



**Fries with that coffee?**  
Rating the upgraded fast-food brews p76

### Opening Remarks

8

Will China's new president, Xi Jinping, prove to be the reformer his country needs?

**Bloomberg View** Berlusconi's back—what that means for Europe; a gun-control compromise p12

### Global Economics

14

#### How safe is too safe?

A new book argues that there's no trade-off between increased bank safety and growth

|   |     |
|---|-----|
| Russia's oligarchs ditch oil and gold to pile up cash | p15 |
| Old and alone in Japan                                | p16 |
| Shrinking U.S. grocery bills                          | p17 |
| Pounding Egypt's pound                                | p18 |
| The week ahead  | p19 |

### Companies & Industries

21

#### Pepsi's snack attack

The purchase of a Russian dairy provides a base to overrun Eastern Europe with salty treats

|  |     |
|--|-----|
| France has Champagne wishes for China        | p22 |
| Women get the back seat at Japan's carmakers | p23 |
| Girls are buying lingerie                    | p24 |
| Briefs: JPMorgan job cuts                    | p25 |

### Politics & Policy

26

#### Revolt against Rove

The strategist's plan for a GOP revival has infuriated Tea Partiers, who accuse him of being a kingmaker

|   |     |
|---|-----|
| Labor and business find an immigration compromise | p27 |
| Abuzz over bees in the EU                         | p28 |
| Arizona's gun-buying cops                         | p29 |
| A very big eye in the sky                         | p30 |
| Charlie Rose/Michael Porter                       | p32 |

**Crunch time**  
Nooyi's new foothold for PepsiCo p21



### Technology

34

#### A taste of the future

After decades of stagnation, a wave of new interfaces will change the way we use computers

|  |     |
|--|-----|
| High on innovation—and pot—in Silicon Valley               | p36 |
| YouTube sets its sights on Asia for more viral video stars | p37 |
| Innovator: Edible food packaging                           | p38 |

### Markets & Finance

40

#### Red Bull and cold calls

Brokerage firm John Thomas's button-down image belies its *Boiler Room*-like atmosphere

|  |     |
|--|-----|
| China's "housing slaves"                                 | p42 |
| A Krispy Kreme comeback                                  | p43 |
| The CFPB opts to go slow on new overdraft rules          | p43 |
| Bid & Ask: Japan sells tobacco to pay for reconstruction | p44 |



Full of promise Simpson, leading, and Bowles in 2010 p48

## Features

48

### The Blues Brothers

After their eponymous commission failed to get a deal to cut the debt, Alan Simpson and Erskine Bowles hit the road as Washington's best-known Jeremiahs. Why isn't the country listening? p48

### Bill McKibben's Line in the Tar Sands

How a journalist became the de facto leader of the U.S. environmental movement and made stopping the Keystone XL pipeline the fight of his life p54

### The Cult of Evernote

The organization app's devotees love storing their work and personal data in one place. But that may change when it's mandated by the boss p60

## Etc.

71

### God's Your Wingman

The owner of ChristianMingle and JDate is betting on the divine power of online matchmaking

|   |     |
|---|-----|
| FAQ Hacks of corporate Twitter handles have companies struggling to secure their social media     | p74 |
| Controversies Yahoo! calls remote workers back to the office                                      | p75 |
| Caffeine Burger King is the latest fast-food chain to give its java a jump-start.                 |     |
| Three coffee connoisseurs sit down for a taste test to pick the best quick cup                    | p76 |
| Conspicuous Consumption The all-consuming pleasures of <i>Extreme Couponing</i>                   | p78 |
| Hard Choices Titan International CEO Maurice Taylor on choosing the highway over "the French way" | p80 |