

Arrive

JULY/AUGUST 2008

**Arts &
Entertainment**
The *Mad Men*
are back

Business
Perfect scents:
the power
of fragrance
marketing

Meet the
Prez
At home with
Hearst's Cathie
Black

Detour
Get lost in a
labyrinth

Travel
Lure of the
Jersey Shore

Glam Slam!

Serena Williams on fame,
fashion and what could
be her last U.S. Open



FRAGILE

**LOVE FLIPPER AND HIS FRIENDS?
MAKE SURE YOUR KIDS CAN, TOO.**

Our oceans are being pushed to the brink of irreversible collapse by destructive fishing and pollution. If we don't act now, abundant oceans – filled with turtles, dolphins and thousand-year-old corals – may soon only be a memory.

GET INVOLVED. HELP US SAVE OUR OCEANS.
VISIT OCEANA.ORG. CALL 1.877.7OCEANA.



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Protecting the
World's Oceans