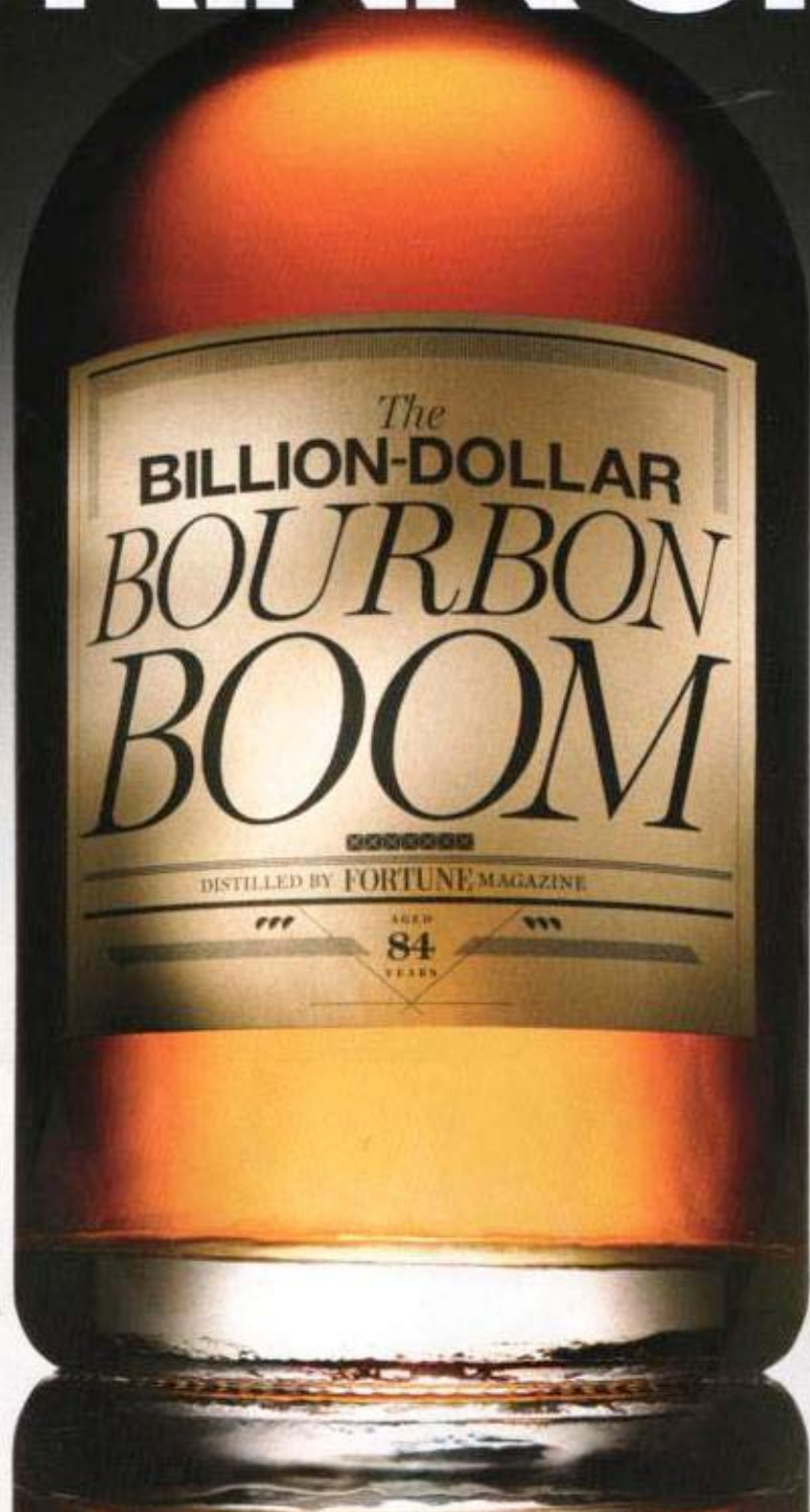


# FORTUNE

## DRINK UP! \*

**GM CEO**  
**MARY**  
**BARRA**  
**SPEAKS!**  
PLUS, THE 50  
GLOBAL MOST  
POWERFUL  
WOMEN LIST

LOVE HIM  
OR HATE HIM:  
**RALPH**  
**NADER**  
ON ALMOST  
RUNNING  
OVER ALBERT  
EINSTEIN,  
THE 2000  
ELECTION,  
AND OWNING  
CISCO  
STOCK



