

THE POWER + INFLUENCE ISSUE

# DETAILS

MEET THE  
SOLDIERS  
WHO REFUSE  
TO FIGHT

THE HOTTEST  
BODY IN  
HOLLYWOOD

ARE YOU  
TURNING  
YOUR KID  
INTO A  
DOUCHEBAG?

THE RIGHT  
WAY TO  
WEAR  
BLACK TIE

HOW TO CHOOSE  
THE BEST COLOGNE

ENOUGH  
ALREADY  
WITH  
THE FAKE  
BOOBS

## WHO'S YOUR DADDY?

KEVIN FEDERLINE AND THE 50 MOST  
INFLUENTIAL MEN UNDER 45





---

## Steven Rubenstein

**PRESIDENT, RUBENSTEIN COMMUNICATIONS**

**AGE:** 38 Forget spin; in the world of public relations, Steven Rubenstein is the ultimate wash-and-rinse man. The power broker has done damage control for Naomi Campbell and HBO's embattled ex-honcho Chris Albrecht, among others, all while burnishing the images of corporate clients like the *New York Post*. The son of the godfather of New York PR, Howard Rubenstein, he's fast becoming the first guy celebrities and corporations call in a crisis—provided he hasn't already picked up the phone to offer advice. Rubenstein's insider leverage can quash most negative stories before they get out, but when one does leak, he uses a frontal attack to control it. But even that approach is designed to quell controversy: He starts every conversation by stating, "I'm not going to lie to you."