard – but he wants Barack Obama to be his first guest. **HE SAYS:** He likes his job because of "the freebies, upgrades, best tables in restaurants. I did a 'real' job for 20 years. Now I do a bit of interviewing and judging. I couldn't give a toss about intrusion. When I get chased by the paparazzi, I chase them back." **NEXT UP:** Fulfilling his ambition to become the pre-eminent interviewer on both sides of the Atlantic and still keeping his old job on *GQ*.

RORY STEWART

62
[NEW ENTRY]

TITLE: STAR NEW INTAKE MP
AGE: 37
SALARY: £62,738

NEVER BETTER THAN: When using his vast experience to change local politics. He's the kind of person we need in politics and was elected as Tory MP for Penrith and the Border this year. **UNCHARACTERISTIC GLITCH:** He gaffed shortly after being elected, quoted by the *Scottish Sun* as saying some parts of his constituency were "primitive". Apologies followed. **WHY WE'RE WATCHING HIM:** Stewart wants to apply Cameron's Big Society at a local level and make a difference despite cuts.



MATTHEW SLOTOVER

63
[LAST YEAR: 90]

TITLE: FRIEZE ART KING
AGE: 41
NET WORTH: UNDISCLOSED
NEVER BETTER THAN: When keeping the art flame

burning. By his own admission, Slotover thought contemporary art was "rubbish" until he saw his first Damien Hirst show. **HE SAYS:** "The whole art world is full of the super poor, the super rich, the super smart and the super stupid and everything." **THE SUPER RICH ARE BACK:** Numerous works of more than \$1m have been sold at the last two Frieze fairs. **UP NEXT:** Having his ear bent by close friend and culture minister Ed Vaizey to encourage wealthy art lovers to take the burden off the government by donating to public institutions.

64 BANKSY
[LAST YEAR: 85]
AGE: UNKNOWN, POSSIBLY MID-THIRTIES
REMUNERATION: UNKNOWN
REAL IDENTITY: UNKNOWN

NEVER BETTER THAN: When keeping himself in the public eye while being out of the eye of the public. Is he a hero of our heavily surveilled times, or just a smart street artist?
MAKING MONEY FOR SOME: A Banksy self-portrait featuring a chimp's head sold for £198,000.
ALTERNATIVE PR: Much-publicised "street art" spat with King Robbo has kept the alternative establishment talking about both.
DEVELOPMENT: First film, *Exit Through The Gift Shop*, released this year.
HE SAYS: "The people who truly deface our neighbourhoods are the companies that scrawl giant slogans across buildings and buses trying to make us feel inadequate unless we buy their stuff."
NEXT UP: Rumours of another film.

65 ANDREW MICHAEL
[NEW ENTRY]
TITLE: ENTREPRENEUR
AGE: 30
NET WORTH: MORE THAN £130M

NEVER BETTER THAN: When reeling off brilliant online businesses. Michael started a business as an A-level project, sold it for £61m, and created another, Livedrive, for which he turned down an offer for £100m.
INFLUENCE FACTOR: Shows that with nerve and nous, a British entrepreneur can conquer the world - Livedrive, which allows unlimited online storage in one place from any of your computer devices, is going big in America.
WHY DID HE TURN DOWN THE £100M? "To be honest, there's nothing I can do with £100m that I can't do with £50m. If I was offered £1bn it might be different."
NEXT UP: Selling for a billion, buying his local football club (Cheltenham Town), losing money on that, and starting another knockout online business.

66
[NEW ENTRY]

SEAN O'CONNOR

TITLE: GREEN ENERGY TYCOON
AGE: 30
NET WORTH: £33M
HE'S REALLY MAKING MILLIONS OUT OF BEING GREEN? It's a bit more complicated than that. O'Connor made his first fortune in his twenties from his buy-to-let property portfolio. He later set up a company to invest in green energy, allowing businesses who need to save energy costs to meet their carbon targets. Then "we take a share of the extra carbon credits they receive and sell them on". **THIS OPPORTUNITY CAME FROM THE EU?** Carbon credits - there's a thriving market in them and it's a lucrative area.
NEXT UP: Extending to South America, the Middle East, and North America.

