WHAT IS THE DIFFERENCE BETWEEN INFLUENCE AND POWER?

2010 was a seminal year for those who influence the lives of the GQ reader. The coming of Coalition Britain signalled not just a new politics but the rise of a political, business and cultural compact. The wane of institutional power was accelerated and the rise of the can-do ethic, pragmatic and idealistic by turn, was confirmed. The people with influence now are those who know how to cajole, persuade, insinuate and argue. Having grown up in the technological era, witnessing the end of the Cold War in their youth, they know dogma and title mean less than being able to adapt to changing times, whether in politics, business, the cultural world — or all of the above, as the New Influencers do not operate within silos. GQ's list of the 100 Most Influential Men reflects and celebrates this shift. Edited by Darius Sanai
George Osborne

**TITLE:**
1. The New Iron Chancellor

**AGE:** 39

**SALARY:** £134,565

**NEVER BETTER THAN:** When confounding the critics. Osborne was reckoned by Gordon Brown to be a potential weak link at the top of the Tory party before the election. However, the man has shown he has balls of steel, pushing through the most radical economic and fiscal reforms taken by any major economy – with no sign of wavering, even under pressure from coalition partners.

**THOSE CUTS, THEN:** Osborne will need to continue to steel himself as the effects of his “tough but fair” welfare and pensions shake-up come into play, and there’s that VAT increase, starting next month. But the world’s financial authorities approves, and nobody talking about Britain in the same breath as Ireland and Greece anymore.

**NEXT UP:** Keeping a steady nerve as union busting becomes the norm for the most radical government to take power since 1979, tackling the mess left by the Labour administrative failings.

**Andy Coulson

**TITLE:**
3. Communications Director for the PM

**AGE:** 44

**SALARY:** £140,000

**NEVER BETTER THAN:** When managing upwards. Coulson’s role in getting Cameron into Number Ten is unchronicled.

**NEXT ROLE:** Coulson represents the key Thatchersite working-class Tory:

FIGHTING OFF THE GUARDIAN:
The campaign by Alan Rusbridger and the New York Times to keep the phone-tapping scandal alive has dogged Coulson.

**NEXT MOVE:** Playing an increasingly key role in the Kitchen cabinet.
Simon Cowell

**Title:**

**Net Worth:** £165m

**Age:** 55

**Salary:** Undisclosed

Simon Cowell's American Idol show started its tenth series last year. Cowell and Cameron have expressed mutual dislike for each other. Wendi Deng, who foresaw the banking crisis, was bailed out by the taxpayer, it becomes clear why she was so hard to understand. A key role in getting the Lib Dems to understand the need for economic cuts. Sir Elton performed to capacity at the Royal Albert Hall recently.

**Next Up:**

- Pushing through The X Factor into a Review section.
- More US shows - American X Factor, also on Fox.

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- Pushing through The X Factor into a Review section.
- More US shows - American X Factor, also on Fox.
ROBERT PESTON
TITLE: BUSINESS EDITOR, BBC AGE: 50
SALARY: UNDISCLOSED
NEVER BETTER THAN: When grappling with a crisis, Peston, the voice of the credit crunch, is the man whose broadcasts guided Britain through financial chaos. He’s putting his feet up? Not quite:
As the most influential commentator in any kind of business during 2009, he’s not happy at being off the radar now, even though it spares him from previous accusations that he “caused the crisis” by talking of little else.
NEXT UP: A bigger money job, either at the BBC or elsewhere, after he was passed over in favour of Gwyneth Williams in the battle for the controller of Radio 4 role this year.

MATTHEW FREUD
TITLE: CHAIRMAN, FREUD
COMMUNICATIONS AGE: 47
NET WORTH: £134,565 WITH WIFE ELISABETH MURDOCH
NEVER BETTER THAN: When controlling things from the centre. Freud is very much at the heart of things, hosting key coalition movers at his Notting Hill home.

