



**Net Income**  
EA Sports FIFA's latest edition rolls out on Sept. 25 p86

### Opening Remarks

6

Europe's problem isn't international disharmony. It's a legacy of tribalism

**Bloomberg View** Where the 47 percent and 1 percent converge; a clear-eyed Libya policy p8

### Global Economics

11

**China: Where's the exit?**  
With a slowing economy and endless red tape, many foreigners decide it's time to pack up

A Greek job odyssey p12  
Brazil tries the free market p14  
Debt per capita, by country p16  
Oil's downside in Norway p17  
Tom Keene Q&A p17  
The week ahead p18

### Companies & Industries

21

**Agent to the online stars**  
The Collective, home to Web celebs, helps turn YouTube comedians and oddballs into pitchmen

Chrysler's super salesman p23  
Martha Stewart has seen her future, and it's online p24  
In foreign TV markets, a hundred Al Bundys bloom p27  
Briefs: Happy homebuilders p28

### Politics & Policy

31

**Middle East muddle**  
For all the yelling, Obama and Romney share a similar policy with George W. Bush

More Arizona Latinos vote p32  
Ohio's bruising Senate race p32  
Romney and Reaganomics p33  
TSA nabs the wrong crooks p34  
Gary Johnson's Libertarian run for the White House p35



**Scapegoat?** Some blame Rubin's policies at Treasury for the financial crisis

## Features

60

### Rethinking Robert Rubin

As Treasury Secretary, he oversaw a boom—and deregulation. At Citigroup, he was lauded for his expertise—and vanished when it was most needed. No one has a more complex legacy than Rubin p60

### The CEO Who Wouldn't Leave

To seal a deal creating the largest U.S. electric utility, Jim Rogers said he'd step down. He did, for about two hours. Inside the Duke Energy "hijacking" p68

### Pop Goes the Soprano

Young and operatically trained, Ruhan Jia is a crossover artist with a singular objective: to charm the West on behalf of the Chinese government p74

## Etc.

81

### All in the Family

Ancestry.com cleans up by uncovering genealogical links (Obama and Brad Pitt?) of dubious value

**Shopping** Outside the Fifth Avenue Apple Store, the line-waiters would rather promote their websites and businesses than buy an iPhone 5 p84  
**Sports** The FIFA video game franchise helps ignite a stateside soccer explosion p86  
**Fashion** Timepieces worthy of a place at the boardroom table p88  
**The Stack In Makers: The New Industrial Revolution**, Chris Anderson sees the desktop as the cradle of tomorrow's vibrant manufacturing economy p90  
**Hard Choices** Taking on billions in new debt during a downturn may have seemed counterintuitive, but Ford's Alan Mulally has no regrets p92

**Non-Ron**  
How Mitt and Reagan differ on taxes p33

### Technology

37

**Facebook for Islam**  
Istanbul-based Salamworld aims to be the social network for "core Muslim values"

A robot that fits right in on the assembly line p38  
The NFL goes Wi-Fi p40  
Innovator: Pete Koomen's data-driven quest for more clicks p42  
Charlie Rose/Dick Costolo p44

### Markets & Finance

47

**Harvard: Into the woods**  
To build up Harvard's \$32 billion endowment, Jane Mendillo bets on Brazilian timber

A risky rule change for derivatives p49  
Bailout pros make good p50  
Yes, Europe's banks will slim down—just not yet p51  
Bid&Ask: The week's deals p52