67 ARKI BUSSON
[LAST YEAR: 80]
TITLE: HEDGE FUND KING
AGE: 47
NET WORTH: £160M

NEVER BETTER THAN: When expanding his "venture philanthropy" courtesy of Ark, his charity, and the leverage offered by his hedge fund, EIM. This year's Ark dinner raised £14m, with a Damien Hirst-painted Fiat 500 selling for £90,000, and music by the Killers.
EXPANDING REACH: Ark runs eight academy schools in the UK, as well as ventures overseas including a scheme to provide antiretroviral drugs to hundreds of thousands of HIV-positive South Africans.
ALSO SEEN AT: The Hopping charity event this year, where he offered £31,000 if David Gilmour and Roger Waters of Pink Floyd played "Another Brick In The Wall" - which they promptly did.
NEXT MOVE: Expanding EIM, which contracted in the crunch (and was a Madoff victim), and, simultaneously, Ark.

73 TONY PARSONS
[LAST YEAR: 69]
TITLE: NOVELIST AND COLUMNIST
AGE: 57
SALARY: UNDISCLOSED

NEVER BETTER THAN: When writing observational novels about the challenges of marriage and parenthood. *Men From The Boys*, published this year, is the third part of the trilogy that began ten years ago with *Man And Boy*, and received the same critical and public acclaim as its predecessors.
TEN-YEAR SPAN: Even before the publication of *Men From The Boys*, Parsons had sold 2,731,436 copies of his other books between 2000 and 2010, accounting for £17.3m of revenue.
NEXT UP: Continue to cement his place as the most thoughtfully written in modern male society, with his *GQ* columns and more fiction and nonfiction as per his latest deal with HarperCollins.

KENNETH CLARKE

74
[NEW ENTRY]

TITLE: SECRETARY OF STATE FOR JUSTICE
AGE: 70
NET WORTH: £1M PLUS

NEVER BETTER THAN: When being back in office. Clarke first served in a ministerial post in Margaret Thatcher's cabinet in 1982. He has embarked on his current job with zeal, promising extensive reform of the prison system.
MAKING WAVES: His views on prison reform have been supported by many, from Tory faithful to police leaders. Although *GQ* thinks they are foolhardy and dangerous.
NEXT UP: Bruising his way through his reforms and making lasting changes to the criminal justice system.

75 ANDREW SULLIVAN
[NEW ENTRY]
TITLE: COMMENTATOR SUPREME
AGE: 47
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When flying the flag of reason amid the politics of unreason. Surrey-born Sullivan - gay, HIV positive, Thatcherite, a formidable intellect - is among the most influential political commentators in America. As well as his *Sunday Times* column (whose online reach is now in jeopardy because of Rupert Murdoch's payroll) he has his own blogsite, the Daily Dish, with more than ten million page views a month.
PROLIFIC: Writes more than 300 blogs a month from his Washington DC base; a recent theme has been excoriating Sarah Palin (an "idiot" whose success is purely based on "identity politics and Christian fundamentalism").
NEXT UP: Continuing to provoke and inspire in equal measure on paper and online.

76 GEORDIE GREIG
[NEW ENTRY]
TITLE: EDITOR, *EVENING STANDARD*
AGE: 50
SALARY: UNDISCLOSED

NEVER BETTER THAN: When turning London into society's playground while managing his newspaper's transition to a freesheet with aplomb. Greig's *Evening Standard* manages to be intellectual, spirited, populist and relevant - a hard act to pull off - and can even count the re-routing of the high-speed rail line from Primrose Hill as an unlikely campaign victory.
ZEITGEIST: Greig perfectly anticipated the post-crunch, high-society Zeitgeist, helping keep London at the centre of the international society party circuit with a philanthropic edge.
NEXT UP: Possibly helping his boss, Evgeny Lebedev, roll out more free newspaper titles.

77
[NEW ENTRY]

LUKE JOHNSON

TITLE: SERIAL ENTREPRENEUR
AGE: 48
NET WORTH: £110M
NEVER BETTER THAN: When investing in the hospitality business. Johnson, who has his own venture capital company, is the man who sold Caprice Group to Richard Caring, floated Pizza Express and made a name out of Belgo. Now he's aiming to do the same with restaurant Feng Sushi.
INFLUENCE FACTOR: Says jobless graduates should look to the hospitality industry, where there are jobs.
NEXT UP: Growing his artisan bread business, Flour Power City, to change the way we eat, and helping the Royal Society of Arts, which he chairs, expand its involvement in academy schools.