The Story  
of How  
American  
Whiskey  
Got So  
Damn  
Hot  
BY CLAY RISEN

THE  
**WILDEST**  
**MORMON**  
ENTREPRENEUR  
EVER  
By Jessi Hempel

INSIDE THE  
WORLD OF  
INTERNATIONAL  
**COLLEGE**  
**APPLICATIONS**  
**FRAUD**  
By Erika Fry



24

**50 Most Powerful Women: Global Edition**

By pushing into new territories and inspiring women in their home countries, these globetrotters are taking on the world.

*By Rupali Arora, Catherine Dunn, Beth Kowitz, Colleen Leahey, Patricia Sellers, and Anne VanderMey*

30

**Car Talk (And More!) With GM's New Chief**

Mary Barra opens up about GM's future, her unconventional path to power, and, of course, what she's driving now.

*Interview by Patricia Sellers*

34

**Josh James: The Wildest, Craziest, Most Death-Defying (Mormon) Mogul on the Planet!**

He's already sold a company to Adobe for \$1.8 billion, and he's launching a new software operation. But his grandest creation isn't his enterprises—it's his big bad self.

*By Jessi Hempel*

40

**'But You Don't Like to Read. Why Do You Want to Go to Harvard?'**

The high-stakes, high-drama world of fraudulent international college applications.

*By Erika Fry*

48

**Ralph Nader: The Fortune Interview**

In a career spanning more than 50 years, Nader has become both beloved and despised, often by the same folks. But few doubt his iconic status as a "public citizen" who has shaped the contemporary regulatory state.

*Interview by David A. Kaplan*

16

**THE BILLION-DOLLAR BOURBON BOOM**

How did American whiskey get so damn hot? The inside story.

