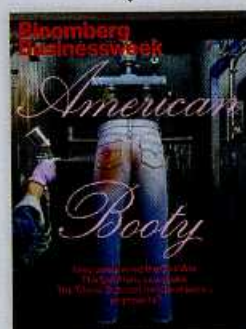


How the cover gets made

## Domestic and Asian Cover

1  
"Cover is on Levi's, and how it's working to compete with yoga pants."  
"It's about time someone tackled one of the most destructive and troubling forces in modern-day society. How will it compete?"  
"It's experimenting with new fabrics, washes, and fits in a lab in San Francisco."  
"We could shoot the lab for the cover. Or we can illustrate a woman wearing Lululemon choking an 1800s Levi's-clad pioneer with her legs."



## European Cover

1  
"The story is about a new airport in Berlin that hasn't been able to open."  
"Very compelling. What's keeping it from opening? Did a deadly virus break out at the terminal? Terrorist threats? A natural disaster?"  
"Mostly poor planning and mismanagement."  
"I see. So what exactly is the irresistible lure of this story?"



**Opening Remarks** China's market meltdown and Beijing's not-so-invisible hand 10

**Bloomberg View** Downsizing the Pentagon • The smoke and mirrors around medical marijuana 12

## Global Economics

The Yellen Fed's independence is under attack despite an economic rebound 14

China plants the seeds for a bumper crop of Silicon Valleys 16

What keeps Italy from becoming the next Greece 17

Former Georgian President Mikheil Saakashvili takes on corruption in Ukraine's Odessa region 18

## Companies/Industries

Big Pharma's mutant shortcut to blockbuster drugs 20

Digital price displays give brick-and-mortar retailers a weapon against online rivals 22

Who says real boys don't wear pink? 23

Briefs: Ashley Madison gets hacked; Citigroup gets fined 24

## Politics/Policy

The one-branch Virginia bank that stashes cash for Jeb, Carly, Rand—and the Donald 27

Accused of corruption abroad? Make the feds prove it in court 29

The amazing spider van fights potholes wherever they lurk 30

## Technology

As Chinese sales stall, the world's smartphone makers squirm 32

Housing.com's tantrum-prone CEO is shown the door 33

Using Google searches to get an early read on drug side effects 34

Innovation: 3D printing brings the cost of child prostheses down to size 35

## Markets/Finance

Fiscal discipline, in the form of CFO Ruth Porat, comes to Google 36

Will retiring boomers inflate the residential rental market? 37

AIG amps up its cyber-attack insurance division 38

Short sellers are kicking gold while it's down 39

Bid/Ask: Lockheed Martin snags Sikorsky; St. Jude Medical buys a heart implant maker 40

## Features

**Levi's Stretches** The storied jean company battles an existential threat: Yoga pants 48

**Googled** Ben Discoe worked, ate, slept, and bathed at the Googleplex for 13 months straight 56

**Holding Pattern** Berlin broke ground on an airport in 2006. Don't ask when it will open 60

## Etc.

Can cosmetics startup AOBiome persuade consumers to spray live bacteria on their faces? 67

Food: The perfect 10-minute make-in-the-morning salad for munching on at your desk 70

The Critic: As comic book sales rebound, Archie gets spiked hair—and a smartphone 71

Fashion: Summerize Fridays at the office in a throwback polo shirt 72

Sports: A pro cycling physiologist's answer to Gatorade is quickly gaining fans 74

What I Wear to Work: For branding entrepreneur David Moncur, "jeans and tennis shoes would never fly" 75

How Did I Get Here? Tracing Russell Simmons's career path, from hot dog purveyor to music mogul 76