



**Going overboard**  
The *Titanic* centennial  
spawns an orgy of tacky p82

### Opening Remarks

4

Computer makers are fighting the onslaught of the iPad, but it's a losing battle

**Bloomberg View** Millionaire taxes aren't the answer; Paul Ryan's Medicare plan gets better p6

### Global Economics

9

**Brazil huffs and puffs**  
Even with government subsidies, its industries struggle to compete with their BRICS rivals

China: two economic camps p10  
India's budget goes nowhere p11  
Want ocelot fur? Try London p12  
A do-plenty Fed regulator p13  
Tom Keene's EconoChat p14  
Rose/Stephen Roach p16

### Companies & Industries

19

**The young and the broke**  
Millennials were supposed to give retailers a boost. Increasingly, they just don't have the bucks

Will Brits buy dishwashers? p20  
Disney woos the 2-to-7 set p21  
An Indian airline sputters p22  
Find the shrink of your dreams with Therapick.com p24  
Briefs p26

### Politics & Policy

29

**Broken bridges**  
As they rust and decay, the money needed to inspect and repair U.S. bridges is running out

The FCC's push to post political TV ad sales data online p31  
Hottest ticket in D.C.: The high court's health-care case p32  
Fracking fluid soaks Ohio p33  
Who wins lotteries? States p34

### Brazilian blues

The pressures on Rousseff p10



### Technology

37

**Silicon Valley on the farm**  
Crop insurance gets a dramatic update as Climate Corp. brings high tech to an old industry

2Excel Aviation: Giving drones the gift of sight p39  
Post-tsunami Japan discovers a fondness for Facebook p40  
Innovator: David Carroll finds energy in fabrics p42

### Markets & Finance

45

**Not-so-yellowed pages**  
They're a dying business, but a surprising number of advertisers still find the directories indispensable

The big banks underestimated this whistle-blower p46  
The green in golf courses p48  
Lining up for Cambodia's soon-to-open stock exchange p49  
Bid & Ask: The week's deals p50



### Bloomberg Government Insider

Can future cost savings in health care come from the private sector?

## Features

58

### The Selling of the Recovery

How much credit can the Obama administration take for the improving economy? p58

### The Loan Ranger

How Wall Street veteran Steven Mnuchin made a killing on what was left of IndyMac p66

### Rise of the Supersharers

BuzzFeed's Facebook-era ad model is built on online trivia you didn't know you had to have p72

## Etc.

77

### Lacrosse Is Power

A low-profile regional sport becomes a Wall Street rite of passage

**Branding** With hip packaging, absurd videos, and youth targeting, pharmaceutical startup Help Remedies is raising its profile as it puts fun in your medicine cabinet p80  
**Spinoffs** The centennial of the *Titanic* sinking brings a wave of tasteless treasures p82  
**Next Life** Marc Perry prefers toning up executive muscle to trading hedge funds p83  
**Office Envy** Ad agency Fnuky: The best little bordello in Adelaide p84  
**The Stack** Jon Gertner's *The Idea Factory* salutes the innovation phenomenon that was Bell Labs—and ponders whether it can ever happen again p86  
**Hard Choices** BlackRock's Larry Fink learns to think long-term, the hard way p88