

How the cover gets made

Opening Remarks Tim Cook speaks up 12

Bloomberg View European stress over stress tests • Dilma Rousseff's need for economic speed 14

Global Economics

The debate heats up over how low China's GDP growth will go 16

Japan comes under fire for being soft on corporate bribery abroad 17

An army of overeducated baristas has the Fed confused 18

Paris's 150-year-old Gare du Nord train station is ready for its \$64 million makeover 20

Why you can't get a cab in the rain 21

Salmon's supercycle 22

Companies/Industries

Pressure mounts on Japanese air bag supplier Takata 25

DreamWorks brings Santa—and Shrek—to a mall near you 27

New Qantas business-class seats let flyers lie back during takeoff 28

Briefs: Trouble for Apple Pay at CVS, Rite Aid, and Wal-Mart 30

Charlie Rose talks to AOL founder turned venture capitalist Steve Case 32

Politics/The Midterms

Electoral math: Meet the persuadables 35

Republicans are watching the Wisconsin governor's race 37

The Koch brothers have an ally: Superdonor Robert Mercer 38

Former Clinton White House staffer Chris Lehane is having \$50 million worth of super PAC fun 38

Referendums: State ballots could lead to new laws on bears, booze, pot, guns, and more 39

Technology

Salad greens grown in a defunct Newark nightclub may be the future of farming 41

How the mobile payment business caught up to—and passed—Square 42

A Dutch startup that sells journalism online, story by story, gains backing from the New York Times 43

Steve Ballmer, post-Microsoft and now a Stanford professor, searches for a mission in life 44

Innovation: Instead of a PIN for the ATM, soon you'll just need your face 45

Markets/Finance

Hank Greenberg turns to David Boies to help him attack the AIG rescue 46

One bidder is willing to take thousands of Detroit's least desirable properties 47

Falling oil prices jeopardize Wall Street's love affair with fracking 48

Doubt creeps in about how the U.S. Treasury market will function in the next stock market crisis 49

Bid/Ask: Sweden's Saab lands a \$5.6 billion contract to build 36 fighter jets for Brazil 50

Features

Reviving Keynes What the world needs now is the Depression-era economist 52

Running Out of Time Activist moms, cautious regulators, and the fight against a deadly disease 58

Boom Box How Sonos built the perfect wireless speaker 64

Etc.

Emily Post's very polite great-great-grandkids are taking her famous name to the bank 69

Food: New York's latest restaurant flavor trend: Seriously aged meat and fish 72

The Critic: Tory Burch's glossy coffee-table book showcases her picture-perfect life 74

Fashion: What do you get when a venture capitalist and an architect make a motorcycle jacket? Take a look 76

Marketing: With Viagra sales limp, Pfizer uncorks a come-hither ad campaign 78

What I Wear to Work: After years of trying to bring back the bow tie, Rick Blackshaw needed a new challenge—the ascot 79

How Did I Get Here? Hamdi Ulukaya, the Chobani yogurt mogul, started out washing dishes in Brooklyn 80

"The cover's about how Keynes's approach to the global economy was right."

"I'm not 100 percent familiar with his oeuvre."

"Might help to talk to the writer."

[to writer]

"So what was Keynes right about?"

"Hitler, for one. He warned after WWI that harsh reparations would make Germans resentful."

"So he was generally good at making predictions?"

"He got the big things right. Like, bad stuff will happen if you raise taxes in a recession."

"Did anyone listen to him?"

"He got ignored a lot, including by the U.S. Treasury."

"So how should we apply his lessons today?"

"He'd probably advise us to fix our roads and sewers while it's cheap to borrow. Has to be done eventually."

"And why don't we?"

"Budget-balancers recoil from the idea in horror."

"What do you think Keynes would tell budget-balancers if he were alive today?"

"I don't know. Maybe: 'Public works even of doubtful utility may pay for themselves over and over again at a time of severe unemployment, if only from the diminished cost of relief expenditure.'"

In other words...

