# Bloomberg Businessweek Contents



Shell game rom monitoring portfolios to hawking oysters. p73

### **Opening Remarks**



Facebook's \$450 million deal with Goldman Sachs signals that insiders will get the most out of any IPO, leaving the site's 500 million friends—and every small investor-to vie for aftermarket scraps

## **Economics**





Back to basics at Uniqlo A move into fashion was a costly stumble for Asia's top clothier. Its billionaire

For-	profit college grads a	lso
earn	a lifetime of debt	p18
Nutr	isystem ads get real	p19
Play	boy CEO Scott Flanc	ers on
Asia	and Hef's buyout bid	p19
Tou	gh times have been to	ough
on ir	mage consultants	p20
Brie	fs	p21

### India's skilled-labor shortage p8 Small biz opts for part-timers p9 Japan: Rare earth recycling p9 No rush to join the euro Tom Keene's EconoChat Charlie Rose/Jon Huntsman p12 Seven days ahead

Trust us

Moynihan must

win over BofA

investors. p39

Forecast for food prices

Bad weather pushed food

higher in 2010. Increased

demand and pricier oil will

keep the pressure on

### Companies & **Industries**



owner got the message

For-profit college grads als	30
earn a lifetime of debt	p18
Nutrisystem ads get real	p19
Playboy CEO Scott Flande	ers on
Asia and Hef's buyout bid	p19
Tough times have been tou	ıgh
on image consultants	p20
Briefs	p21

### Politics & **Policy**



Medicare: The easy mark Claims-processing flaws and a lack of resources have left the \$500 billion program open to scams

FTC's online privacy geek	p25
Nasdaq's stealth lobbying	
campaign	p26
Paying professors to retire	p27
Stimulus: The myth of the	***********
"shovel-ready" project	p28

### **Technology**



## **Finance**



### CES: It's tablet time

Tech outfits are unveiling roughly 100 new models in Las Vegas, a sign that the tablet is the new PC

Celebrities tweet for dollars p32 Google wants to make your smartphone a checkbook p33 Big sound comes to PCs Atheros' \$3.1 billion payday p35 Making valuable chemicals from sawdust and cornstalks

## Markets&

### **BofA's firefighter**

A year into the job, CEO Brian Moynihan is still coping with fallout from the financial crisis

Big-name managers stick w	ith
big stocks for 2011	p40
Buyout firms: Ready to sell	p41
Brazil's consumer-credit	
wake-up call	p42
A market rally in Japan?	p43
Bid & Ask: The week's deals	p44



Out and about Afghans crowd Kabul's business and shopping centers

### **Features**



### Land of War and Opportunity

To survive, Afghanistan needs foreign investment. Can a Defense Dept. task force persuade American businesses to jump in? p46

### A Collaborative History of Wikipedia

How the online "temple of the mind" became the place to go to look stuff up: A drama told in the site's open-source style

### The Drug Trade's Latest Victim: An Entire Town

In November more than 6,000 residents of Ciudad Mier fled as drug gangs shot up the Mexican border town. A look, in pictures, at what they left behind p62



### Matchmaker, Matchmaker, Catch Me a Czech Or a Russian. Or a Ukrainian. A shaky economy helps the international mail-order-bride trade flourish

Hands On OnLive could one day make video game consoles obsolete	p72
Next Life A young hedge funder leaves the expense-account restaurants behind,	only
to return, through the kitchen, to supply them with oysters	p73
Fashion Auto-accessory mogul Jonathan Koon sets his sights on streetwear-and	-74
becoming a billionaire by the time he's 30	p74
Office Lab What we do while waiting for a flight, and what it says about us	p76
The Stack The spill of BP books has begun, just as the disaster begins to recede	p78
Hard Choices Hermitage Capital founder William Browder on how exposing corruption in Russia affected his investment strategy-and his worldview	p80