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Opening Remarks The Cuba embargo may be an abject failure, but it's not likely to end soon	8
Bloomberg View Leaning too much on central bankers • Don't ban fracking, regulate it	10

Global Economics

Russia's holiday shoppers must choose between pricey imports...and not much else	13
What's good for Toyota and Honda isn't so good for Japan's smaller companies	15
In Luanda, luxury apartments can rent for \$10,000 a month, while some 4 million live on less than \$2 a day	15
Demand for coal begins to cool in China	16
The end of Franco-era rent controls may spell the end for many Spanish businesses	17

Companies/Industries

China has created a new profession: Fraudbuster	19
Fitbits for MS patients	20
The fireworks market is boom-boom-booming	20
Detroit muscle is alive and well at Dodge	22
Retailers are feeling warm and fuzzy about down coats	22
Charlie Rose talks to American Express CEO Ken Chenault	23
Briefs: Alstom's big bribery settlement; American Apparel tries to lock the door behind Dov Charney	24

Politics/Policy

A Clinton-Warren primary fight might be a good thing for Democrats	26
After 15 years and \$1.3 billion, an NIH study ends before it starts	27
A California law has egg producers nationwide remodeling henhouses	28
The 113th Congress: With just 296 laws passed, it barely avoided becoming the least productive of the past 40 years	29

Technology

A gay dating app in China takes advantage of changing attitudes and the smartphone revolution	31
The decade's biggest hacks	32
Amazon has a new way to stack up packages	33
Innovation: Electronic skin that can feel pressure and heat like human skin	34

Markets/Finance

A clash of Wall Street titans over the fate of Caesars Entertainment	37
Chinese gangs use computers and foot soldiers to loot Japanese bank accounts	38
Janus counts on new funds and new hires—including Bill Gross—to spark a turnaround	39
Big banks' stocks haven't kept pace with those of health-care and tech companies	40
Scorecard 2014: The markets' biggest winners—and losers	42

Features

Payback Time Marc Benioff pushes tech leaders to open their wallets for San Francisco	48
Rebuilding Haiti As charities and NGOs go home, business sees an opening	52
Butt Out An illustrated look at CVS's decision to stop selling tobacco products	58
Millennial Magnet Why young, socially minded entrepreneurs are flocking to Nairobi	60
Farmers' Marketing How North Dakota growers built the Red Lobster of green restaurants	66
Sim City There have been a few bumps on the road to Tony Hsieh's Vegas startup paradise	70

Cover Trail

How the cover gets made

1 "The cover is the Good Business Issue, naturally."

"We have a lot of photography on the inside, so we can try some options for the cover."

"Maybe we should try to represent the well-known Bible verse 'It is easier for a camel to go through the eye of a needle than for someone who is rich to enter the kingdom of God.'"

"Never heard of it. But sure, why not?"



"Looks great."

"I can't tell if you're being serious."

"I am being serious."

"Is this a test?"

"Nope."

"Let's just pause for a moment [long pause]. Great, now let's pretend this never happened."

"We should do it."

"I don't think anyone will understand this."

"Enough people will."

"I was raised Roman Catholic, went to church and Sunday school every week, and also went to a Jesuit high school where I had religion class all four years, and I still have never heard this camel verse."

"Something tells me you paid zero attention to any of those things."

"Fine, you win. Joyeux Noël!"



Matthew 19:24

**“Again I tell you,
it is easier for a camel
to go through the eye
of a needle than
for someone who is rich
to enter the
kingdom of God”**

p47

**“A contested primary
with Senator Warren in
the race will be better
for everyone involved”**

p26

**“The big bet is that it will lead
to happiness, luckiness.
We’re maximizing long-term
ROC and ROL, return on
collisions and return on luck.
We’re accelerating serendipity”**

p70

**“If he does it for
refrigerator magnets, he
can do it for thousands
of cases of Cuban rum or
boxes of cigars”**

p8