



THE MAGAZINE FOR MEN WHO MEAN BUSINESS

WHAT SHE WANTS
Five Christmas
gifts that will send her wild

Esquire

HOW TO BE
**SUCCESSFUL
STYLISH
BRILLIANT**

WITH LEWIS HAMILTON
THE KILLERS
ELLE MACPHERSON
DAVID PEACE
RICKY GERVAIS

THE NEW SLAVE TRADE
The dodgy agents selling fake
Brazilian footballers

**THE RISE OF THE
INTELLI-GENT**

**THE 20 WORST THINGS
TO SAY TO A FRIEND**



**FREE INSIDE
BUSINESS + STYLE
HANDBOOK**

**MAKE IT BIG
LUNCH SMARTLY
LOOK OUTSTANDING
SPEND WISELY
AND ENJOY WORK**




FEATURING

Jimmy Carr | Julianne Moore | Rob Brydon
Gordon Burn | Joshua Ferris

DECEMBER 2008 | £3.99



CASE STUDY

THE BULLET-PROOF BAG

As anyone whose job takes them out of the office will know, the travelling exec's workaday luggage has a demanding role. When it's not being overstuffed with documents, laptops and other ephemera, it's being manhandled through X-ray machines or wedged unceremoniously beneath dining tables.

While very few professions actually require baggage that can repel rifle fire (unless your commute frequently finds you in Moscow), Tumi didn't exactly have the muzzle velocity of an AK-47 in mind when

it integrated "ballistic nylon" into its business bags. Instead, it merely wanted the toughest, lightest fabric available to keep our paperwork in pristine order.

As well as employing this reinforced material (first developed by DuPont to protect Second World War airmen from airborne flak) across its entire LXT range, each piece also features padded laptop compartments, sealable cable bags and scratch-resistant zips and fasteners, on top of its fêted luggage-tracking technology.

In the past two months, Esquire has toted its LXT business case between three countries via train, plane and automobile, and returned without so much as a scratch. And, yes, the luggage has fared equally well. *LXT Innovation Slim Business Case, £460, by Tumi (+44 20 7493 4138 www.tumi.com)*

THE REMEDY

TONIC BOON

This month, we've been soothing deadline jitters with herbalist Duncan Napier's original stress-relief tonic. First formulated in 1862, its Skullcap, Oat & Passionflower Compound sounds a bit Harry Potter-meets-Waitrose — and tastes foul too — but we're feeling all the better for it. £8.75 (+44 131 343 3292 www.napiers.net)

WINNING WORDS

"Only one man in a thousand is a leader of men — the other 999 follow women"

Groucho Marx, actor/comedian

ONE-MINUTE GUIDE

TABLE TALK

The internet search engine that doesn't do evil is 10 years old. Here are some of Google's biggest hits (and misses)

THE BEGINNING Although 1998 marks the official birth of the world's foremost internet search engine — which, if you didn't already know, takes its name from a very, very large number, or "googol" (10 to the power of a hundred) — Sergey Brin and Larry Page first tested their web tool in 1996 at Stanford University, California. Its working title was the less catchy "BackRub".

FOOL'S GOLD Google prides itself on its apocryphal 1 April announcements, which have ranged from the vaguely credible (Google Gulp, an energy drink that boosts a consumer's intellect) to the downright ridiculous, such as gDay, a tool for Australian users that could accurately predict future internet content using a system called MATE (Machine Automated Temporal Extrapolation).

THE X-RATED VERSION

Our favourite Google rip-off is Booble, a niche search engine for adult content that Brin and Page tried to nip in the bud in 2004. Not only did their threats fall on deaf ears, Booble is still in business and apparently doing rather well (in 2007 it offered the CBS network \$50m to screen a TV advert during the 2007 Super Bowl). It also inspired other search engines, such as www.yasexhoo.com.

THE FUTURE

Much depends on the success of Android, the mobile operating platform developed by Google to integrate its search and other internet services more efficiently into handheld phones. T-Mobile has already announced it intends to ship 400,000 Android-enabled devices by the end of 2008 in the US alone, which could spell the end of honest pub-quiz contests.

THE BOTTOM LINE

If you're considering developing your own web offering and wondering what spoils an innovative internet search engine might reap, Brin and Page have an official salary of just \$1 each — though their combined net worth is a slightly more bankable \$37.3bn. Naturally, this has led to the purchase of a Boeing 767 company airliner. ☺