

FAST COMPANY

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 COMPANY OF FRIENDS



Community.

Most magazines think of themselves as publications. We think of FAST COMPANY as a movement. Most magazines think of their readers as customers. We think of FAST COMPANY readers as members of a community. Most magazines aspire to nothing more than maximum circulation. Our main aspiration for FAST COMPANY is simple: Serving as a trusted agent, we want to help as many people as possible play and win in the new economy.

To do that we must be as inclusive as possible, as welcoming as possible, and as supportive as possible. And ultimately, we must introduce as many like-minded people as possible to each other so that, as a community, we can help each other live smarter, better, and more-satisfying worklives. We must work with, talk with, and listen to the Company of Friends—one of the most amazing grassroots organizations in the history of publishing. CoF takes the promise of the new economy and the heart of FAST COMPANY—and makes it real. Its slogan could easily be: “We’re all friends here. We just haven’t been introduced yet.” By joining together in communities and companies around the world, the CoF spreads the ideas and practices that are at the taproot of the new economy.

How will the new economy evolve?

How will CoF grow and change over time?

How can FAST COMPANY continue to spark valuable, instructive, and important conversations among the members of this rapidly growing community?

Together we’ll find out! And the movement will continue to spread.

Alan Webber and Bill Taylor
Founding Editors

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