

PRWEEK

Survey finds Net CEO's will survive

For most people, the thought of being trapped on a desert island with supernerd Bill Gates, superbore Alan Greenspan or a money-grubbing venture capitalist is a fate worse than death. But as we know, CEOs aren't most people.

In a survey of over 350 CEOs conducted by Jericho Communications, the firm tried to determine how old- and new-economy chieftains would fair in a real game of *Survivor*.

Internet CEOs were three times more likely than brick-and-mortar CEOs to eat a rat to survive. Also, 23% of dot-com CEOs said they'd eat another

human, compared with only 6% of old-school chief execs.

And who, pray tell, would be on the menu? Glad you asked: while brick-and-mortar CEOs (Cannibals Eating Others?) chose Hillary Clinton, Ralph Nader and Janet Reno, their Internet counterparts craved Steve Jobs, Gates and VCs who turned them down. Mmm... Naderburgers.

The most disturbing, but not surprising, part of the survey was brick-and-mortar CEO's answers regarding things they would miss most. Family? Nah. Their loyal Labrador? Sorry, Rex. Perhaps sex? Perhaps not.

Instead, they listed golf, their secretary, their car and wine as the things they would miss most. And CEOs wonder why people say they're out of touch.