JEREMY HUNT
TITLE: SECRETARY OF STATE FOR CULTURE, OLYMPICS, MEDIA AND SPORT AGE: 44
SALARY: £134,565 NET WORTH: £4.5M
NEVER BETTER THAN: When winning over the sceptics. Hunt was an inspired choice for a cabinet position faced with tough calls on cuts.
TOUGHING IT OUT: Wants the BBC to where its priorities lie, so entrepreneurs can invest in media without facing competition from “a wall of public money”.
KEY TASKS: To change local commercial TV and radio; and convince art patrons to increase their donations as the government decreases its contribution to arts and culture.

IAN DUNCAN SMITH
TITLE: SECRETARY OF STATE FOR PENSIONS AND WORK AGE: 56
SALARY: £134,565
NEVER BETTER THAN: When standing his ground. The former right-wing Tory leader is evangelical about the need to invest to help Britain’s broken society out of the poverty trap – finding common ground with Steve Webb, the Lib Dem pensions minister, but creating sparks with George Osborne, the chancellor.
HE SAYS: He is having “robust discussions” with the Treasury about why his department needs money to spend on reforming the welfare system before the reforms pay for themselves in the future.
When providing a pithy analysis of the government's economic policy, Murdoch used his clout to keep rival newspapers in line.

**LEADERBOARD**

**NO. 108: JON MURDOCH**

**SALARY:** £1,500

**TURNED DOWN:** The Telegraph

**NEW ENTRY:** Murdoch used his clout to keep rivals such as the Daily Mail and the Daily Mirror in line. When they published critical articles, Murdoch would threaten not to renew their advertising contracts. This allowed Murdoch to exercise control over rival newspapers and essentially force them to toe the line. Murdoch used this tactic to maintain his influence.
When taking care of business: opening cool and casual dining spots that pay homage to our creative roots.”

Jones opened Soho Houses in LA, Amsterdam and Hong Kong, and says he only gets involved in a new city if he recognizes a market gap. Jones also owns Cecconi’s (his flagship Italian restaurant brand) will be opening around the world. Jones has already owns near the remote mountain village in Russia makes a permanent home for the Mountain Highway Foundation which is a not for profit organization that works to end child begging and poverty in the southern Russian countryside. Jones opened a pop-up in Moscow. He was also the occasional guest judge on “Masterchef Spain” and “The Great British Bake Off.”

Steve Hilton: Conservative’s “influence factor” is still up there. Hilton has been a staple of Fox News for more than a decade. He was a key figure in the Trump administration and now serves as a senior adviser to the Republican National Committee. He is known for his sharp political commentary and has been a vocal critic of the Democratic Party. His columns and appearances on Fox News are widely read and watched by millions of people. Hilton has a talent for breaking down complex political issues in a way that is easy to understand. He is often cited as a “go-to” source for political analysis and commentary. Hilton’s influence is evident in his ability to shape public opinion and influence the direction of policy debates. He is recognized as one of the most influential people in the world today.

Nick Jones: Nick Jones is the founder of the London-based public policy think tank, Centre for Policy Studies. He is a former Conservative Party adviser and has worked as a management consultant at McKinsey & Company. Jones is known for his conservative political views and has been a vocal critic of the Labour Party. He is also the author of several books on politics and public policy, including “The New Right: A Manifesto for Conservatism in the 21st Century.” His power deal is the influence he has on the UK’s political landscape. He has been a key adviser to Conservative Party leaders and has played a significant role in shaping Conservative Party policy. Jones is recognized as one of the most influential people in the world today.

Ed Llewellyn: Ed Llewellyn is the Chief Executive of the British Olympic Association (BOA). He is known for his leadership role in preparing athletes and teams for Olympic and Paralympic competitions. Llewellyn has been involved in the sport of boxing for many years and has served as a boxing coach for the BOA. He is also a former Olympic boxing athlete himself, having competed in the 1992 and 1996 Olympics. Llewellyn’s influence is evident in his ability to lead and motivate athletes to perform at their best on the international stage. He is recognized as one of the most influential people in the world today.
MATTIEH SLOTOVER

Title: Frieze Magazine
Age: 63
Net Worth: £2.3m

Never Better Than: When he was burning the art world on fire.

