



New Bike City
The two-wheeled tank.
ready to invade NYC p88

Opening Remarks

6

JPMorgan lost more than \$2 billion—and it could happen again

Bloomberg View It's time for Turkey and the EU to resume talking; Facebook's other founder p10

Global Economics

13

Greece: In or out?

Has a Greek exit from the euro zone become inevitable—and even desirable?

Big ripples from the auto industry's rebound	p14
Spanish companies need Latin America	p15
China's state enterprises	p17
The week ahead	p18

Companies & Industries

21

Dungaree redux

A century-old denim mill in North Carolina finds new life making high-priced, old-style jeans

Ford wants its logo back	p23
Latin America's telecom titans take their fight to Europe	p24
Competition erases the smiles at Singapore Airlines	p25
Briefs	p26

Politics & Policy

29

Whacking Romney

An Obama ad pummels his private equity past—and the whole industry may feel the pain

The tanks of Detroit	p31
Scalia's sharp tongue	p32
To win over women, Obama turns to Lilly Ledbetter	p33
The NRA's Florida firebrand	p34

Technology

37

The Ellison files

Court documents in a Silicon Valley brawl suggest HP misled customers and partners

Startups and their mascots	p38
Rewiring the wireless biz	p39
Big Data, M.D.	p40
Yahoo! Meet the new boss	p42
Innovator: Yosi Glick has a movie for you	p43

Markets & Finance

44

The \$2 billion question

How did JPMorgan lose all that money? The bank won't say, but clues are starting to surface

The empire-builder behind the Dodgers deal	p46
A paucity of stock splits	p48
Why foreign banks shun American millionaires	p50
Bid & Ask: The week's deals	p51

Enterprise

53

Here come China's VCs

Chinese investors are backing U.S. startups—and helping them gain a foothold on the mainland

Small U.S. oyster farms are on the rise	p54
House paint that reduces bug-borne diseases	p55
VC funds: The long view	p56
Farmers, meet eaters	p58



Venezuelan surge A throng of supporters for Henrique Capriles p68

Features

60

How Zuck Hacked the Valley

On the eve of Facebook's IPO, a look at the daring decisions that took the social network's price tag from \$1 billion to about 100 times as much p60

Hugo Chávez's Enemy No. 1

For the first time, Venezuela's president has a real rival. And as Henrique Capriles grows more popular, the tension—and danger—mount p68

Hot Air Raid

Mike Huckabee is gunning for some of Rush Limbaugh's 20 million listeners p74

Etc.

79

Spam's for Eating, not Deleting

How to defend your brand when it becomes associated with something everyone hates

Behavior Interpreting the body language of the office smoker	p82
Branding Prince Leonard of Hutt River seceded from Australia, along with his 18,500 acres of land, back in 1970—and the micronation movement was born	p84
Language Declaring a state of emergency to stop overuse of the term "emergency"	p86
Transport Meet the pedal-powered tank set to star in NYC's bike-share program	p88
The Stack <i>The Dictator's Learning Curve</i> chronicles gains in faux-Democracy	p90
Hard Choices Village Voice Media's new general counsel, Liz McDougall, on quitting her firm to defend online classifieds for erotic services	p92