Bloomberg Businessweek

Opening Remarks Why do young voters lean left? It's in the genes

Bloomberg View A pragmatic approach to greenhouse gas • Cracking down on Medicare costs 10

Global Economics

Angela Merkel wants to put some sock into sanctions agains	t Putin	13
The real housewives of Japan are trading currencies on margin		14
Foreign executives are trapped in Mongolia		15
France triggers an African monetary squabble		16
Correlations: Many high-paying occupations employ just a small percentage	ofworkers	1

Companies/Industries

Joke. Music. Ad. Joke. Music. Ad. The sound of mobile marketing in India	
Fashion startups push eco-friendly, high-quality threads to the Whole Foods set	19
The generic drug whose price didn't hurtle to earth	21
Mommy, I want Elsa's gown from Frozen, even if it does cost \$1,600	22
Briefs: Alibaba is flying: Burberry looks sharp	

Politics/Policy	
What's the matter with Kansas? Tax cuts	25
Congress won't dismantle offshore corporate tax shelters, so states take their shot	27
Delta battles "the Bank of Boeing"	28
In government cybersecurity, it's so hard to get good help these days	29

Technology

Phonemaker HTC turns to its co-founder for emergency rescue	31
The Supreme Court's definition of public performance will make or break Aereo	32
PicoBrew's tabletop beermaker offers faster, easier home brew	33
3D printers at the office supply store	- 00

Markets/Finance

Innovation: Drink that bottle of water. Then eat it

It's a fine season for shorting tech stocks—too bad almost everyone is long	
So few bond fund managers control so many trillions	37
Golf courses dig themselves out of the rough	39
Tumbleweeds blow through China's over-the-counter markets	40
Interest rates rise, mortgage lending plummets, and more home buyers pay cash	40
Bid/Ask: Diageo chases drinkers in India; Motorola Solutions keeps shrinking	

Features

Later, Baby Egg freezing may revolutionize how career women plan their families	44
Patagonia to Patagonia Kris Tompkins ran the company; now she fights to save the region	
Boy Genius Martin Shkreli, biotech basher, bets long on his own biotech startup	

Etc.

How a total novice wooed a Japanese chef to open America's hottest sushi restaurant	63
Jewelry: Elegant, delicate rings for every finger and every budget	66
Advertising: At the Tongal awards show, admakers find a side entrance to Mad Ave.	67
Grooming: New toothbrushes do tricks that previous generations of bristles never dreamed of	68
The Critic: Putting Fargo through the wood chipper and onto TV	70
What I Wear to Work: She paints in sweats, but for openings, Elisabeth Condon gets "bright and splashy"	71
How Did I Get Here: Tommy Hilfiger, from pumping gas for \$1.25 an hour to a \$3 billion deal	72



How the cover gets made

"So blue or green?"





"Blue. No, wait-green."



"How about pink?"



"I like pink better."



"Or yellow?"

35



"Is that just blue again? Look, I have other things to do, you know."

"How about bright red?"



"Red is fine. Keep it red. Don't change it again. We're doing it in red.'