



2008

18 **HP**

When CEO Mark Hurd took over the demoralized post-Carly Fiorina company in 2005, he knew it would be a messy job—and that was before the spying scandal. But in just two years, HP has stolen Dell's leadership in the PC market, tripled its own stock price, and grabbed some heat with an ad campaign that features Gwen Stefani and Jay-Z. Then there are the new products, such as Blackbird 002, an extreme-performance gaming computer that has opened a new market in high-margin, premium PCs.

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2009

12 **Hewlett-Packard**

HP's 2008 revenues rose 13% to \$118 billion, thanks to CEO Mark Hurd's prescient purchase of global services company EDS—and a slew of clever sales, product, and partnership moves. Among them:

- ▶ Collaborating with DreamWorks SKG led to the Dream-Color Display and notebook, which offers a billion-hue holo-landscape on a 30-bit LCD.
- ▶ A Vivienne Tam-designed Mini 1000 clutch (right)—in brilliant lacquered red with perletable pebbles—in part of HP's new subcompact line of notebooks.
- ▶ Multitouch offerings with intuitive software aren't just on desktop and laptop models; in January, HP revealed touch systems for use in coffeehouses, fast-food chains, and other businesses.



2010

10 **HP**

HP continues its astonishing transformation under CEO Mark Hurd, from an underperforming, printer-reliant giant into the world's largest tech company (almost \$130 billion a year in revenue), thriving in multiple markets. Last year, it surpassed Dell as the top PC seller and in the process showed Apple-worthy design chops with its sleek TouchSmart computers featuring touch-screen functionality. HP's \$2.7 billion acquisition of 3Com—a year after the \$13 billion deal for EDS made it an instant IBM rival—signals that it's ready to take on Cisco.