BusinessWeek In Depth

Coldman's Blankfein has been trying to live down his "doing God's work" quip since November

30 Goldman Sachs: Don't Blame Us

Record profits, big bonuses, huge market share—and a reputation as the toxic symbol of all that's wrong with Wall Street. Talking with Bloomberg Business Week, Goldman executives make their case for why their firm owes no one an apology.

40 Ford in Asia: In Gear at Last

Auto markets in China and India are red-hot, and Ford, a longtime laggard in Asia, is finally building the models both countries crave.

44 MasterCard, Visa, And the Card Sharks

While the credit-card giants say they avoid licensing banks with questionable dealings, a look at Hallmark Bank & Trust and others raises questions about how much attention they're paying.

48 Bill Bratton, Globocop

The ex-police commissioner sent crime plunging in New York and L.A. Now, as chairman of Altegrity Risk International, he aims to bring the best of American policing to some of the worst places on the planet.



2 The iPad: A major productivity booster?

The Week in Business

- 06 Executive Summary More U.S. offshore drilling; Rio Tinto in China; help for Greece
- 13 | At the Table Charlie Rose talks housing with Yale economist Robert Shiller
- 16 Business Outlook Consumers are spending again. Will it last?

New Business

18 | Eyeing the iPad Yes, it serves up fun and games -but Rich Jaroslovsky thinks it could launch a workplace revolution, too

- 22 Inflation: Hawks vs. Doves Central bankers are growing hotly divided over how aggressive interest rate policy should be
- 24 Return of the House Flippers They're back, quickly fixing up and selling homes - and this time they could help stabilize some of the diciest markets
- 28 The SEC's Muni Cop Elaine Greenberg's probe of the muni bond market may help rebuild trust in the tarnished agency
- 29 The World Cup, Cracked South Africa spent plenty to host the most-watched sports event, but the fans aren't lining up

What's Next

- 54 Knee, Call the Doctor Cellular's next frontier: Wireless health care, where medical data are delivered right to your doctor
- 56 A Bulwark Against HIV Can Gilead slow the pandemic by treating at-risk patients with the same drugs used on the infected?
- 60 A Tear in Japan's Safety Net Japan Airlines' move to cut pensions is dealing another blow to the corporate welfare state
- 62 Taming Tiger's Tailers Augusta National prides itself on the dignified atmosphere it cultivates at the Masters. But here come Tiger and the paparazzi

64 Back from the Dead Memorex, TDK-Imation thinks there's life in these "zombie" brands

Personal Business

- 70 | Money Report Progressive's progress; what's behind the buyback revival; why junk-bond sales are thriving
- 71 | Hooray for Boring Actively managed exchange-traded funds are cheap and reliable, says IndexUniverse.com's Jim Wiandt
- 72 A Bond King Turns Bear Pimco Total Return Fund's Bill Gross sees the three-decade bond market rally winding down as interest rates trend upward



RAII eyes will be on Tiger at the Masters



Business Views

- 75 B-School Upheaval Three top schools are getting new leaders
- 77 Books Schlesinger: The Battery
- 78 |Feedback China; Obamacare
- For B-school deans, an MBA image crisis
- 80 Outside Shot Raghuram Rajan wants to make bank debt holders soldiers in the war on risk
- 78 | Corrections & Clarifications
- 79 Index of Companies and People