3

Bloomberg Businessweek





Opening Remarks



Hurricane Sandy violently returns climate change to our national debate

Bloomberg View Don't base your vote on a jobs number; smarter trade with China

Global **Economics**



Companies & Industries



The war over Christmas The short-term economic

With the Web eating into holiday sales, brick-andmortar stores are fighting back by getting personal

k	A rebooted Furby for the	
14	Facebook generation	p2
	Who's at the top of your holiday	
15	shopping list? You are!	p22
16	Secrets of Santa school	p24
017	Jingle Bells is big business	p28

Post-storm surge

burst of rebuilding Confucius makes a comebacl in China A professor's blog got

damage from Sandy may

be more than offset by a

Bernanke to go big Japan needs "devil wives" The week ahead

FEMA Fan

Christie sings

the agency's praises p31

Politics & **Policy**



Doing a heckuva job With FEMA's speedy response to Sandy, the long-beleaguered agency rescues itself

Delving into the dark art of	
political polling	p32
Attack ads work-at least f	for
TV stations' bottom lines	p34
A write-off that shows tax	
reform will be no game	p37

Technology



p45



Why mobile ads stink

Traditional ads don't travel well, leaving marketers struggling to unlock the devices' potential

Marc Andreessen wants to annotate the entire Internet p42 Pirates turn the App Store into Treasure Island Innovator: The smartphone

meets the light bulb

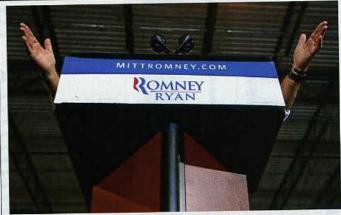
Markets & **Finance**



A new payday for banks

Hungry for revenue, banks introduce short-term loans resembling those offered by storefront lenders

Selling frugal Vietnamese of	
luxury apartments	p49
Fixing Fannie and Freddie	p50
KKR's fundraising woes	p51
Bid & Ask: Mickey Mouse, I	meet
Darth Vader	p52



Bain or bane? Romney kept his business history off the campaign trail p56

Features



The Venture Capitalist for President

He's a number-crunching genius who really can fix mismanaged organizations. So why did Romney try to beat Obama with platitudes?

The Post-Apocalypse Survival Machine

Worried the End Times are upon us? A Polish-born nuclear physicist and his small band of acolytes are holed up in Missouri farm country, working on a p64 "civilization starter kit"

Why the Professor Went to Prison

A University of Tennessee electrical engineer is either a martyr for academic freedom or a traitor. Either way, he faces dying behind bars p72

Etc.



The Storybook Ending

A downsized commodities trader makes a big bet on glitter futures, and finds himself living a fairy tale

Spin-offs The popular pumpkin latte at Starbucks was just the beginning: Get ready for pumpkin Pringles, pumpkin lotion—even pumpkin vodka	p90
Office Fashion Yes, you can wear leather to work. Here's how	p92
The Tube Bravo's new reality series, Start-Ups: Silicon Valley, has nothing to say about the tech scene. And as bad TV goes, it's not even much fun	p94
Hard Choices Children's author R.L. Stine makes the scary leap to adult horror, hopes his new novels bring goosebumps to fans who are all grown up	He p96