SPECIAL MERCHANDISING ARM OF THE POWER ISSUE



BY BARRY BLITT





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EXECU-MUGS Keep lukewarm tepid contents



Entertainment

22 Power 101

Call it Revenge of the Talent or the entertainment El Niño. That's the theme of our eighth annual Power Issue—a who's-who guide to the movie, music, publishing, multimedia, and TV food chain. PLUS: A Power Lexicon to help you deconstruct who's in and who's out; a rare Q&A with Michael Ovitz; the town's top tyke-coons; and a healthy dose of Girl Power, London Power, and Austin Powers.

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Oct. 31, 1993: River Phoenix collapses outside L.A.'s Viper Room and dies from a cocaine and heroin overdose.

EWONLINE

ENTERTAINMENT WEEKLY

multimedia reviews on Time Warner's PATHFINDER network (www.ew.com). The site is also accessible through AOL (keyword: EW).

TOWERS OF POWER:

Who runs the show in Hollywood—the stars or the suits? Answer on the EW Online message boards.

ON THE COVER:

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THE 101 MOST POWERFUL PEOPLE IN ENTERTAINMENT

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