

Bloomberg Businessweek

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Opening Remarks How a world of negative interest rates may affect the future of cash	8
Bloomberg View Crowdfunding's time has come • End the ban on gun violence research	10
Global Economics	
Europe can no longer afford to neglect Libya	12
Asia can't get enough submarines	14
Greece's bad news calendar	15
A drought brings dengue to Brazil	16
Bernanke leaves Fed speak behind	17
Companies/Industries	
Universes conquer Hollywood	19
What the Marquis de Lafayette and Nas have in common	21
Toyota's plans be damned, China wants its plug-ins	21
Click here to order your lipid panel	22
Briefs: Harley-Davidson skids; Amazon ventures into the travel-booking business	23
Politics/Policy	
Florida's Medicaid problem	25
The first ladies' secret stash	26
Who doesn't want a new stealth bomber?	27
A Hillary hire that will make Elizabeth Warren happy	28
A Bill: Reducing the risk of exploding oil tanker cars	29
Technology	
Amazon parts the clouds	30
Uber's chairman dials for a personal shopper	31
When Elon Musk turned to Google for help	33
Highlights from Twitter	34
Innovation: It looks like a shooter game, but it nabs real cyberthreats	35
Markets/Finance	
U.K. money managers get ready for a rally in Tehran	37
A lack of affordable housing in Honolulu	38
K-Cups are cutting coffee consumption	39
A BlackRock ETF shortchanges investors in China	40
Bid/Ask: Cirque du Soleil will work with a private equity net	41
Focus On/Small Business	
Bringing in the pros to raise money for public schools	43
Entrepreneurs come out for free trade	44
Lending Club expands into business loans with an assist from Google and Alibaba	46
Small to Big: Minute Key's key-cutting machines	48
Features	
China Gets Its Sea Legs Sailing from Shanghai with a boatload of cruise ship novices	50
Seismic Force An Oklahoma oilman rebuts evidence tying his methods to a rise in earthquakes	58
Red Dawn Tech's Tim Gill marshals gay power brokers to bring equality to conservative states	64
Etc.	
Internet stylists come to the rescue of busy women—and the apparel industry	71
The Critic: <i>Adult Beginners</i> sends Nick Kroll, as a Gordon Gekko type, in search of work-life balance	74
Spirits: Whiskey goes international, with delicious new bottles from Sweden, France, and even India	75
Workplace: The complete guide to picking up a pencil again	76
Marketing: Mariah Carey doesn't need hit records to make her millions	78
What I Wear to Work: Bradley Gayton, Ford's corporate secretary, defied his colleagues and went with monograms	79
How Did I Get Here? Popeyes CEO Cheryl Bachelder says we worry too much about taking breaks	80

COVER AND COVER TRAIL: PHOTOGRAPHS BY KA XIAO; FOR BLOOMBERG BUSINESSWEEK

Cover Trail

How the cover gets made

1 "The cover is on the cruise industry in China."

"What about it?"

"It's a burgeoning industry there that could become huge. But there are challenges, specifically, cultural."

"So cruises are already somewhat awkward, but China being a communist country deeply rooted in tradition makes them more awkward?"

"Something like that."

"Well, we have great photos."



2 "People taking selfies."



3 "Four dudes in a hot tub."

4 "Concerned crew."



"These are all interesting, but is there something that captures the subtle tension between the absurdity of cruises and the reluctant population they're trying to win over?"

5 "This guy!"



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“Many people think, ‘I have a lot of power now, but if I relax and enjoy my life, then in a year or two I won’t be able to catch up’” p50

“I’m most proud
of Life Savers
Gummi Savers”

p80

“It will leave a
situation in most of the
country where you can
get married and fired for
it the same day”

p64

“The coffee
market has lost its
best consumer:
the kitchen sink”

p39