

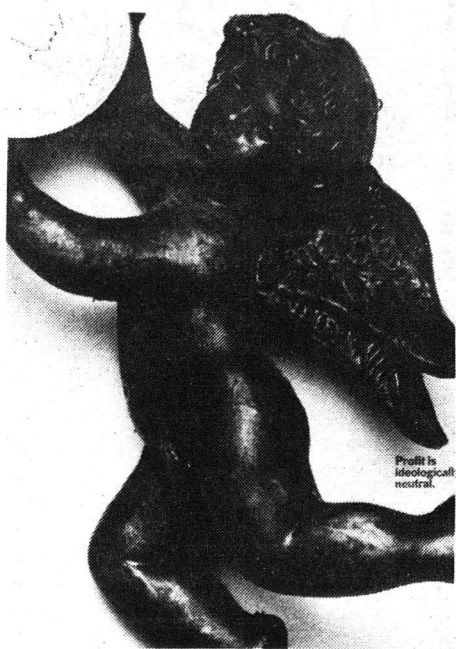
# For the men who have it all

by Keith Krause

**L**eaders is a magazine none of you will ever subscribe to.

Unless, of course, you become, in the publisher's words, "a distinguished leader of the world."

To receive *Leaders* magazine, one must be the head of a Nation, an International Company, a World Religion, an Institute of Learning, an International Labor Organization, or a Nobel Laureate or leader in Science or Arts. No subscriptions are available; circulation is strictly limited.



This is where the real shock comes. The articles in *Leaders* are all extremely shallow, limited in perspective, and have no intelligent insights or perceptive comments on international economics or politics. *Leaders* also comes dangerously close to being nothing but a bastion for boosters of corporate capitalism, boosters whose statements are as bad as the worst examples of government propaganda.

This narrow-minded approach is exemplified by an article entitled "Replacing Dumb People with Intelligent Robots". It sings praises to robot technology, noting that the "average person makes the least effort in his job that he can get away with...preferring not to have to think". Nice, but thinking on the job is not an option workers on an assembly line possess.

"Robots are the beginning of the end for unions", the author continues. They will also eliminate politicians, judges and, presumably, anyone else who stands in the way of progress. "Displaced factory workers will, of course, be a problem," but since no solutions are suggested one concludes they will be as much of a problem as yesterday's dirty dishes.

**W**eak-kneed bleeding heart environmentalists also have no place in *Leaders*. One writer suggests environmental laws "extend domestic standards into a business world where others do not have an equivalent interest." Another wants us to make sure we do not trade "aesthetic values for the survival of our way of life." In other words, "free us to destroy the environment and protect our profligate lifestyle."

Finally, *Leaders* possesses a one-sided view of big business and its activities. In "The Ethics of Profit," the author, a banker, argues profit is the steering mechanism of our economic system, guiding us to the best possible distribution of goods and services. Profits made outside of a "reasonable system of competition" are unjust, but he believes the present system, with all its waste, inequalities and abuses is acceptable.

"Profit is ideologically neutral" is the quotation accompanying the article.

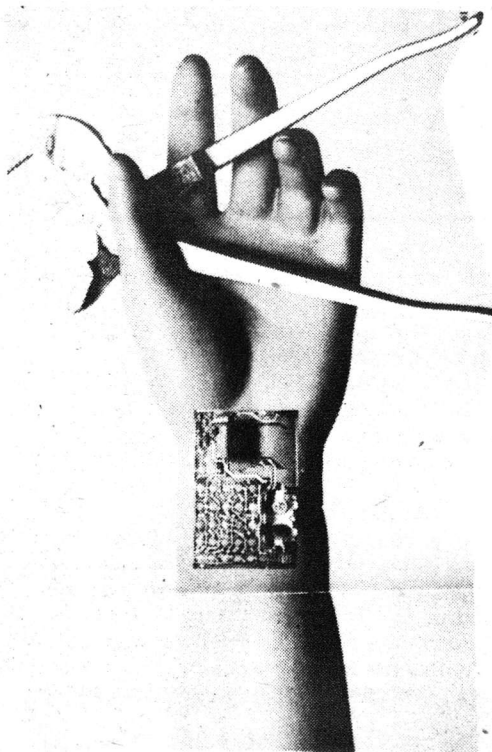
These restrictions probably qualify *Leaders* as the world's most exclusive publication. Everybody who is anybody in international finance and politics receives *Leaders* and its circulation limitations prevent the masses from publicizing and criticizing its contents. Thus *Leaders* magazine provides an uncensored glimpse into the nether world where power over millions of lives and billions of dollars is the only measure of success.

Such an elite publication has to look good. *Leaders* certainly does. Its glossy, full color format surpasses anything *National Geographic* and similar magazines can offer, and its high impact design ensures every page catches the readers' attention. It would not look out of place on a mahogany table surrounded by fine crystal.

But appearance is not the most distinctive feature of *Leaders*. What really catches the reader's eye are the impressive credentials of the magazine's writers. Contributors in a recent issue included twelve chairmen and seven presidents of international corporations, ranging from Credit Suisse (a Swiss bank) to the Japan Shipbuilding Industry Foundation to International Paper Company. These corporations are giants in their field, with control over billions of dollars in assets and resources.

The same issue also included articles and interviews with four heads of state including the Chancellor of Austria and the President of the Phillipnes.

