

# FORTUNE

HOW TO BEAT THE  
**DEATH  
TAX**  
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DISPLAY UNTIL JUNE 15, 2009

## Amazon's Next Revolution

CEO **Jeff Bezos** used the web to reinvent the book business. Now he's at it again. Can he make the **Kindle** the iPod of print?

BY JEFFREY M. O'BRIEN  
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**Plus**

**Grab That Opportunity!**


10 companies that are thriving in this economy.

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*"After every failure we ask ourselves, 'Do we still believe in the vision?' If we have conviction, that gives us energy."  
— JEFF BEZOS*




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the 9th annual  
**FORTUNE**  
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**October 2-3, 2009**  
ROCK AND ROLL HALL OF FAME AND MUSEUM

  
**NAMM**

Funds from this event help support Rock Hall Education Programs. For more information visit [www.rockhall.com/fortunebattle](http://www.rockhall.com/fortunebattle) or email Lisa Vinciguerra at: [Lisav@rockhall.org](mailto:Lisav@rockhall.org)

**LIVE REGIONAL QUALIFYING EVENTS:**

<b>June 20</b> The Key Club, Los Angeles, CA	<b>July 18</b> Gibson Summer Jam, Nashville, TN
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