68
[LAST YEAR: 83]

SIR ALEX FERGUSON

TITLE: MANCHESTER UNITED MANAGER
AGE: 68
NET WORTH: £24M
NEVER BETTER THAN: When going on fighting. The most successful manager in British history denies he is contemplating retirement, suggesting he will carry on hounding players, refs, journalists and other managers alike well into his seventies.
OFF-FIELD SUCCESS: His horse, What A Friend, won the Totesport Bowl at Aintree this year - the day after Manchester United were knocked out of last season's Champions League.
NEW ROLE: Playing a key part in England's 2018 World Cup bid.
ON THE AGENDA: Winning more trophies.

69 SIMON KELNER
[NEW ENTRY]
TITLE: EDITOR, *THE INDEPENDENT*
AGE: 53
SALARY: UNDISCLOSED

NEVER BETTER THAN: When working at the coalface. *GQ*'s Newspaper Editor Of The Year 2010 returned to hands-on editing of the *Independent* in May after Alexander Lebedev's takeover.
INNOVATIONS: He started the compact trend among former broadsheets and launched *i*, a new title, in October.
CAUSING A STIR: An election campaign edition of the *Independent* showing a picture of Rupert Murdoch with the caption "Rupert Murdoch won't decide this election, you will" prompted News Corporation chief James Murdoch and News International chief executive Rebekah Brooks to storm into Kelner's office to take issue.
HE SAYS: The *Independent* under its new owners is "as free from proprietorial influence as we have ever been".



PETE CASHMORE

TITLE: GLOBAL BLOG KING
AGE: 25
NET WORTH: £2.4M

NEVER BETTER THAN: When changing the game. Cashmore's Mashable blog is a must-read for media types, with its commentary on new technologies. Mashable.com has more than 30 million monthly page views.
INFLUENCE FACTOR: Cashmore may just be the most influential Twitterer in the world: he has more than two million followers and his tweets have an extremely high re-tweet count.
NEW JOB: Also technology commentator at cnn.com. "We're in the middle of an exciting transition as social media and the mainstream begin to overlap in all sorts of interesting ways."

71 ALAN RUSBRIDGER
[LAST YEAR: 98]
TITLE: EDITOR-IN-CHIEF, *GUARDIAN NEWS & MEDIA*
AGE: 57
SALARY: £411,000

NEVER BETTER THAN: When sticking to his guns on the digital future. The *Guardian*'s website is ever-growing in popularity, while the paper and its Sunday sister, the *Observer*, are experiencing the sharpest annual sales decline of any newspapers.
RINGING THE CHANGES: Chief executive Carolyn McCall departed for easyJet, amid growing consternation at the group's finances - a pre-tax loss of £171m in the last financial year.
NEXT UP: Increasingly loud whispers that he might step down. Will the *Guardian* soon have its first female editor?

72 MICHAEL GOVE
[LAST YEAR: 14]
TITLE: EDUCATION SECRETARY
AGE: 43
SALARY: UNDISCLOSED

NEVER BETTER THAN: Bringing a scalpel-sharp intellect to what is widely viewed as the smartest Cabinet in living memory. State and private school-educated Oxford graduate Gove is passionate about addressing fundamental flaws in the education system, but is sometimes sloppy on details.
PLAN: To bring hundreds of academies and "free schools" to life; to revise the National Curriculum to get rid of all the PC rubbish (we paraphrase); and to introduce more intellectually demanding exams for schools. And to stop the namby-pambying: we love the *Dangerous Book For Boys* culture he wants to instigate.
CHALLENGE: A phalanx of unionised teachers and local government officials who disagree with him.
FUTURE: Riding out the storm and changing the way Britain is educated.

