COVER, JOE PUGLIESE AUGUST, THIS PAGE, FROM TOP, ANDREW HETHERINGTOW/REDUX; ANDREW HARREYBLOOMBERG, ROBYN TWOMEY/GORBIS OUTLINE, ANDREW HARREK/BLOOMBERG

Bloomberg Businessweek

April 14 - April 20, 2014

| Bloomberg View The U.S.'s next move in Afghanistan • Bobby Jindal's Obamacare fixes | 12 |
|---|---------|
| Global Economics | |
| Falling bond yields are usually a sign of strength. In Europe, they could mean deflation | 14 |
| Low-level "flies," elite "tigers"—they're all getting caught up in Xi's anticorruption dragnet | 15 |
| A Modi victory would strengthen India's ties with Japan | 16 |
| Millennials suffered disproportionately from the recession—not glad tidings for consumer spending | 17 |
| Correlations: If you buy cigs in a high-tax state, you might be blowing smuggled smoke | 18 |
| | |
| Companies/Industries | 21 |
| Forget convertibles. Today, Thelma and Louise would drive an SUV | 22 |
| Abu Dhabi's Etihad Airways spent lavishly, and perhaps not wisely, on its network of carriers | -10-110 |
| An unwelcome corporate perk in China | 24 |
| Peeps aren't just for Easter anymore | 24 |
| Briefs: Toyota, back in the recall ditch; P&G swears off pet food | 25 |
| Politics/Policy | |
| John Roberts's canny campaign to move the Supreme Court to the right | 27 |
| Thousands of fed-up New Yorkers quit the city for Austin. Seriously | 29 |
| So many new Medicaid patients, so few doctors who will treat them | 30 |
| Where all that Medicare money goes | 30 |
| Americans loathe taxes. So why do they pay them so faithfully? | 31 |
| Technology | |
| Storage service Dropbox expands to beat back well-funded rivals | 32 |
| For Intrade, fantasy sports games offer a first step back into betting | 34 |
| Charlie Rose talks with Twitter co-founder Biz Stone | 35 |
| Many U.S. retailers probably won't meet a deadline meant to reduce credit card fraud | 36 |
| Innovation: A way to use plastic at vending machines built for cash | 37 |
| Markets/Finance | |
| The SEC is taking its time coming up with rules for speed traders | 39 |
| In a sizzling market, collectors give long-slighted artists a second look | 40 |
| Coca-Cola buys a stake in a coffee company—and short sellers get burned | 4 |
| Running for New York State Assembly, ex-Wall Streeter Gus Christensen sounds more like an Occupier | 42 |
| Bid/Ask: Mallinckrodt buys Questor; anyone want a Hearst mansion? | 43 |
| | |
| Features | |
| Soul Searcher El-Erian's exit at Pimco forces co-founder Bill Gross to reconsider everything | 48 |
| Goddess for Congress Marianne Williamson envisions winning America's richest district | 5 |
| Samsung's War Deaths at a chipmaking plant affect South Korea's corporate-is-king mentality | 60 |
| Etc. | |
| With her shoe line, Sarah Jessica Parker targets women who can't afford Louboutins | 6 |
| Marketing: Peet's teams up with Razorfish to satisfy your java fix online | 7 |
| Ask a Billionaire: James Dyson hates to fire anyone | 7 |
| Travel: Attention, first- and business-class passengers—airlines are upgrading the art of pampering | 7 |
| Menswear: Leather jackets that work with a stylish office wardrobe | 7 |
| The Critic: Hollywood hopes Heaven is for real, and also a blockbuster | 7 |
| What I Wear to Work: Cara Turano, in male-dominated IT, isn't one of the boys | 7 |

Opening Remarks A global tax on the superrich? Maybe it's not such a crazy idea



How the cover gets made

"I love Bill Gross. There isn't a bad photo of him. Every single one is great."

10



"Indiana Gross."



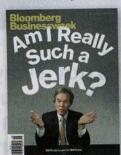
"Perplexed, confused, unwound, uncertain ... unusable."



"This picture will never leave me. It's seared itself into my retinas. Everywhere I look, all I see is a squatting fund manager."



"Oh, the humanity. But we have to remember this is a story about bond management."



"Can we do a Bill Gross cover every week?"