

JAN/FEB 2025 LOOK OUT!

# WIRED

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GETS  
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GETS  
COOL AGAIN

SELF-DRIVING  
CARS GET  
REAL

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ISSUE

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## Features



## Revenge of the Softies

For years, people counted Microsoft out. Then Satya Nadella took control. As the company turns 50, it's more relevant—and scarier—than ever.  
by Steven Levy

SHUTTERSTOCK (BLISS); GETTY IMAGES (RAINBOW)

### p.32 The New Cold Warrior

China is racing to unseat the United States as the world's technological superpower. Jake Sullivan led a revolution to try to stop them.  
by Issie Lapowsky

### p.56 Follow That Car

Chasing a robotaxi for hours and hours is weird—and revelatory, and boring, and jealousy-inducing. But the driverless world is coming for all of us. So get in and buckle up.  
by WIRED staff

### p.68 THE BIG INTERVIEW The Watchful Intelligence of Tim Cook

Apple Intelligence is not a play on "AI," the CEO insists. It is his play for relevance in all areas, from email auto-completes to apps that save lives.  
by Steven Levy

### p.76 Move Slowly and Build Things

To rebuild chip manufacturing at home, the US bet on an aging tech giant. As money and jobs and colossal infrastructure flow into Ohio, does too much depend on Intel?  
by Kelly McEvers