Title: GUARDIAN NEWS & MEDIA
Age: 59
Salary: undisclosed

Never Better Than: When he was originating the Sunday Times culture section.

PETE CASHMORE

Title: GLOBAL BLOG KING
Age: 25

Never Better Than: When changing the game. Cashmore's blogroll is a must-read for any tech types, with its commentary on new technologies. Mashable.com has more than 30 million monthly page views.

INFLUENCE FACTOR: Cashmore may just be the most influential Twitterer in the world. He has more than two million followers and his tweets have an extremely high re-tweet count.

NEW JOB: Also technology commentator at con.com. "We're in the middle of an exciting transition as social media and the mainstream begin to overlap in all sorts of interesting ways."

SEAN O'CONNOR

Title: AUSTRALIAN FINANCIAL REVIEW
Age: 48
Salary: £1m

Never Better Than: When the Australian Financial Review saw more than $1m have been sold until he saw his first Damien Hirst show.

"Of course, I think contemporary art was rubbish" he says. "It was all about money making, about making big profits."

NEW JOB: "It's a new phase. It's about publishing and not about making money."

MICHAEL GOVE

Title: EDUCATION SECRETARY
Age: 50
Salary: undisclosed

Never Better Than: When he was in charge of the Department for Education, aiming to transform the education system. He was also the MP for the London constituency of Wandsworth Central.

GOVE is a leading voice in education policy, and has been a vocal advocate for school choice and the development of new school models. He is a proponent of a "third way" in education, that combines traditional values with a modern, flexible approach.

NEW JOB: "I'm excited to be working with the Secretary of State for Education on this new phase. It's about publishing and not about making money."

DANNY COHEN

Title: COVERED
Age: 57
Salary: £400,000

Never Better Than: When he was appointed as Director of the Telegraph and the Telegraph and the Sunday Telegraph. With a background in marketing and sales, Cohen quickly rose through the ranks, eventually becoming the company's CEO.

NEW JOB: "I'm looking forward to leading the Telegraph and Sunday Telegraph into the future, and to helping us grow and thrive in these challenging times."

CHARLES SAATDI

Title: ART SUPREMO
Age: 81
Salary: undisclosed

Never Better Than: When he was the cultural and intellectual powerhouse of 1960s and 1970s London. Saatchi is known for his "New Generation Art" exhibitions, which helped launch the careers of many contemporary artists.

NEW JOB: "I'm excited to be working with the Saatchi Gallery and Saatchi Gallery Europe to help bring the best of contemporary art to a new generation of collectors and art lovers."
This year, the British public has seen a remarkable shift in media consumption, with more people turning to online platforms for their entertainment. This has led to a rise in the popularity of comedies and traditional TV formats, as well as a growing interest in new media.

In the realm of film, the release of Martin Scorsese’s “Hugo” has been a critical success, bringing a new dimension to the cinema experience. The film’s innovative use of 3-D technology has captured the attention of audiences worldwide, prompting a reevaluation of traditional and new media formats.

Additionally, Sir Nicholas Serota has been appointed as the director of the Tate Modern, overseeing the premiere of the “Rick Gervais Show” on HBO in America, and making headline news as a judge with Madonna and Larry David on the “Walter Cullen” series on America and the UK. His influence in the arts and culture sector is undeniable, as he continues to shape the future of contemporary art.

Moreover, the net worth of the 100 most influential men continues to be a point of fascination, with many earning substantial amounts through their work and investments. From the comedy circuit to the world of politics, these men represent a diverse array of talents and achievements, each contributing to the cultural fabric of our society.

As we look to the future, it is clear that the landscape of media and entertainment is constantly evolving, with new trends and technologies shaping the way we consume content. From traditional TV shows to online streaming platforms, the possibilities are endless, and the future of media looks bright and exciting.
IMRAN AMED
TITLE: OWNER OF THE BUSINESSOFASHION BLOG
AGE: 35
SALARY: UNDISCLOSED
NEVER BETTER THAN: When joining two worlds. Amed is the Harvard MBA and former management consultant who saw that there was no online forum for fashion insiders to debate topics and trends within the business. His blog replete with snappy comment, streamed interviews with leading comment, streamed insider news.
HE SAYS: "Communities were sprouting on the internet and nearly all of it was focused on the consumer side of fashion, whereas if focused on the people working in the industry, the creative and business people."

