



App-y feet
The latest free downloads to upgrade your travel plans p76

Opening Remarks

6

India's inability to guarantee the security of its women threatens to derail growth

Bloomberg View Sorry, Europe, the crisis isn't over; containing the North Korean threat p8

Global Economics

11

Gaza's underground
Moving goods through tunnels from Egypt is no longer a surefire way for Gazans to get rich

The U.S. drought impacts employment p13
Pawnshops bankroll Macau p14
A hat full of trade tension p15
Beware Argentina's tax man p16
The week ahead p17

Companies & Industries

19

The engineering of OJ
In a bid to wrest share from Pepsi's Tropicana, Coke builds a juice operation of NASA-esque complexity

Luxury goods makers spread the star treatment around p21
The Dart misses the mark p22
Italy gets a face-lift, with help from Karl Lagerfeld p23
Briefs: Discounts at Penney's p24

Politics & Policy

26

Consider yourself warned
The 0.1 percent GDP drop shows the economy is too weak to withstand more budget drama

Exonerated prisoners cash in p27
Virginia may lose its gas tax p28
Clean hospitals clean up p29
The Army's eco-tank p30
Gun deaths, state by state p31

Technology

33

Microsoft, the startup
To revamp Office for the cloud, the behemoth tried to become an agile Web company

Skyscraping elevators p35
An upstart takes on China's dominant search engine p36
Innovator: Wallpaper that safeguards your data p37
Charlie Rose: EBay's CEO p38

Markets & Finance

41

Sandy who?
Despite the threat of natural disaster, buyers are scooping up beach property after the storm

The Fed's threat to stocks p43
Quicken's rapid rise in home loans p45
The M&A crowd discovers Nordic allure p46
Bid & Ask: AT&T's new deal p47

Davos

48

"The worst is over"
World Economic Forum attendees are cautiously upbeat about growth around the globe

For founders of social programs, Davos is a bargain p49
If the euro collapses, the Swiss Army is at the ready p50
Are you a Davos insider? Take the quiz p51



Yogurt mogul Chobani CEO Ulukaya in upstate New York p60

Features

52

Lawyers Join the Huddle

On the eve of Super Bowl XLVII, the NFL faces a litany of lawsuits citing the lasting damage—and suicides—resulting from brain injuries on the field. Will the lawyers doom the NFL or save it? p52

The Turkish King of Greek Yogurt

The founder and CEO of Chobani, Hamdi Ulukaya, came to America to learn English. Now he's a billionaire p60

Small Enough to Fail

Finally, the U.S. has indicted a bank for mortgage fraud. If the point was to send Wall Street a message, tiny Abacus was a curious choice p66

Etc.

71

Honesty Is the Rarest Policy

Why is lying so rampant at work? Usually, it's to get the job done, but there are darker motives, too

Business Travel Catching up with the two obsessives vying for the title of World's Most Traveled Man p74
FAQ The five best travel apps. And they're all free p76
Health Dodging the flu at the office p77
Conspicuous Consumption Madison Avenue gets skewered in John Kenney's debut novel, *Truth in Advertising* p78
Hard Choices Why CEO Daniel Birnbaum is sinking a large portion of SodaStream's ad budget into making a splash during the Super Bowl p80