



Get a **FREE** Email Marketing Trial
Unleash the Power of Email Marketing



See How It Works!

CNNMoney.com™ News | Markets | Technology | Personal Finance | Small Business | CNN.com

Enter quotes Search Fortune

FORTUNE



Subscribe To Fortune Magazine
Magazine Customer Service

Home | Fortune 500 | Technology | Investing | Management | Rankings | Video | Newsletters | RSS

Six Leaps of Innovation

Lots of change out there. New Web widgets, new biotech, new eco-friendly dirt bikes that can jump over your head. Here's a rundown of what and whom to keep an eye on in 2008. *Photographs by Michael Lewis for Fortune.*

By Michael V. Copeland

[< BACK](#) [NEXT >](#) **Japan 6**

Dr. Michael Clarke, OncoMed

Redwood City, Calif.

It's not often that a new approach to treating disease reveals itself in a flash. Clarke's eureka moment came in 1996, while he was showing some University of Michigan medical students a slide of testicular cancer cells. Some of the cells were mature; some were in the immature form known as stem cells. At the time scientists were investigating stem cells as a possible source of cancer cures. What if, Clarke wondered, it were the other way around? What if stem cells were causing the cancer?

Many scientists believe that Clarke's guess was right, at least for certain tumors, and that his controversial findings could help turn cancer research upside down. Most cancer treatments target mature cells; if instead you focus on the cancer-causing stem cells, Clarke reasons, you should be able to shut down the process of malignancy before it goes too far.

Early studies on mice were promising, and in December the company Clarke founded to pursue this line of research, OncoMed, won the backing of GlaxoSmith-Kline - an investment that could grow, if its milestones are met, to \$1.4 billion. The OncoMed approach has the potential to treat solid tumors in the colon, head and neck, lung, prostate, and pancreas. Human trials are set to start this year.

Last updated December 27 2007: 9:36 AM ET



Sponsored Links

Do NOT Pay for White Teeth

Learn How a Mom Whitered her Teeth by 5 Shades for under \$10.
USConsumerReports.org

Reverse Mortgage Stimulus

US Congress Just Passed Stimulus Bill To Help Seniors.
www.ReverseHelpline.us

Bank of America Refinance

Take Advantage Of Low Refi Rates For Home Loans Up To \$3 Million.
www.bankofamerica.com

[Buy a link here](#)

More



Business's Power 25

Fortune's subjective - yet really quite accurate - list of the most powerful businesspeople in the world. ([More](#))



Top tech flops

Exploding toilets and a startup that actually called itself VaporTech. When 400 surfers are dumb enough to click on an ad offering to infect their PCs, what's left for us to do? ([More](#))



ONLINE PROGRAMS

ASSOCIATE'S DEGREES
Associate of Arts in Business
Associate of Arts in Health Care Administration
Associate of Arts in Information Technology

BACHELOR'S DEGREES
Bachelor of Science in Business / Management
Bachelor of Science in Criminal Justice Administration
Bachelor of Science in Management

MASTER'S DEGREES
Master of Business Administration
Master of Arts in Education
Master of Information Systems

Sponsored Links

Do NOT Pay for White Teeth

Learn How a Mom Whitered her Teeth by 5 Shades for under \$10.

Reverse Mortgage Stimulus

US Congress Just Passed Stimulus Bill To Help Seniors.

Bank of America Refinance

Take Advantage Of Low Refi Rates For Home Loans Up To \$3 Million.

DON'T Pay For White Teeth

Dentists don't want you to know THIS teeth whitening secret. Read More.

[Buy a link here](#)

Special Offer:

TRY 2 FREE PREVIEW ISSUES!



Outside the U.S. and Canada, [click here](#).

Full Name
Address
City
State/Pr Zip/Post
E-mail

[Continue](#) [Privacy Policy](#)

[Home](#) [Portfolio](#) [Calculators](#) [Contact Us](#) [Newsletters](#) [Podcasts](#) [RSS](#) [Mobile](#) [Widgets](#) [Site Map](#) [User Preferences](#) [Advertise with Us](#)
[Magazine](#) [Customer Service](#) [Download Fortune Lists](#) [Reprints](#) [Career Opportunities](#) [Special Sections](#) [Conferences](#) [Business Leader Council](#)

Live Quotes automatically refresh, but individual equities are delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Market indexes are shown in real time, except for the DJIA, which is delayed by two minutes. All times are ET.

* : Time reflects local markets trading time. † - Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Disclaimer

Copyright © 2009 BigCharts.com Inc. All rights reserved. Please see our [Terms of Use](#). MarketWatch, the MarketWatch logo, and BigCharts are registered trademarks of MarketWatch, Inc. Intraday data provided by Interactive Data Real-Time Services and subject to the [Terms of Use](#). Intraday data is at least 20-minutes delayed. All times are ET. Historical, current end-of-day data, and splits data provided by Interactive Data Pricing and Reference Data. Fundamental data provided by Morningstar, Inc.. SEC Filings data provided by Edgar Online Inc.. Earnings data provided by FactSet CallStreet, LLC.