

FAST COMPANY

MARCH 2009

the world's
MOST
INNOVATIVE
COMPANIES

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- 1 Team Obama • 2 Google • 3 Hulu • 4 Apple
- 5 Cisco Systems • 6 Intel • 7 Pure Digital Technologies • 8 WuXi PharmaTech
- 9 Amazon • 10 Ideo • 11 GE • 12 Hewlett-Packard
- 13 Nokia • 14 Gilead Sciences • 15 Facebook
- 16 NextEra Energy Resources • 17 Q-Cells
- 18 First Solar • 19 IBM • 20 Zappos • 21 Nintendo
- 22 Disney • 23 Crispin Porter + Bogusky
- 24 TBWAWorldwide • 25 New England Sports Ventures • 26 DSM • 27 Nike • 28 NPR
- 29 Barbarian Group • 30 W.L. Gore & Associates
- 31 Busboy Productions • 32 Skidmore, Owings & Merrill • 33 Wal-Mart • 34 Microsoft • 35 Ubisoft
- 36 Vestas • 37 Chevron Energy Solutions
- 38 CAA • 39 L-3 Communications • 40 Weta Digital • 41 Lego • 42 Emirates • 43 Genzyme
- 44 Etsy • 45 BYD • 46 Warner Music Group
- 47 Aravind Eye Care System • 48 Toyota
- 49 Pelamis Wave Power • 50 Raser Technologies

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Even in these tough times, surprising and extraordinary efforts are under way in businesses across the globe. From politics to technology, energy, and transportation; from marketing to retail, health care, and design, each company illustrates the power and potential of innovative ideas and creative execution. These are the kinds of enterprises that will redefine our future and point the way to a better tomorrow.

10

Ideo

LAST
YEAR
5



ICONS BY JAMESON SIMPSON

In its 30-year history, the global design consultancy Ideo has gone from designing products to transforming systems. Now it is designing for behavioral change. Its new Smart Gauge for the Ford Fusion makes driving for better fuel efficiency fun. And this year, it's working with the Department of Energy to get consumers excited about saving power. "We're looking to design for a level of engagement where people become agents of change," says spokeswoman Whitney Mortimer.



IMAGE COURTESY OF FORD 2009