78 DANNY COHEN
[NEW ENTRY]
TITLE: CONTROLLER, BBC ONE
AGE: 36
SALARY: £260,000

WATCH HIM FLY: Cohen's appointment as BBC One Controller this year makes him the youngest channel controller in its history, but more interesting to media insiders is the trajectory of his rapid rise. Between 2000 and 2007 he was commissioning on E4 and Channel 4 (and involved in Big Brother); from 2007 he was turning around BBC Three; now he's bringing his intellect, energy and contacts to the "Big One".
THEY SAY: "Danny is the cleverest guy in his generation" - Peter Bazalgette.
NEXT UP: Bringing lots of intelligent documentary, drama and inventive but serious formats to BBC One - before being appointed head of ITV.

79
[NEW ENTRY]

TITLE: FOOTBALLER SUPREME
AGE: 35
NET WORTH: £125M

NEVER BETTER THAN: When reinventing himself at the head of the pack. Fabio Capello may have 'retired' Beckham from the England football team - though DB himself would demur - but he is using his iconic status to lead England's 2018 World Cup bid.
INFLUENCE FACTOR: A polite, hard-working and almost humble family man, while also a model and global brand, he has set himself up as a role model not just for young footballers but many young men.
NEXT UP: Keeping the Beckham flame burning post-bid and post-career. The poisoned chalice of the England manager's job also awaits - as, inevitably, do more tabloid smears.



DAVID BECKHAM

80 TONY GALLAGHER
[NEW ENTRY]
TITLE: EDITOR, *DAILY TELEGRAPH*
AGE: 46
SALARY: UNDISCLOSED

NEVER BETTER THAN: When dragging the *Telegraph* kicking and screaming into the new era. With former editor-in-chief Will Lewis now gone, Gallagher's new regime has seen the *Telegraph* reinvent itself as a bastion of news and trenchant views. Patricians are no longer welcome, and institutions once held sacred by the paper - the Church of England and Parliament - are open for attack, as last year's expenses scandal story showed.
MODUS OPERANDI: For someone who has renewed an ancient institution, his methods are quite old fashioned: he works all hours and likes to have a good shout at staff who he thinks are not performing.
NEXT UP: Trying to hold up circulation while watching what effect the *Times*'s paywall has on revenues and circulation.

81
[LAST YEAR: 47]

CHARLES SAATCHI

TITLE: ART SUPREMO
AGE: 67
NET WORTH: £125M
NEVER BETTER THAN: When transforming from a recluse to a chatterbox. Saatchi, doyen of British art collectors, rarely spoke publicly until a year ago; now you can't turn a page without reading his opinions about art and life.
INFLUENCE FACTOR: This year, he donated more than 200 artworks worth more than £25m, including Tracey Emin's "My Bed", to the nation.
HE SAYS: "Every artist [in late 20th-century art history] other than Jackson Pollock, Andy Warhol, Donald Judd and Damien Hirst will be a footnote."
NEXT UP: Spotting, collecting and exhibiting new artists in a way that nobody else can. >

82 RICKY GERVAIS
[NEW ENTRY]

TITLE: KING OF COMEDY
AGE: 49
NET WORTH: £26M

NEVER BETTER THAN: When creating something new. Gervais and Merchant are making a new series for BBC Two, *Life's Too Short*, in which they also feature.

HE SAYS: "Third in our trilogy of TV sitcoms, *Life's Too Short* is another naturalist observational comedy, dealing with everyday problems, human foibles and social faux pas, but with a dwarf."

STATESIDE: Starred as a judge with Madonna and Larry David on *The Marriage Ref*, saying, "This is the weirdest show I've ever been on."

NEW MEDIA INFLUENCE: Gervais oversaw the premiere of *The Ricky Gervais Show* on HBO in America this year.

NEXT UP: Animated comedies and online distribution to accompany traditional TV formats in America and the UK.



83
[LAST YEAR: 52]

SIR NICHOLAS SEROTA

TITLE: DIRECTOR OF THE TATE
AGE: 64
SALARY: £160,000-£164,999

NEVER BETTER THAN: When fighting for the arts. Arguably he is one of the most influential figures on the British arts and cultural scene, but Serota currently faces a huge struggle to get the full funding for his new

wing at Tate Modern, with the government's swingeing cuts under way.

WE SAY: Serota has defied the odds and controversy before and will do so again.

