Bloomberg Businessweek Contents



In the Hood Zegna's sweatshirt, \$495 and casual Friday-ready p92

Opening Remarks



With the threat weakening, the U.S. should rethink the billions it's spending on counterterrorism

Bloomberg View To ease the mortgage crisis, cut loan principals; the right way to bet on solar p6

Global **Economics**



Industries



Welfare, Hungarian-style A Parliament-approved program takes people off

the relief rolls and puts them in labor camps

China's one-child aftermath	p10
Brazil's mysterious rate cut	p11
Betting on an Irish recovery	p12
Is a recession imminent?	p14
Tom Keene's EconoChat	p15
A lost lesson of Sept. 11	p18

Companies &

Attack of the superweed Rivals have a chance to

sprout as weeds develop a resistance to Monsanto's best-selling herbicide

Hollywood's long march
to China p23
the envy of the industry p24
India: Land of the drug reps p26
Briefs p28
India: Land of the drug reps p26

Politics& Policy

Dome sweet dome

appropriations

Congress returns poised

but especially taxes and

Airport security: First the pat-

For some doctors, prison's a great place to be

down, now the chat-down p31

Chefs vs. animal rights activists as California bans foie gras p33

to fight about ... everything,



Technology



Qualcomm wires for India

To make a splash in the No. 2 mobile market, it's lending a hand to local smartphone makers

Yahoo!, post-Carol Bartz	p38
Dell's middle-market move	p39
An HP calculator turns 30	p42
Another Post Office killer	p42
Innovator: Carl June strike:	s at
leukemia with HIV cells	D44

Markets& Finance





Mutual exhaustion In such a manic stock market, mutual fund managers have an even harder time keeping up

Anshu Jain pushes Deutsche Bank further into equities p48 Apple's unhelpful guidance p49 Foreign banks fear Korea p50 Refinancing? Get in line Bid & Ask: The week's deals p52

Emerging Markets



Cash isn't safe, and the poor lack access to banks. Enter M-PESA, allowing digital money transfers

Chinese companies are at the forefront of hydropower development in Africa Pakistani women are making inroads in the workforce, though the pay gap remains wide p57



Bank Change Moynihan has slimmed BofA down and shaken up management

Features



Too Bof A to Fail

The Countrywide mess, forced-takeover talk—can Brian Moynihan fix the bank? Can anybody? p60

Crunching the Future

Data analytics is predicting behavior—and building new businesses p70

Glenn Beck 2.0

He'll have more power at his own network than at Fox, but reeling in viewers could be a challenge p76

Reality Bites

Gen X is overworked, underrewarded, and in debt. How 33- to 46-year-olds got so shafted



Eat Your Turkey Bolognese, Junior

Want to go out for a nice meal, but can't bear to leave the kids with a sitter? Giggles N' Hugs was made for you

Sports As new owner Comcast reviews NBC's expenditures, it may want to star	t with
the untold millions the network pours into televising Notre Dame football	p90
The One Zegna Sport's hoodie wouldn't be out of place at the office	p92
Next Life Ray Walker is happier making wine than he was at Merrill Lynch	p93
The Stack Sylvia Nasar's Grand Pursuit is an intriguing, if not perfectly balance	d,
history of how the great economists shaped the free market	p94
Hard Choices Ace Greenberg hated being forced into semi-retirement at Bear	Stearns
-and watching his successor blow it	p96