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No guts. No story. He came to us some 40 years ago. A man of boundless energy. Filled with ideas about how a business magazine should be written. Good reporting. Brevity. Originality. These were the essential ingredients. But he understood that writing is more than a matter of words. It's a matter of character. The courage to be contrary. To take on the tough pieces. To bear up under the often oppressive weight of conventional wisdom. And for four decades now, he's done more than preach these beliefs. He's practiced them. And for this we owe him a lifetime of gratitude. Jim Michaels, editor of Forbes, recently received the Gerald Loeb Lifetime Achievement Award for Business and Financial Journalism.