IRRITANT: Charles Saatchi's Museum of Contemporary Art, created after Serota rejected Saatchi's offer to bequeath to the Tate.

84 COLONEL JIM MORRIS
[NEW ENTRY]

TITLE: MILITARY ASSISTANT TO THE PM
AGE: UNDISCLOSED
SALARY: UNDISCLOSED

NEVER BETTER THAN: When being in the thick of things. Morris is a highly respected Royal Marine who won honours leading 45 Commando against the Taliban in Afghanistan in 2008.

He has also served in Iraq. Morris was awarded a Distinguished Service Order for his role in Sangin, scene of vicious fighting against the Taliban two years ago. Now the first serving military assistant to a British PM since the Second World War.

THEY SAY: His appointment was a snub to defence secretary Liam Fox - after Dr Fox complained to the PM in a leaked letter about "draconian defence cuts".

WE SAY: Morris was transferred from Fox's office with his recommendation - it's a sign from the PM that the armed forces are getting more respect than from the previous government.

85
[NEW ENTRY]

PHILIP CLARKE

TITLE: CHIEF EXECUTIVE DESIGNATE, TESCO
AGE: 50
SALARY: REMUNERATION EXPECTED TO RISE TO £5M WHEN HE TAKES OVER IN MARCH

NEVER BETTER THAN: When facing up to the biggest challenge in business: taking over in March from the most successful chief executive in recent British corporate history, Sir Terry Leahy.

IN THE FAMILY: Clarke's first job was as a shelf stacker in the Tesco store in the Wirral managed by his father.
TO-DO LIST: Accept that the UK market is peaking and repeat his success in South Korea, in emerging markets such as China, India and South America.

86 IAIN DALE
[LAST YEAR: 66]

TITLE: TORY BLOGGER AND PUBLISHER
AGE: 48
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When keeping at the centre of things. The bookshop Dale launched in 1997, Politico's, helped reset the agenda on political commentary, and the former *Daily Telegraph* columnist and failed Tory candidate now runs the most "linked to" political blog in the UK and a new publishing house, which published John Sweeney's unauthorised biography of Wayne Rooney this year.

HE SAYS: "If publishers accede to threats [like Rooney's over Sweeney's biography], it effectively means no one can publish a celebrity biography unless it is a complete hagiography."

NEXT UP: Continuing to stand up to libel lawyers - with some help from his political connections.



87 SACHA BARON COHEN
[NEW ENTRY]

TITLE: CHARACTER ACTOR SUPREME
AGE: 39
NET WORTH: £62M

NEVER BETTER THAN: When assuming a new mantle. Baron Cohen has buried Borat, Ali G and Bruno ("It's like saying goodbye to a loved one") and is filming a new big-screen role as Freddy Mercury in a film about Queen. Screenplay will be by *Frost/Nixon* writer, Peter Morgan.

OUT OF CHARACTER: Married in secret this year, without inviting friends.
NEXT UP: Starring in Martin Scorsese's upcoming 3-D movie *Hugo Cabret*, about a 12-year-old orphan living in a Paris train station in the Thirties.

88 DIZZEE RASCAL
[LAST YEAR: 82]

TITLE: MUSICIAN
AGE: 25
NET WORTH: £2.23M

NEVER BETTER THAN: When spreading his talents wide. Has collaborated with Nike on his own Air Max 90 Tongue N' Cheek trainer and collaborated with Shakira on the merengue-infused single "Loca".

GONE TV: Co-judged Sky1's new talent show *Must Be The Music* alongside Sharleen Spiteri and Jamie Cullén, an impressive rival to *The X-Factor*.

RECOGNITION: Solo Artist of the Year at this year's *GQ* Men Of The Year awards; he was also nominated for the Mercury Music Award the same night, but chose to attend the *GQ* dinner and party instead.

HE SAYS: "I ain't married yet, so why not [sleep with as many women as possible]? I've got the whole world to work through. I like all kinds of women, as long as they are pretty. I'm on a mission."

89 RUSSELL BRAND
[NEW ENTRY]

TITLE: COMEDIAN AND ACTOR
AGE: 35
NET WORTH: £3.15M

NEVER BETTER THAN: When moving onto the big screen. Brand is taking on the Dudley Moore role in the remake of classic rom-com *Arthur*, which is released next year, where he plays a DeLorean-driving aristocrat who falls in love with a working-class woman.