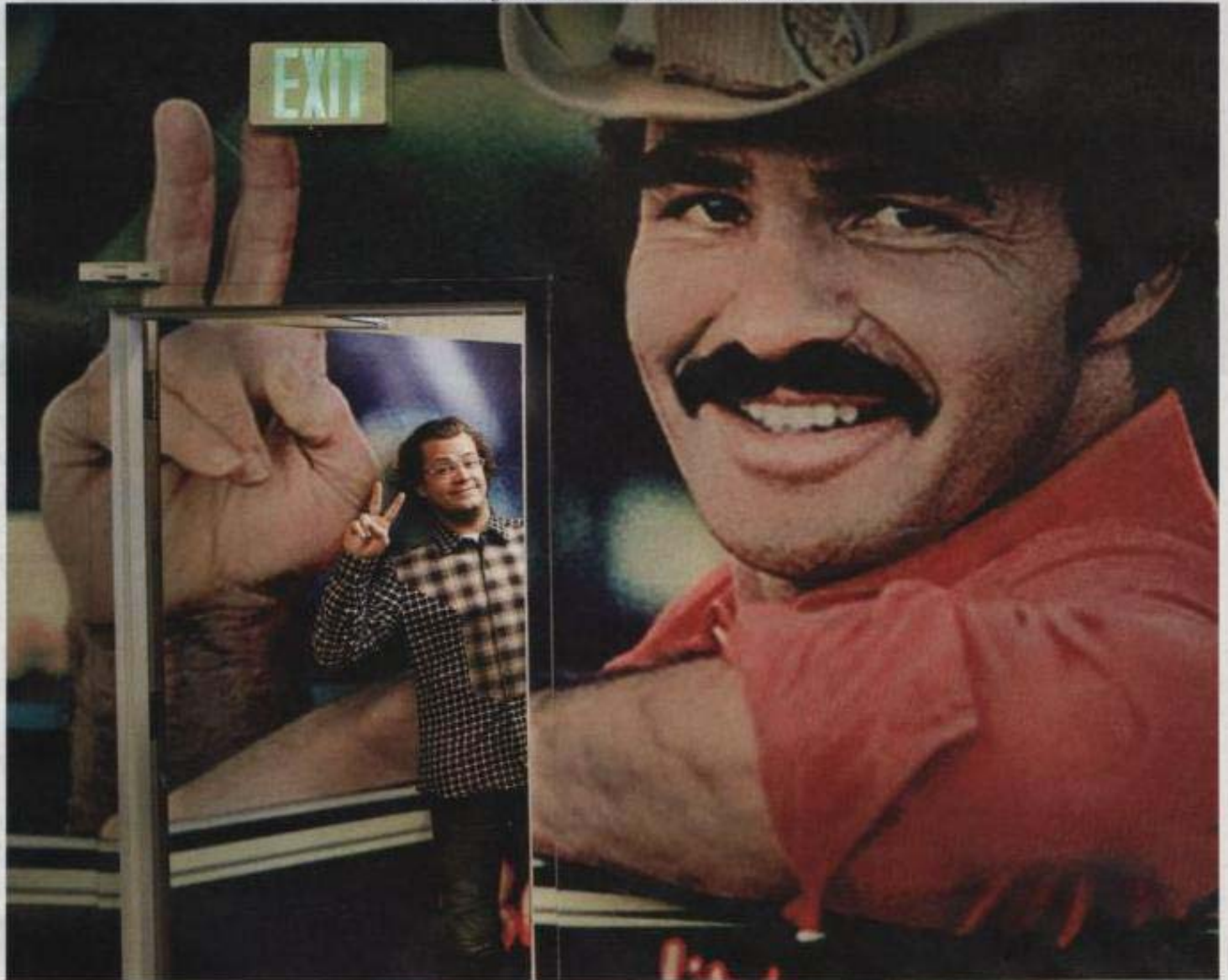
*By Clay Risen*



ON THE COVER AND THIS PAGE  
PHOTOGRAPHS BY  
MITCHELL FEINBERG

PHOTOGRAPHY: MITCHELL FEINBERG; STYLING: JESSICA WILSON; HAIR: JEFFREY MATHIAS; MAKEUP: ADRIANA GARCIA





34 Domo's headquarters in American Fork, Utah—complete with a *Smokey and the Bandit* wall—reflects CEO Josh James's rebellious style.

**4 MACRO**  
**Closer Look**

A company calculates our use of oil, natural gas, water, and electricity and our production of garbage all as a single unit.

*By Kirk Kardashian*

**7 MACRO**  
**World's Most Admired Companies**

The Marriott hotel chain introduces boutiques, buys up Africa, and builds in Asia.

*By Caroline Fairchild*

**8 VENTURE**  
**How I Got Started**

Jo Malone's improbable journey from difficult origins to a global bath and beauty company.

*Interview by Dinah Eng*

**11 TECH**  
**On Trend**

A prescient decision to enter the amateur-DJ market has Pioneer riding a (bass-heavy) wave.

*By Clay Dillow*

**13 INVEST**  
**Corporate Governance**

Do proxy advisers hurt your returns? Evidence suggests that their input on voting may hinder more than help.

*By Jen Wiczner*

**58 BING!**

**15 Allan Sloan**  
**The new Fiat Chrysler faces a rougher road than most think.**



**CORRECTION**

In the 100 Best Companies to Work For list (Feb. 3), we incorrectly stated that Edward Jones employs financial planners and tax accountants. The company provides only financial advisory services and does not give tax advice. *Fortune* regrets the error.