STEVE SALTER
TITLE: STYLE SALVAGE BLOGGER
AGE: 26
SALARY: UNDISCLOSED
NEVER BETTER THAN: When leading the way for men’s fashion blogs. Salter’s site is interactive, asking readers to offer ideas for the next interview, and has a democratic, punky feel.
THEY SAY: "Style Salvage came from the idea that ‘no outfit is so bad that something positive can’t be taken from it’.
CURRENT OBSESSIONS: Umbrellas, stripes and flowers as men’s accessories. And beards.
NEXT UP: Developing his own clothing line (launched earlier this year) with his girlfriend, stylist Susie Bubble.

MARLON ABEBA
TITLE: RESTAURATEUR
AGE: 34
NET WORTH: £350m
NEVER BETTER THAN: When transforming upmarket dining at his own pace. In November, Abel added Cassis - the new preferred dining spot of the Chelsea set - to his inventory of restaurants that includes the Michelin-starred Umu and the Greenhouse, in Mayfair, and New York’s upmarket Italian, A Voce.
INFLUENCE FACTOR: Cater’s to the new nomadic super-rich with these restaurants and Morton’s private club in Mayfair; but he hasn’t forgotten about the rest of the world, with Gaia, his quality mid-market American restaurant concept.
HATES: The idea of rolling out a chain; he presides over each new opening with painstaking – and food-tasting - precision.
UP NEXT: A new Voce in London - we hope.

DR BEN GOLDACRE
TITLE: MEDICAL STANDARD-Bearer
AGE: 36
SALARY: UNDISCLOSED
NEVER BETTER THAN: When providing scientific rigour to battle the rise of pseudo-scientific popular culture. His battles with Gillian McKeith and critique of Channel 4 for giving her a platform, along with his demonstrations of how the media have fallen for “Bad Science” time and again show him up as a leading rationalist- and realist.
HE SAYS: "We should beware of a lack of knowledge combined with an arrogant dismissal of the need to get any. A colossal sense of entitlement about being able to come to an opinion coupled with a belief that it should also be treated as being of some worth."

JESUS ARDONO
TITLE: DIRECTOR, CAPRICE HOLDINGS
AGE: 57
SALARY: UNDISCLOSED
NEVER BETTER THAN: When spreading the style. Adorno oversaw the opening of Le Caprice in New York to great acclaim. The restaurant sports David Bailey’s pictures of Jean Shrimpton and the same black-and-white feel as the original, making the crowd at the opening party (hosted by Anna Wintour) feel quite at home.
HE SAYS: "I think of Le Caprice as a good pair of old slippers."
NEXT UP: Helping Richard Caring expand the Caprice empire with the help of new partner Jumeirah, and celebrating Caprice’s 30th anniversary in September 2011.

DOUGLAS BOOOTH
TITLE: ACTOR/ MODEL
AGE: 18
SALARY: UNDISCLOSED
NEVER BETTER THAN: When being too cool for school. Britain’s No.1 heartthrob is both Burberry model and big-time actor after playing the romantic lead opposite Miley Cyrus in LOL.
METHOD ROLE: Gained plaudits for playing Boy George at the height of his Culture Club fame (before Booth was born) in BBC Two’s Worried About The Boy this year. But don’t call him a model; he’s sensitive about that. Leaving school in order to act, he landed a role in From Time To Time with Maggie Smith and Dominic West, after which he was chosen for Burberry’s “New Talent” photo shoot. The shoot came out before the film. “It is annoying being called ‘model Douglas Booth’, because, for me, acting has always come first.”
NEXT UP: Big in Hollywood.

THE 100 MOST INFLUENTIAL MEN 2011

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