

# Bloomberg Businessweek

December 16 — December 22, 2013

<b>Opening Remarks</b> Global trade is in retreat, and that's bad news for all of us	10
<b>Bloomberg View</b> How to help the long-term unemployed • The Valley's hypocrisy on spying	12
<b>Global Economics</b>	
Mandela's other legacy—South Africa's economic stability—is in serious trouble	14
The graph that made inequality a household word	16
Despite corporate resistance, Germany is on the verge of requiring more women in boardrooms	17
Shinzo Abe on Japan's struggle with deflation—and its increasingly tense relations with China	17
Correlations: Other countries' brain drains are most often America's gain	18
Charlie Rose talks to Bank of England Governor Mark Carney	20
<b>Companies/Industries</b>	
A mysterious spike in generic-drug prices	23
In the private-jet market, silence becomes golden	24
Britain's retailers rely on holiday season sales even more than their U.S. counterparts	25
What happens when Lady Gaga dresses up like Hello Kitty in Japan? She sells albums	26
Briefs: Lululemon gets new leadership; Airbus's parent slashes 5,800 jobs	27
<b>Politics/Policy</b>	
In the year since the massacre in Newtown, buying a gun got easier	29
A 93-year-old law messes with oil prices	30
Smoking: The preexisting condition Obamacare doesn't ignore	31
Will Congress say "Merry Christmas" by ending emergency unemployment benefits?	32
A Bill: Trying to stop patent trolls	33
<b>Technology</b>	
A low-cost hearing aid that runs on Bluetooth and an app	35
U.S. wireless carriers block a Samsung feature aimed at frustrating phone thieves	36
Tesla's sister company, SolarCity, is using the carmaker's batteries to pair power storage with its panels	37
Apple's future in Asia is brightening	38
Innovation: An iPad-size device that can cheaply diagnose diseases, including certain types of cancer	39
<b>Markets/Finance</b>	
Will the Volcker Rule be worth all the fuss?	41
Private toll-road investors are getting crash-proof deals from states	42
Canadian pension funds develop a taste for private equity	44
Bitcoin needs banks, but banks are playing hard-to-get	46
Bid/Ask: Covidien pays \$860 million to ingest Given Imaging, a maker of swallowable cameras	47
<b>Features</b>	
<b>Company Woman</b> As Mary Barra takes charge, GM completes its comeback: The inside story	50
<b>Low-Rent TV</b> Byron Allen went from stand-up comic to cheap-programming mogul	56
<b>Lawyer's Little Helper</b> Need victims for your mass tort? Call Jesse Levine	62
<b>Etc.</b>	
The chef behind America's most secretive restaurant finally talks	67
The Critic: In the film <i>Her</i> , a man falls for his computer's operating system	70
Design: An office chair made for restless millennials	71
Fashion: Winter skirts go long and short and voluminous	72
Music: Billy Joel takes up residence at Madison Square Gardens, and tickets are already going for thousands	74
What I Wear to Work: That run in Na'Kea Brown's stocking? It's there on purpose	75
How Did I Get Here? Susan Feldman, co-founder of One Kings Lane, learned to "fail fast and move on"	76

## Cover Trail

How the cover gets made

### Last couple of months

Plan for a big GM story. Have a few meetings about the story and the cover direction. Assign photographer, liaise with GM communications department, scout for a location. Cover shoot scheduled with CEO Dan Akerson, surrounded by a handful of GM workers, to take place on Monday, Dec. 9.

### Sunday, Dec. 8

Storm-force winds ground flights to Detroit. Photographer assigned to the story can't get a flight in time for the shoot.

Phone 85 percent of the photographers in the Detroit area to find someone who can get to the GM plant without an airlift.

Find one.

### Monday, Dec. 9

Shoot goes ahead. This is it.



Now on page 53

### Tuesday, Dec. 10

Bloomberg News breaks the story at 8:45 a.m. that Mary Barra is the new CEO of GM. Cover shot the day before is instantly outdated.

Scramble to reshoot the cover. This time with Barra and outgoing CEO Akerson (who is overjoyed at having to do this two days in a row).

Discover that the photographer who shot the previous cover is busy.

Many anxiety-filled phone calls to the remaining 15 percent of photographers we didn't call the previous day ensue.

Find someone who can get to the GM plant that afternoon.

Photo shoot takes place at 5 p.m.

### Wednesday, Dec. 11

High-resolution pictures arrive at 9 a.m.

Cover transmitted to printer at noon.

