

SPECIAL REPORT THE FUTURE OF TECHNOLOGY

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THE POWER OF US

Mass collaboration
on **THE INTERNET** is
shaking up business

BY ROBERT D. HOF (P. 73)



Plus:
THE INFOTECH
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Get Your Golf Game In Gear

A raft of new golf equipment—from the sublime to the silly—has hit the pro shops. Here's a look at some of the offerings, any of which would make an ideal gift for dear old Dad. **BY DEAN FOUST**

TAYLORMADE ROSSA MONZA CORZA

taylormadegolf.com
\$180

TaylorMade blew away the competition last year with its innovative i7 driver, which allows players to shift removable weight plugs around to smooth out the quirks in their swing. This year, TaylorMade has adapted the technology for fairway woods, a hybrid iron wood—and even the lowly putter. Its new Rossa Monza Corza putter comes with movable plugs so it, say, the greens are running particularly slow you can add as much as 28 grams of weight to give your putts more oomph, and more forgiveness on mishits. A combination of an artiskid insert and 12 horizontal grooves in the putter face should result in putts that begin with forward spin instead of the typical backspin—minimizing the odds that your shots will sock off-line to the left or right.



G-SOK SHOE

etonics.com
\$85

The new breed of golf shoes using "soft spikes" are comfortable, but those plastic spikes wear down quickly and need to be replaced every dozen rounds or so. Feel free to toss your spike wrench, though, because Etonic has introduced the "noncleat" golf shoe. Built with a sturdy sole developed by Goodyear, the G-SOK provides comfort, style, and durability. Odds are you'll wear out the uppers of this shoe long before you grind down its permanent turf grips.

EXOTICS FAIRWAY

exoticsgolf.com
\$400

Long known as the best of them, it attached to the welding technique sole—giving it

BUTTHEAD COVERS

buttheadcovers.com
\$25

If you tend to ahem, kick butt on the golf course, these offbeat club head covers have your name on them. A twist on the traditional animal head cover, the Butthead line prominently displays the south end of 29 animals, including a frog, tiger, and duck, that all look like they dived headfirst into your bag. The covers even fit snugly over the new 460 cc oversized drivers. They're guaranteed to crack up your friends.

