## Bloomberg Businessweek Contents



Spot Check , Parsing human behavior at the dog run p82

## **China in Transition**



**Opening Remarks** China looks less threatening in the light of another superpower's rise p10

**Bloomberg View** Why China-bashing on the campaign does more harm than good p12

**Leadership** Where will real power reside after the coming political transition?

Urban Growth China's megacities-to-be p17

Infrastructure Beware of collapsing bridges and toppling apartment complexes p18

**Health Care** The diagnosis at mainland hospitals: Corruption and overcharging

**Inequality** Dumpster-diving for cardboard to put a son through university

Counterfeiting Weeding out the fakes at Alibaba's 800 million-product online mall

# Politics&



p20

p22

p24

#### GM's bumpy rollout

Companies &

Industries

Its rushed introduction of the 2013 Malibu may set it back in the meat-andpotatoes midsize market

An Asian thirst for probiotics p28
Siemens hires abroad p29
Al Jazeera's sporty move p30
Briefs: Staples' pullback p33
Charlie Rose/Muhtar Kent p34

# Policy

# The undecided mind The presidential election hinges on a small group of wavering voters. Who are they?

City Hall vs. Airbnb p38

Texas: Where football and wealth redistribution collide p39

A looming doctor shortage p40

New Jersey's joyriding pets p41

#### Technology



E-junk dealin' machine EcoATM kiosks—which pay cash for used phones—are coming to a supermarket near you

Customer-friendly PayPal? p47
The cloud-based battle to tell
you what's on TV tonight p48
Innovator: Partelis Alexopoulos's
push for slimmer disk drives p49

# Markets & Finance



Nelson Peltz: Still scary

The veteran raider is shaking up the management of money manager Legg Mason

Spanish construction's
drastic contraction p52
Pandora's takeover appeal p54
Bid & Ask: The haul from

the Brooke Astor auction p56



Boomtown vats Oil storage is a growth industry in Oklahoma p66

## **Features**



### **Branded for Life**

The secret joys and sorrows of Smiling Bob, Joe Isuzu, the Dell Dude, and other actors who've given their faces to a company

p60

5

## Oil Bank of America

There are 44 million barrels of crude parked in Cushing, Okla. Those who can move it—by truck train, barge, or pipe—are making a killing p66

## The Homeless Billionaire's Deep Thoughts

Nicolas Berggruen has long been famous for having no home and throwing great parties.

Now he'd like to save the world, too p74

Etc.

79

## The Fine Wines of ... Yinchuan?

China is the world's top Bordeaux importer, but mainland vintners are springing up fast

Behavior What your comportment at the dog park says about you	p82
The Commute Tricked-out Airstream trailers are becoming the office	e of choice
for "freedom junkie" entrepreneurs	p84
Shopping We put money- and power-themed colognes to the smell to	est p85
The Stack In Volcker: The Triumph of Persistence, author William Silb	er
chronicles the tenure of a bold and iconoclastic Fed chief	p86
Hard Choices The CEO of Newton Investment, and mother of nine, of	on founding the
30% Club of executives committed to getting more women on compa	ny boards p88

COVER: PHOTO ILLUSTRATION BY JUSTIN METZ; PHOTOS: AFP/GETTY IMAGES; FEND LUGETTY IMAGES; THIS PAGE, FROM TOP: JAMES "GNARTOONS" STANTON; DANIEL SHEA