

for betting that green technology can be profitable.

VENTURE CAPITALIST | MENLO PARK, CALIF.

Vinod Khosla, a legendary Indian-born venture capitalist, became one of the richest men in America during Silicon Valley's go-go years. But now he's trying to do more than create a better laptop: He has plowed his fortune into efforts to improve the environment and alleviate global poverty. These enterprises, he argues, will not only restore the planet's health -- they're also good business.

Khosla's venture-capital firm has now invested more than \$1 billion, including hundreds of millions of his own money, into companies researching green technologies. He has also tried to apply these principles in his homeland -- and, in doing so, ruffled some feathers among India's traditional aid organizations. Khosla favors investments in commercial microfinance lenders over traditional NGOs -- the profit motive, he says, allows microfinance to make a more enduring change to impoverished communities. "It has to be done in a sustainable way," he told the *New York Times*. "There is not enough money to be given away in the world to make the poor well off."

Reading list: *How We Decide*, by Jonah Lehrer; *The Predictioneer's Game*, by Bruce Bueno de Mesquita; *Cyber War*, by Richard Clarke and Robert Knake.

Best idea: Positive **Black Swan** technologies will solve the world's energy problems.

Worst idea: Angela Merkel claiming that multicultural society has failed in Germany.

China or India? India.

Kindle or iPad? iPad.

64. Mario Vargas Llosa

for depicting the realities of tyranny -- so as to end it.

AUTHOR | PERU

This year's Nobel literature laureate, Mario Vargas Llosa, has outdone the history books over and over again during his half-century career, from *Feast of the Goat's* study of tyranny's corruption to *The Real Life of Alejandro Mayta's* satire of Peruvian rebels. "We still have in Latin America ... this atrocious tradition of authoritarianism and brutality ... in politics," he told **journalists** after winning the Nobel. "I think that is the reason why Latin American literature is impregnated with political preoccupations."

For Vargas Llosa, those obsessions extend into public life. In 1990, he made a failed run for president of his home country, Peru. More recently, as an advocate and essayist, his distaste for dictators has set him decisively against Venezuelan President Hugo Chávez, with whom he has an ongoing feud. As Vargas Llosa **said himself**, "I think literature is an expression of life, and you cannot eradicate politics from life."

Read more: Vargas Llosa's son, Alvaro, **talks** to **FP** about the potentially bland future of Latin American literature.

65. Bjorn Lomborg

for questioning whether we're going after climate change right.

POLITICAL SCIENTIST | DENMARK

Climate activists aren't terribly fond of Bjorn Lomborg. But economists -- and increasingly, some environmentalists -- think he might be onto something. That's because for the last decade, the Danish political scientist has been asking *the* tough question about how the world should respond to global warming: Is it worth it?

Lomborg, as he makes clear in his provocative new book, *Smart Solutions to Climate Change*, doesn't deny that the planet is heating up. But we can do more good in the world, he argues, if we stop and think before plowing more money and time into questionable political solutions like cap and trade. Lomborg would rather see more resources directed to problems like malnutrition and HIV/AIDS. As for climate change, dollar for dollar, he told **Foreign Policy**, "We can do 500 times more good if we do it right."

Reading list: *The Climate Fix*, by Roger Pielke Jr.; *The Plundered Planet*, by Paul Collier; *Dead Aid*, by Dambisa Moyo.

Best idea: "**The Giving Pledge**," started by Warren Buffett and Bill Gates, in which billionaires pledge to give 50 percent or more to charity.

Worst idea: The idea that the Cancún climate summit, by recycling the same solution that has failed for 19 years, is somehow magically going to work this time -- or any time.

China or India? India.

Kindle or iPad? iPad.



66. Sabina Alkire

for showing that poverty is about more than money.

ECONOMIST, OXFORD UNIVERSITY | BRITAIN

The U.N. Millennium Development Goals received great scrutiny in 2010 as the world took stock of how little progress had been made in reducing global poverty over the past decade. The critique from Oxford University economist Sabina Alkire? Leaders of the developed and developing worlds alike need to think much bigger.

With support from the U.N. Development Program, Alkire spearheaded the creation of a new measure of poverty that aims to radically improve on the old standard of merely tallying income. Her **Multidimensional Poverty Index** (MPI), developed together with Maria Emma Santos and James Foster, looks at poverty through what she calls a "**high-resolution lens**," taking into account education, health, and factors such as accessible drinking water, rather than just income. The MPI upends our basic mental map of global poverty: According to Alkire's work, there are more poor people in a handful of Indian states than in the poorest 26 African countries combined. The UNDP was so impressed that it