

How the cover gets made

|                                                                                                                |    |
|----------------------------------------------------------------------------------------------------------------|----|
| <b>Opening Remarks</b> How a world of negative interest rates may affect the future of cash                    | 8  |
| <b>Bloomberg View</b> Crowdfunding's time has come • End the ban on gun violence research                      | 10 |
| <b>Global Economics</b>                                                                                        |    |
| 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 |
| <b>Companies/Industries</b>                                                                                    |    |
| 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 |
| <b>Politics/Policy</b>                                                                                         |    |
| 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 |
| <b>Technology</b>                                                                                              |    |
| 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 |
| <b>Markets/Finance</b>                                                                                         |    |
| 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 |
| <b>Focus On/Small Business</b>                                                                                 |    |
| 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 |
| <b>Features</b>                                                                                                |    |
| <b>China Gets Its Sea Legs</b> Sailing from Shanghai with a boatload of cruise ship novices                    | 50 |
| <b>Seismic Force</b> An Oklahoma oilman rebuts evidence tying his methods to a rise in earthquakes             | 58 |
| <b>Red Dawn</b> Tech's Tim Gill marshals gay power brokers to bring equality to conservative states            | 64 |
| <b>Etc.</b>                                                                                                    |    |
| 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 |

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!"

