



CONTENTS

DECEMBER 15, 2016

FEATURES

INVESTOR'S GUIDE 2017



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VOLUME 130 // NUMBER 5

Stay Cool and Stay Invested

By MATT HEIMER

Gut-churning events won't necessarily add up to a bad year for your portfolio. Here's how investors can have a panic-free and profitable 2017.

PAGE NO.

36

Stocks to Keep a Nest Egg Growing

By JEN WIECZNER

Unpredictability may be the only constant in the market in 2017. We found 21 stocks and two funds poised to reward investors no matter how turbulent it gets.

PAGE NO.

56

Why the Stock Market Is Stacked Against Trump

By SHAWN TULLY

U.S. stocks enjoyed a few weeks of exuberance after Donald Trump's surprise win. The honeymoon won't last. Here's what investors should do when it's over.

40

Why Colleges Are Getting a C in Investing

By ROGER LOWENSTEIN

After Yale's endowment fund soared, universities across America eagerly tried to copy its esoteric investment model. Now, as the copycats struggle, it may be time for a change in tactics.

66

Where Should Investors Turn Now?

Interview by MATT HEIMER

Stocks look expensive, and the bond market has turned volatile. But our panel of market experts continues to see profitable opportunities ahead.

46

A Fund Giant Flexes Its Muscles

By ERIKA FRY

By championing low-cost investing, Vanguard has emerged as a true financial services colossus, with \$3.8 trillion in assets. The big question: How will it use the clout that comes with all that money?

72

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INVESTOR'S GUIDE 2017

116

Untangling Dividend Stocks

By CHRIS TAYLOR

Finding strong income in equities is getting trickier. Here are the top ideas from five of the best fund managers in the business.

PAGE NO.

78

Reinventing the American Mall

By PHIL WARBBA

Simon Property Group built the country's biggest mall empire around major department stores. As those giants stumble, Simon is racing to adapt to 21st-century shopping habits.

PAGE NO.

92

China Spreads the Wealth Around

By SCOTT CENDROWSKI

China's political ambitions are taking a new shape with "One Belt, One Road," a \$3 trillion infrastructure campaign in Europe, Asia, and Africa. Here's what it means for the global economy.

84

Buffett's All-In Clean Energy Bet

By STEPHEN SANDEL and KATIE FEHRENBACHER

Wind power is a booming business, and Berkshire Hathaway is one of its biggest players. But Trump may strip away some of its financial advantages. Will Warren Buffett's big investment get blown off course?

100



Invasion of the Punks

By BERNHARD WARNER

BrewDog is an oxymoron: a small craft brewer seeking to become a global presence. Can the Scottish brand find a niche in the U.S., where craft-beer lovers prize local roots?

110

The Magic in the Warehouse

By NEAL GABLER

Costco became a phenomenon by doing things its own way. But with Amazon ever more powerful, and a new generation of leaders awaiting its turn, the company is under pressure to preserve its edge.

116



CONTENTS

VOLUME 134 // NUMBER 8

DEPARTMENTS

16



FOREWORD

6 ▶ No Time to Wait

When it comes to living, waiting to start has always been a sucker's game. Apparently, the same goes for investing. By CLIFTON LEAF

BRIEFING

7 ▶ Cannabiz Hype Is About to Go Up in Smoke

Voters love legal weed, but Trump's White House and market economics could harsh the industry's mellow. By JENNIFER ALSEVER

10 ▶ The Best in Business 2016

Amid the turmoil, a few business leaders and companies stood out. *Fortune* highlights the winners (and some losers) from a tumultuous year.

CORRECTION

In "Out of the Box" (Dec. 1), we incorrectly identified the material Amazon uses for its gift bags. It is organza, not velvet. *Fortune* regrets the error.

FOCUS

TECH

16 ▶ Supersonic Travel Is Booming

A new generation of ultrafast jetliners could kick off the next age of supersonic passenger flight. By CLAY DILLOW

18 ▶ "I Passed on Tesla"

Venture capitalists share their biggest regrets: a roundup of the startups they declined to invest in. By POLINA MARINOVA

19 ▶ Person of Interest

TaskRabbit CEO Stacy Brown-Philpot on culture, governance, and the future of work. By KIA KOKALITCHEVA

20 ▶ Salesforce Sets Its Sights on \$20 Billion

Key to unlocking the cloud-software king's audacious revenue target? An elite team of evangelists winning over companies on the digital precipice. By HEATHER CLANCY

22 ▶ Now Trending: Ethical Problems

For Twitter, the business of selling social data is booming. But pitfalls of the practice have the company rethinking its role. By JEFF JOHN ROBERTS

VENTURE

23 ▶ Fortune's Blue Ribbon Companies 2016

The 34 top corporations that appeared on four or more of our rankings this year.

24 ▶ Mastering the Journey

Ron and Marty Cordes launched their charitable foundation a decade ago. And after some soul-searching, their daughter is preparing to someday take the reins. By RYAN DEROUSSEAU

26 ▶ How We Got Started

It's hard to tell which was more improbable: the lawyer founders of California Pizza Kitchen—or the item that made the chain a hit. Interview by DINAH ENG

28 ▶ Facing the Darkness

Depression still carries a stigma for entrepreneurs, who are expected to be energetic optimists. But the problem is emerging from the shadows. By LAURA ENTIS

PASSIONS

31 ▶ Making It on Broadway

Mobile ticketing app TodayTix is turning millennials on to theater. By TOM HUDDLESTON JR.

FORUM

34 ▶ A Boom With a View

The company behind Snapchat defies industry wisdom with novel "smart" eyewear and IPO plans. The crazy part? It's working. By ERIN GRIFFITH

35 ▶ Disrupted

You might think a tech company has to forgo profits for years in order to grow. Don't buy it. By DAN LYONS

BACK PAGE

LAST BYTE

124 ▶ Where to Spend on Infrastructure

Public transportation, power plants, highways—where to begin? Identifying those sectors most in need. Text by BRIAN O'KEEFE; graphics by NICOLAS RAPP

