# Bloomberg Businessweek





#### **Opening Remarks**

Drones aren't going away, and more transparency on how and when they're used is a must

Bloomberg View A road map on climate change; challenges for the next pope

#### Global **Economics**



#### Companies & Industries



#### Buy yourself a Nascar

For the first time since the '60s, the stock car circuit is helping automakers sell regular cars

Sony's bet on PlayStation 4 p20 Whatever became of all those Walmart health clinics? Yes, your cable service can improve-but it'll cost you p22 Briefs: The FDA's fast track p23

# Home sweet asset

The latest data suggest most Americans still have too much of their wealth

tied up in where they live

China's next conquest may be minerals in Greenland p11 A Harvard prof's euro cure p12 Tom Keene's EconoChat Nikkei fever again p16 The week ahead



#### Congress logs on

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It's been behind the curve on the Internet for decades. Why that's about to change

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#### Technology



#### The Jetsons, for real

If SmartThings has its way, household goods may soon spring into action without your lifting a finger

Netflix's House of Cards Inkling's smarter e-books Antivirus software may fail, but that's not crimping sales Innovator: Francisco Aquilar's boost for first responders p35

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The top-performing U.S. companies span media, health care, and retail

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#### The next Suze Orman?

With \$25 million in backing, Alexa von Tobel may make LearnVest the personal finance site to beat

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Resting place A heat-sealable body bag marketed for mass casualties

## **Features**



#### To Catcha Hacker

Malware from China is flooding the Internet—and it's increasingly directed at U.S. corporations and government agencies. Usually the perps cover their tracks. Not this time p54

### Salesmen of the Apocalypse

Hurricanes, floods, and other calamities cost \$200 billion in 2012. As the tab rises, so do the prospects for making big bucks off disasters

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## Reinventing the Showroom

Drivers love Audis; it's the dealers they loathe. Enter Continuum, a design firm whose goal is a better shopping experience, not prettier products p66



#### My Big Night With Jake Gyllenhaal

Winners of meet-a-celebrity lotteries reveal just how awesome lunch with Steve Case really is

Food Check that burger-horse meat is turning up in beef, and not just in Ireland p74 Econ 101 Watch and learn: A Penn State prof proffers economic theory with clips of everything from The Dark Knight to It's a Wonderful Life

Travel Prime powder, shorter lines, swankier après: Ski trips you'll actually enjoy p76 Conspicuous Consumption Po Bronson and Ashley Merryman's Top Dog: The Science of Winning and Losing argues that unselfish teamwork is overrated

Hard Choices How do you tell a fighting legend it's time to quit? That's what Ultimate Fighting Championship's Dana White had to do with Chuck Liddell