Bloomberg Businessweek Contents

Recession-proof The strength of sub-\$20 vodkas p72

Opening Remarks



A Michigan law speeds the takeover of financially ailing towns and cities by state-appointed emergency managers. Necessary? Arguably. But it also alters the nature of American democracy

Global **Economics**



Companies & Industries



Ryan's Fed effect

Why the congressman's calls for austerity could force Bernanke to postpone a rate hike

Chinese millionaire toys	p08
Peru's presidential runoff	p08
Factory vs. farm in China	p09
Tom Keene's EconoChat	p10
Norwegian oil's Arctic hope	p10
The Swiss in Swiss watches	p12
Seven days ahead	p13



Dying in the water Even before the tsunami. Japanese fishing had been

declining. Now the industry may never recover Law partners' heads roll The Equal brand embraces

other sweeteners Protests over Tesco's reach p17 Pinkberry's overseas push p18

Charlie Rose/Jeff Bewkes p21

Fighting Repression 2.0

The State Dept. is funding

tools to help activists

abroad safely use the

Internet to organize

Politics & **Policy**

Features



"I'm Very Serious"

Starturn Trump before a Tea Party rally in

Whether Donald Trump runs for President or not, he's already gotten what he wants: Attention

Mystery in Omaha

Berkshire Hathaway has distanced itself from David Sokol. How the Buffett protégé lost his way p50

The \$600 Million Human Decoder Ring

Pacific Biosciences' gene sequencer may bring researchers a step closer to curing cancer p56

Vanishing Economic Facts

The real cause of the financial crisis? The erosion of reliable information in capital markets

Going beyond aspartame p17

Sweet spot



The wide-ranging impact of court budget cuts Better to be a prison guard in Texas or California? p25 Justice vs. the FTC: A battle over mergers p27

Technology



Markets &



Alcatel-Lucent Powers Up

is betting big on 4G and a revitalized product line Why employees shouldn't get too comfortable on Yammer

A messy merger behind

it, the network company

and Chatter p31 The man behind Match.com's matching algorithm Innovator: Software to police cyberbullies

Finance

TPG's Trials in Russia For private equity, the country is still the Wild West, as the Texas firm has discovered

A disappointing batch of bank earnings as revenues drop p39 Is Microsoft a value stock or value trap? In the last decade, bloody tracks for bear market funds

Bid & Ask: The week's deals p41



Celebrities-in-Training

John Spencer Ellis pioneers a micro industry: Making personal trainers as famous as their clients

Fashion These shoes won't walk all over the office dress code	p68
Business Class Picking the perfect sleep-inducing in-flight (war) movie	p70
One True Thing A tennis racket for pros-or players who just want to look like one	p71
Branding Transparent strategy: Vodka that's premium in name and cheap in price	p72
The Stack Painting a picture of Google in midlife crisis, In the Plex asks whether the	e best
engineering is now taking place outside the Googleplex	p74
Hard Choices Elon Musk on the challenges of fostering multiplanetary life and	
running two companies at the same time	p76

COVER: MICHELE ASSELIN; THIS PAGE: TRUMP: RON HAVIV; ILLUSTRATION: AL MURPHY