# Bloomberg Businessweek Contents



Off the rack Everything at Forever 21 costs less than \$60 p90

### **Opening Remarks**

6

Steve Jobs had the vision to turn a computer company into a mobile phone company. Apple will still make money if he doesn't return, but it's not clear if anyone else can make that kind of leap

### Global Economics



## Davos: Good old days

Bankers are asking to move beyond the crisis. What many really want is a return to business as usual

A dearth of women at Davos p12
Young Arabs need jobs p13
A French fighter spurned p14
Rose Q&A: Henry Kissinger p15
China's CEOs and the yuan p16
Tom Keene's EconoChat p16

# Companies & Industries



#### Remaking GM

Freed of contract and other restraints, CEO Dan Akerson shifts the focus to building cars people want

Corporations come back to the Super Bowl p22

H&R Block uses a free offer to get tax filers in the door p23

How marketing missteps stalled TV sales p24

Briefs p25

# Politics & Policy



## The shadow Fed chair

Stanford economist John Taylor's blistering policy critiques have inspired Republican leaders

The risky business of limiting commodity speculation p28
Cuts to state college budgets could backfire p29
Doctors in the House p30
Corporate tax rates p31

## **Technology**



### **EMC** wants some respect

The storage provider has become a one-stop shop for cloud computing. Wall Street is unimpressed

The rise of "gamification" p35
A turnaround for Chinese chipmaker SMIC? p36
Nintendo: Small-screen 3D p38
"Artisanal publishing" via smartphones and tablets p39

# Markets & Finance



## Profit in the muni panic?

States' fiscal distress has investors fleeing. Some analysts see opportunity for the intrepid

In the ruins, big homebuilders make gains p42
Quattrone's comeback p43
Squeeze on small oil drillers p44
Pimco takes a step toward independence p45
Bid & Ask: The week's deals p46

#### Green Business



#### **New Roman power**

An Italian startup is tapping into aqueducts to generate electricity—and expanding in the U.S.

From the West Bank,
fair-trade olives p75
Delivery trucks go electric p75
A new way to pay could
energize fuel cells p76
Wind power's top lobbyist on
Congress and China p78



# **Bloomberg Government Insider**

A new quarterly insert focused on the intersection of profit and policy



# **Features**



## Jeff Bewkes and the Apple Trap

Time Warner's CEO demands a "fair price" for Web content. Can he stand up to iTunes and Netflix? p80

### Forever 21: Steal This Look

The cheap-chic teen retailer is growing amid questions about just how original its designs are p90

### The End of the Line

Taking apart an iconic American factory, ton-by-ton. An excerpt from the new book *Punching Out* p98

Etc.



## Love in the Time of Cupertino

More than 27,000 iPhone/iMac/iPad devotees seek an iMatch on Apple-lovers-only dating site Cupidtino.com

Perks At video game maker Electronic Arts' Canada campus, it's always game tim	e p108
One True Thing A shawl for when the weather, or the office AC, acts up	p111
<b>Branding</b> How nonprofit Toastmasters went from small-town pastime for shy groomsmen to a business finishing school with 250,000 members	p112
Wealth Looking for investment opportunities in major economic trends	p114
The Stack How to explain the rise of the mogul class? Why, evolution, of course! At least that's the theory of the authors of Naturally Selected	p116
Hard Choices WPP CEO Martin Sorrell on building his advertising juggernaut, le	etting