BusinessWeek In Depth



Volkswagen unveils its New Concept Coupe at the Detroit auto show

28 Apple Vs. Google

From smartphones
to computing to
advertising, Silicon
Valley's former allies
are increasingly at
war. Why the future of
technology rides on the
outcome of their many
clashes to come

36 Kraft's Sugar Rush

Kraft CEO Irene
Rosenfeld's determination to acquire Cadbury,
the British candymaker,
frayed her relationship
with shareholder
Warren Buffett and will
define her career, no
matter how it all
shakes out

40 Pills for Autism?

Armed with fresh medical insights, drug companies are redoubling their efforts to tackle the complex causes of the condition. With a growing population of autistic adults in need of care, the stakes are high

44 The Car Giant To Watch

Volkswagen's aim to become the world's biggest carmaker would have seemed farfetched not long ago. Now, with Toyota in a funk and VW on a roll, it's time to take that possibility seriously

BusinessWeek The Global Report



JPMorgan Chase CEO Dimon in D.C.

The Week in Business

- 08 Executive Summary Conan says "No!" to NBC; Heineken goes to Mexico; China's export surge
- 14 | Business Outlook The global post-stimulus debt hangover
- 15 | Numbers Where the bears are placing their bets
- 16 | At the Table Charlie Rose talks to Mideast envoy George Mitchell

New Business

18 The Missing Witness Who the Financial Crisis Inquiry Commission really needs to hear from

- 20 Empty Clawbacks? This year many executives will have conditions tied to their bonuses
- 21 Intel Under Assault Qualcomm chips edge closer in the gadget war
- 22 | Tablet Time They're hyped, and have been before. Are consumers finally ready for tablet PCs?
- 23 Easing Pain in Ukraine An election offers hope for growth
- 24 | Crying for Argentina A divisive battle over government debt
- 25 Chávez Logic Why Venezuela's devaluation makes some sense
- 26 Default in Dubai Its first housing foreclosure, with more to follow

What's Next

- 50 Healthy Pepsi The snack and soda company's earnest push to make its offerings more nutritious
- 52 Amgen's Hope Its osteoporosis drug, awaiting approval, may also be an anti-cancer blockbuster
- 53 IBM's Patents By volume, it's the patent king. So why is its portfolio worth a third of Microsoft's?
- 54 The Quiznos Comeback Beaten down by Subway, the chain has discovered the power of value
- 55 Acquisitive Yahoo! CEO Bartz has a shopping spree planned
- 56 Indebted Europe The Continent's problem gets worse

- 57 | EPA Crackdown The U.S. agency isn't waiting for new laws to go after corporate polluters
- 59 Unforgiven Hedge Funds Investors take their revenge

Personal Business

- 61 | Money Report Upbeat forecasts for the Aussie and Canuck bucks: an earnings pop; a platinum ETF
- 62 How To Play It Are Apple and Google still smart bets?
- 63 | Investing Getting over your jaundiced view of bank stocks
- 64 Investing Why you should look for a fund manager with skin in the game



Pepsi CEO Nooyi's good-for-you agenda

Nobel winner Stiglitz on Obama

Business Views

- 66 Books Stiglitz: Freefall
- 68 | Tech & You Rich Jaroslovsky says the Nexus One is a good smartphone, but no game-changer
- 69 Feedback Permanent temps
- 72 Outside Shot Innovation's accidental enemies: CEOs
- 69 Corrections & Clarifications
- 70 | Company Index