



**Think small**  
The rise of the VW Beetle  
and its many offspring p82

### Opening Remarks

8

While many still long for an anti-Romney, the Iowa winner is the GOP's only plausible President

**Bloomberg View** Greece's least bad option; putting the brakes on light-speed trading p12

### Global Economics

15

#### Man vs. Machine

Companies have been buying technology instead of hiring. Will automation finally make us obsolete?

- U.S. farmers bank on silos p16
- China's elder-care problem p18
- Iffy prospects for equities p18
- The transparent Fed p19
- Kasparov takes on Putin p20
- The week ahead p21

### Companies & Industries

22

#### Long live the King of Pop

More than two years after his death, Michael Jackson is still on top. His estate wants to keep him there

- Heineken spells relief XX p23
- For Eddie Lampert, acquiring Sears was the easy part p24
- Wendy's goes luxe in Japan p25
- India: Lining up for dialysis p26
- Briefs: Yahoo!'s new CEO p28

**Front-runner**  
Romney's road to the White House p8



### Politics & Policy

31

#### The end of gun control

More Americans than ever believe in the right to pack heat. Anti-gun activists need smaller targets

- New state laws make it easier to put teens to work p32
- The Mormon church's charm campaign p34
- A guide for aspiring campaign pundits p35

### Technology

37

#### Skill-testing questions

Kaggle solves companies' data problems by turning them into contests for PhD's and Web whiz kids

- Ocean-friendly plastics p39
- China Mobile's 3G letdown p40
- Who's dissing Spotify p41
- Paging Dr. Smartphone p42
- Innovator: A drugmaker turns to race car design p43

### Markets & Finance

44

#### Houses of government

Instead of winding down Fannie, Freddie, and the FHA, Congress has increased their importance

- Sequoia cuts back on Buffett's Berkshire—and thrives p46
- Real estate troubles visit a Chinese island paradise p46
- The gold rally fades p47
- Bid & Ask: The week's deals p48



**Venture culture** Wilbur Ross goes after financial road kill

## Features

54

### The New Trophy Husband

High-powered CEO moms, and the stay-at-home dads who love them, turn the old expression "behind every great man ..." on its head p54

### A Small Town's Sour Deal

Bruce Cole persuaded Moberly, Mo., to help him build a sucralose plant. The town's sweet dreams of jobs and opportunity soon became a nightmare p60

### The Bank Eater

Troubled financial institution on the side of the road? Wilbur Ross will have a bite. He may even help himself to seconds p68

## Etc.

75

### The Post-it Wars

What began as a skirmish between Paris offices has spread worldwide. The weapon: sticky-note mosaics

- Next Life** Jonathan Star is using the same obsessive nature that made him a Wall Street success to prepare kids in Somaliland for top-tier foreign schools p78
- Interviewing** How do you ace a Google interview? This is not a trick question p79
- Etiquette** A guide for American workers who want to impress a Chinese boss p80
- The Stack** The VW Beetle's long, strange trip from Adolf Hitler's People's Car to counterculture icon and hipster accessory p82
- Hard Choices** After a slow start, Albert Foer nearly gave up on his American Antitrust Institute. AT&T and T-Mobile, whose merger it opposed, probably wish he had p84