Bloomberg Businessweek

June 29 - July 5, 2015

Opening Remarks How Greece can keep this drama from ending in tragedy	10
Bloomberg View Toyota's hybrid shares are worth a test drive • The EPA and toxic chemicals	14
Global Economics	
Putin turns to military spending to battle Russia's recession	16
Rivers may keep on rolling, but aging locks are slowing ships and could crimp U.S. trade	17
Yellen labor adviser Mary Daly knows what it's like to live paycheck to paycheck	18
China's World Cup dreams run into the FIFA fiasco	19
A crackdown on African asylum seekers could be a problem for Israel's hotel industry	20
Companies/Industries	
An anxiety-filled Shanghai-Beijing road trip highlights the bumps for Tesla in China	22
A promising gene-editing technique is a magnet for venture capital—and for ethical concerns	23
Nestlé's plan to revive consumers' appetite for Lean Cuisine	24
Wal-Mart goes offshore to cut billions from its U.S. tax bill	25
Briefs: Martha Stewart's sale; Ford gets into car-sharing	26
Politics/Policy .	
Jeb Bush says goodbye to his closest adviser—by putting him in charge of his super PAC	28
Democrats push a bill for full LGBT equality, despite an uncertain path in the Republican-led Congress	29
Farmers seeking subsidies place bets on what will cause the most trouble: the weather or the markets	30
A government plan to cut Medicare costs is making patients sicker—at least on paper	32
Texas is bringing its \$650 million stash of gold home from a New York vault. Now, where to put it?	33
Technology	
Office chat service Slack woos the finance industry, where too much fun can be risky	35
Entrepreneurs in Berlin's frenzied startup culture take the talking cure	36
China's \$161 billion plan to build a domestic chip industry	37
Dropbox is adding users at a remarkable pace. A plan to make money is coming a lot more slowly	38
Innovation: Turning an iPhone into a microscope to help eradicate river blindness	39
Markets/Finance	
Investors look for signs of Capital One's next move	41
As government support dries up, Egyptian farmers are bailing on the country's coveted cotton	42
Employees of hedge fund Renalssance Technologies get a tax-free ticket to wealth	43
To counter Alibaba's move into banking, Chinese banks start online malls	44
Bid/Ask: A very big deal for 3M; Anthem goes after rival Cigna	45
Focus On/Cities	
Caterpillar digs deeper into Peoria	47
Rapper Drake is a one-man PR machine for Toronto	48
Giving businesses landmark status to save San Francisco's past from skyrocketing rents	49
Cisco and Sprint smarten up Kansas City	5
Features	
Uber Rules The car-sharing service fights City Hall-and wins-with a crack team of lobbyists	54
Beatrayed Noel Lee says he built the headphones Apple paid billions for. Now he wants his cut	60
Megacraft Beer As the maker of Bud goes artisanal, can the craft movement survive?	66
Etc.	
Promoter Peter Shapiro brings the Grateful Dead back to life for one last farewell	83
Design: Light things up with new takes on the classic banker's desk lamp	86
Food: Irish beef is back in the U.S. after almost 20 years. Will American consumers bite?	88
Books: Seven reads about working life worth taking on vacation	89
The Critic: HBO's The Brink tries to make foreign policy funny	90
What I Wear to Work: Margarita Barry balances her colorful, creative side with a little structure	9
How Did I Get Here? Kevin Roberts dropped out of high school—then took over the world of advertising	92



How the cover gets made

"Cover is on the Greek economic crisis and outlines how the country could come out ahead."



② "The Parthenon overshadowed by dark clouds."

"Too obvious."



"Doesn't say crisis."





"An ancient Greek mask expressing pain."

'This feels closer, but why stop at just one?"

• "Now we just need to put ourselves in the shoes of the ancients and imagine what their assessment of the current state of Greece would be."