**T**he exclusivity of *Leaders* and the credentials of its contributors makes one expect the secrets of the universe to be revealed within its covers. After all, these are the men who have the power to do anything but stop the world from turning.



After reading more articles in this vein, the similarity between their viewpoint and the naive optimism of the Fifties and Sixties becomes striking. Popular publications of that time joyfully predicted slums would be eradicated, poverty wiped out, backbreaking labor eliminated and everyone would live happily ever after.

Pollution, energy shortages, drought, overpopulation, exploitation, waste, the threat of nuclear annihilation and the fate of millions living under the thumb of dictators seem not to be part of the world situation. *Leaders* writers live

in a world where big business solves everyone's problems simply by generating more and more products and profits.

**I**ndividually these articles could be excused if the overall tone of the magazine was balanced. But the purpose of *Leaders* is to reinforce its readers' views, not to question them. The lead article, on terrorism, suggests "a new extra-governmental quasi-legal institute must be created, funded and operated on behalf of transnational commerce". Terrorists must be aware "an organization does exist that can and may strike back with rapid and brutal force", ignoring such niceties as governments and local laws.

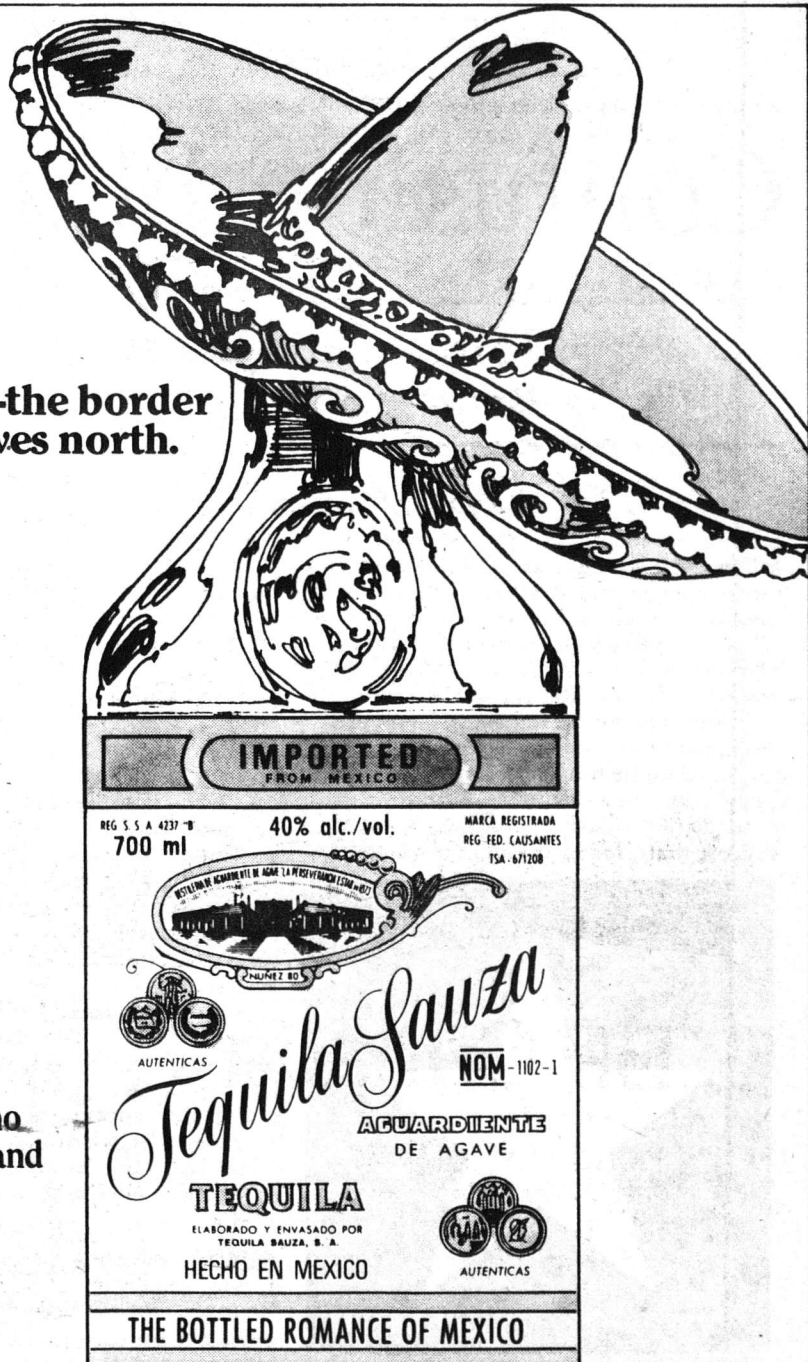
This seems to be the true justification for *Leaders*. It is meant to cater to, and forge links between, the ruling elites of nations, without regard for politics, ideology or culture. Money is the bond that knows no bounds, the ultimate equalizer in a world where nothing else counts. The President for Life (translation: Dictator) of Haiti is a respected member of this elite, because he can offer up an entire nation as his membership fee.

*Leaders* is the vanguard of a new and dangerous international development: corporate fascism. Corporate fascists believe that international commerce should have no restrictions, that "moral standards must be in line with the real business environment, that foreign policy is "another unilateral export shackle" and that state-owned companies are a "competitive liability for both the free enterprise system and its private sector."

Corporate fascism seeks to consolidate power in the hands of a select few, removing from the individual the last vestiges of control over his own life. This power is what *Leaders* is all about.

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