

# Inc.

## A Simple Plan for Success

How one CEO goes for growth in good times and bad PAGE 74

The Handbook of the American Entrepreneur

### WHY EVERYBODY LOVES ZAPPOS

(The billion-dollar online shoe store)

It's all about **Innovation, Customer Service, and the Pursuit of Happiness**

PAGE 66

Tony Hsieh  
Zappos's CEO

### How I Built LinkedIn

Reid Hoffman

PAGE 82

### Inside the Brain of an Entrepreneur

PAGE 21



### Keeping the Start-up Spirit Alive

PAGE 95



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WORK ANYWHERE

## Remote possibilities

These days, there's never a reason to be stuck without that critical file. With remote-access tools, you can log in through any Web browser, anywhere in the world—even on a smartphone—and work on a screen that looks exactly like your desktop at home (or work, depending on where you download the software). Here are two of the leading services. —Mark Spoonauer

GOTOMYPC

GoToMyPC allows you to drag and drop files between machines and synchronize the two versions with just a click. If you need tech support, you can share your desktop with someone thousands of miles away, without disclosing your log-in information. The host PC—the one with the files and programs you need—must run Windows, and it works only with smartphones that use the Windows operating system. cost: \$19.99 per month for one PC, with discounts for customers paying annually or using more PCs.

LOGMEIN FREE

LogMeIn Free has a key advantage: It can be downloaded to a Mac. But it's bare-bones. You can open files and run programs from the host PC. For features like desktop sharing and file syncing, however, you will need to upgrade to LogMeIn Pro (\$19.75 per month for five PCs). LogMeIn Free works with Windows Mobile smartphones, and the LogMeIn Ignition application (\$29.99) lets you use it from an iPhone as well. cost: Free

# A Laptop Bag for Every Purpose Even speeding through security

Whether you need ample storage for all your electronics or just enough space for a slender netbook, there's a case on the market that fits your needs. —April Joyner



**Work in style** Nuo enlisted *Project Runway* winner Chloe Dao to design its new line of slim laptop bags (top left). Though the company calls them sleeves, the cases have a hard outer shell and room to hold a few file folders and a gadget or two. PRICE: \$35

**Make the airport manageable** Travelon's checkpoint-friendly backpack (top right) contains a laptop sleeve with a see-through mesh cover. When you get to an airport security checkpoint, pull out the sleeve, and your laptop can be screened without being removed. PRICE: \$110

**Lighten your load** If you have a supersleek netbook, why carry it in a bulky bag? The E-Sling from Case Logic (bottom left) is designed for small laptops. PRICE: Small or medium (fits netbooks up to 10 inches), \$40; large (for 12-inch laptops), \$55

**Organize your gadgets** Instead of pockets, the bags in the debut collection from Cocoon Innovations (bottom right) have a panel of elastic straps, which can hold gadgets, pens, or other travel gear. The bags are scheduled for release this spring. PRICE: \$120 to \$170

ROAD WARRIOR

## Google, meet GPS

With an Internet connection that taps into Google for local searches, TomTom's new GO 740 LIVE has information on more than 11 million local businesses, twice as many as a typical GPS navigator. The device also delivers traffic information every two to five minutes. Another great feature is IQ Routes technology, which calculates routes based on travel-time information anonymously supplied by TomTom customers. cost: \$399.95 plus \$9.95 per month; the first three months are free.



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