His nanny is played by Helen Mirren, and Brand is playing Trinculo, also alongside her, in the new film version of Shakespeare's *The Tempest*, which is released next year.

NOT JUST A PRETTY FACE: Signed a £1.8m two-book deal with HarperCollins after the success of *My Booky Wook*.

HE SAYS (ABOUT MIRREN): "There's something about her that drives me wild. She's so sexy and enchanting... they're going to have to hold me back when we start work."

90
[NEW ENTRY]

PAUL McGUINNESS

TITLE: MANAGER, U2; MUSIC INDUSTRY GURU
AGE: 59
NET WORTH: £86M

NEVER BETTER THAN: When making a noise about music. U2's legendary manager (he has been with them since 1978) has embarked on a campaign to stop the music industry being ravaged by free downloads.

HOW? His ideas include ISPs invoking a "three strikes and you're out" policy for free downloaders - or thieves, as he calls them - and paying for music on a per-use basis.

HE SAYS: Radiohead's experiment with honesty box downloads "showed that, if not constrained, the customer will steal music".

DOMINIC LOEHNIS

91
[NEW ENTRY]

TITLE: HEADHUNTER AND BEST FRIEND OF THE PM
AGE: 41
SALARY: UNDISCLOSED

NEVER BETTER THAN: When demonstrating how power is no longer institutional. Loehnis is David Cameron's confidante and was the poem reader at his wedding. He is the friend Cameron trusts.

HE SAYS: When David met Samantha, when they were in their twenties. "His younger sister Clare brought this friend called Samantha. Dave spent the whole holiday making up jokes for her. She was this art student from Bristol, with a tattoo - she made David seem cool." ➔



IMRAN AMED

TITLE: OWNER OF THE BUSINESSOFFASHION BLOG
AGE: 35
SALARY: UNDISCLOSED

NEVER BETTER THAN: When joining two worlds. Amed is the Harvard MBA and former management consultant who saw that there was no online forum for fashion insiders to debate topics and trends within the business. His blog is replete with snappy comment, streamed interviews with leading figures, and relevant insider news.
HE SAYS: "Communities were sprouting on the internet and nearly all of it was focused on the consumer side of fashion, whereas I focused on the people working in the industry, the creative and business people."



93 STEVE SALTER
[NEW ENTRY]

TITLE: STYLE SALVAGE BLOGGER
AGE: 26
SALARY: UNDISCLOSED

NEVER BETTER THAN: When leading the way for men's fashion blogs. Salter's site is interactive, asking readers to offer ideas for the next interview, and has a democratic, punky feel.
THEY SAY: Style Salvage came from the idea that "no outfit is so bad that something positive can't be taken from it".
CURRENT OBSESSIONS: Umbrellas, stripes and flowers as men's accessories. And beards.
NEXT UP: Developing his own clothing line (launched earlier this year) with his girlfriend, stylist Susie Bubble.

94 ZAC GOLDSMITH
[NEW ENTRY]

AGE: 35
NET WORTH: £200M INHERITANCE PLUS £65,758 MP'S SALARY

NEVER BETTER THAN: When winning. Goldsmith's delight at his surprise victory in the Richmond Park constituency during this year's election was one of the highlights of the TV coverage. Voters had elected a campaigning, conviction politician determined to change the world for the better, and greener.
MOST FREE-THINKING PROPOSAL: Wants a government Progress Commission to provide a real index of societal progress. It would "track signs of unhappiness like suicide, crime levels and the amount of leisure time people have to spend with their kids. It would look at fish stocks, energy security and food security."
NEXT UP: Pushing his plans for radical engagement of social enterprise within the coalition government.

