

How the cover gets made

Opening Remarks Growth economy or welfare state? India's elections will seal its fate	10
Bloomberg View Erdoğan reverses Turkey's advances • Obamacare's next three challenges	12

Global Economics

Crimea hastens a Russian economic unraveling that was already well along	15
It's not the 1 Percent reaping all the riches. It's the top tenth of the 1 Percent	16
Taiwanese protesters denounce President Ma's trade policies, and a dysfunctional economy feeds their rage	17
A formula to measure oil reserves proves dismayingly crude	18
Correlations: Low trust in government = low trust in banks. And that spells Greece	23

Companies/Industries

With so few gamblers dropping so little cash, local casinos come up snake eyes	25
Fiat's ambitious Alfa Romeo tuneup	26
Lego crowdsources its way to spiffy new toys	27
Young? Spanish? Unemployed? Check out Catalonia's School of Shepherds	28
Briefs: Mary Barra defends GM; labor headaches at Lufthansa	30
Charlie Rose talks with Starbucks CEO Howard Schultz	32

Politics/Policy

A guide to the NSA's spying machine	34
Obama's former aides cash in as "unlobbyists"	36
California gives drought-trapped salmon a truck ride to the sea	36
A database to catch emergency room regulars	38

Technology

With Amazon's launch of Fire TV, the battle for your living room just got more interesting	41
The Alibaba IPO will give Yahoo! a nice cash jolt—but what happens next?	42
Japan's Cyberdyne helps the elderly get moving	43
The big names behind those last-minute healthcare.gov glitches	43
As larger rivals invade wireless audio, Sonos tries to protect its turf	44
Innovation: A cotton-based shirt that doesn't stain? No sweat	45

Markets/Finance

Activist investors may drive management crazy, but they do wonders for the stock price	47
Housing cools in China—and developers face loans they can't repay	48
Cash-filled shoe boxes may trigger another banking crisis in Turkey	50
Interest rates are down, Europe is growing, and merger mania is back, for now	50
Bid/Ask: Alibaba moves into offline retail	51

Focus On/Enterprise

Mickey Drexler turns J.Crew into fashion designer finishing school	53
Organic crops may get their own exchange	54
Old-fashioned brokers help newfangled lenders while earning huge commissions	55
Tax cheats, beware—states are getting wise to you	56
Add a quip and a cuss to your tweet, and maybe your mom-and-pop will get noticed	58
Small to Big: Anytime Fitness's understaffed health clubs took some maneuvering with lawmakers	60

Features

Marvel's Marvel Kevin Feige is a superhero at running movie franchises	62
Take Back the Campus Students are changing how colleges deal with rape	70
Does God Hate Obamacare? Hobby Lobby's rationale for fighting the Affordable Care Act	76

Etc.

Brompton, Britain's folding bike, is more than a clever design—it's an obsession	83
Well-Being: Sandal season is almost here. Put away those boots and prepare your feet for full viewing	86
The Critic: With HBO's <i>Silicon Valley</i> , the tech universe finally gets the skewering it deserves	87
Workplace: How to pick the right air-freshening, Zen-channeling plant for your office	88
Rant: Luxury brands that snub the Web are cutting off their turned-up noses to spite their faces	90
What I Wear to Work: Without a pocket square, image guru Grant Harris says, you look "like you forgot something"	91
How Did I Get Here: Tina Brown thought she'd be a playwright. She still likes a good show	92

1
"I've just spoken to Marvel. They're offering some of their artists to do a cover illustration."

"What? So they'll do the cover?"

"No. They'll provide an illustration that we can—"

"We don't have to do any work? They'll do it all for us?"

"Uh, no. But they will give us an—"

"Shhh. I'm calling Marvel!"

2
(On the phone to Marvel)

"Do anything."

"Anything?"

"Anything!"

"Umm ... OK ... so ... Captain America. Iron Man. Maybe an explosion?"

"An explosion! Brilliant! Just the stuff, Marvel guys. I'm going now. Loads of things to do. Busy, busy, busy. It'll be great."

"So we'll send it next week?"

"Mmm hmm."

"So you can send us the dimensions for the cover? How big it is? How you'd like the file?"

(Silence)

"Hello? ... hello ... hello ... Is anyone there? Anyone? Hello?"

3
(A few days later)

"You realize they just sent an illustration, right? We still have to actually design a cover."

"What? When were you planning on telling me this?"