95 DAMIEN HIRST
[LAST YEAR: 41]

TITLE: ARTIST
AGE: 45
NET WORTH: £215M

CONTEMPLATIVE ARTIST? Hirst has hit the headlines less in the past year, taking stock after criticism of his straight-to-auction sale in 2008 and other PR glitches and reflecting a new maturity in the post-Lehman art world.
STILL MAKING WAVES: Creating a pink, paint-splattered Audi A1 for charity auction at Elton John's White Tie & Tiara Ball in June. Fully road-legal, it sold for £350,000, along with a "spin painting" he made at the same time, although there is no guarantee that he will repaint the wings after a prang. Said Sir Elton: "This is one of the most exciting items we have ever had."
CATCH HIM AT: Louis Vuitton's new flagship store on New Bond Street, in London, which features Hirst's artworks alongside others by Gilbert & George and Takashi Murakami.

DOUGLAS BOOTH



TITLE: ACTOR/ MODEL
AGE: 18
SALARY: UNDISCLOSED

NEVER BETTER THAN: When being too cool for school.

Britain's No.1 heartthrob is both Burberry model and big-time actor after playing the romantic lead opposite Miley Cyrus in *LOL*.
METHOD ROLE: Gained plaudits for playing Boy George at the height of his Culture Club fame (before Booth was born) in BBC Two's *Worried About The Boy* this year. But don't call him a model; he's sensitive about that. Leaving school in order to act, he landed a role in *From Time To Time* with Maggie Smith and Dominic West, after which he was chosen for Burberry's "New Talent" photo shoot. The shoot came out before the film. "It is annoying being called 'model Douglas Booth', because, for me, acting has always come first."
NEXT UP: Big in Hollywood.



PHOTOGRAPH: JODY TODD

97 MARLON ABELA
[NEW ENTRY]

TITLE: RESTAURATEUR
AGE: 34
NET WORTH: £350M

NEVER BETTER THAN: When he is transforming upmarket dining at his own pace. In November, Abela added Cassis - the new preferred dining spot of the Chelsea set - to his inventory of restaurants that includes the Michelin-starred Umu and the Greenhouse, in Mayfair, and New York's upmarket Italian, A Voce.
INFLUENCE FACTOR: Caters to the new nomadic super-rich with these restaurants and Morton's private club in Mayfair; but Abela hasn't forgotten about the rest of the world, with Gaia, his quality mid-market American restaurant concept.
HATES: The idea of rolling out a chain; he presides over each new opening with painstaking - and food-tasting - precision.
UP NEXT: An A Voce in London - we hope.

98 DR DAVID EVANS
[NEW ENTRY]

TITLE: NUCLEAR PHYSICIST
AGE: 43
NET WORTH: UNDISCLOSED

NEVER BETTER THAN: When creating the Big Bang. Or almost - despite tabloid predictions of the end of the world, Evans was a member of the UK team that successfully recreated the start of the universe, in November, at the Large Hadron Collider in Switzerland.
INFLUENCE FACTOR: A University of Birmingham academic who makes the front pages for all the right reasons - "science is interesting" shock!
NEXT UP: Analysing the "quark-gluon soup" that he cooked at CERN, and explaining the Strong Force - which accounts for 98 per cent of the weight of absolutely everything.



DR BEN GOLDACRE

TITLE: MEDICAL STANDARD-BEARER
AGE: 36
SALARY: UNDISCLOSED

NEVER BETTER THAN: When providing scientific rigour to battle the rise of pseudo-scientific popular culture. His battles with Gillian McKeith and critique of Channel 4 for giving her a platform, along with his demonstrations of how the media have fallen for "Bad Science" time and again show him up as a leading rationalist - and realist.
HE SAYS: We should beware of "a lack of knowledge combined with an arrogant dismissal of the need to get any. A colossal sense of entitlement about being able to come to an "opinion" coupled with a belief that it should also be treated as being of some worth."



JESUS ADORNO

TITLE: DIRECTOR, CAPRICE HOLDINGS
AGE: 57
SALARY: UNDISCLOSED

NEVER BETTER THAN: When spreading the style. Adorno oversaw the opening of Le Caprice in New York to great acclaim. The restaurant sports David Bailey's pictures of Jean Shrimpton and the same black-and-white feel as the original, making the crowd at the opening party (hosted by Anna Wintour) feel quite at home.
HE SAYS: "I think of Le Caprice as a good pair of old slippers."
NEXT UP: Helping Richard Caring expand the Caprice empire with the help of new partner Jumeirah, and celebrating Caprice's 30th anniversary in September 2011. ☺