Bloomberg Businessweek Contents



Bear Job Market Why Beijing is no Prague for young Americans p83

Opening Remarks

Law, economics, and the humans who befuddle both

Bloomberg View What to do with Syria; Electoral badgering in the Badger State

p12

Global **Economics**



Europe's contagion The region's woes can hurt U.S. exportsand confidence-in roundabout ways

Macau's hot hand cools	p16
India's search for revenue	p17
China plays trade hardball	p18
French elections are tight	
among expats in the U.K.	p20
The week ahead	p22

Companies & **Industries**

Samsung's family feud The head of South Korea's electronics giant is caught in a bitter battle with his siblings

GE readies for waning wi	ind
power	p27
Novo Nordisk's search fo	ra
once-a-day insulin pill	p28
IPads head skyward	p30
Briefs	p32



Politics & Policy



Some way to greet a hero Wounded troops come home from war only to wait years for the help they need

Locking up the best idea	s p36
Business balks at a tax c	ut p38
Cleaning up on clean car	s p38
Election year Euro-bashir	ng p41
The parties party-you pa	y p42
Charlie Rose/Jeb Bush	p44

Technology

New tack

Obama plays

the Europe

card p41



Steve Jobs's Mini-Me

Phil Schiller hams it up onstage, but more than anyone he's in charge of keeping Apple cool

The debut of Airtime's fles	sh-
free video chat	p48
Designing Silicon Valley	p50
The war on meetings	p5
Innovator: Recruiting gam	ers to
fight disease	p5

Markets & **Finance**

What fracking?

Landowners in Wayne County, Pa., envisioned riches from big reserves of gas. So much for dreams

Foreign banks are hamstru	ing
by Beijing	p56
Ford and GE want you to b	uy
their debt	p57
Say on pay sways boards	p58
Bid & Ask: The week's deal	s p60



Underwater treasure Odyssey's CEO with a bit of the ocean's bounty p70

Features

American Pain

How did the George twins build an illegal prescription painkilling empire? A few pills at a time

p62

7

Tales From the Deep

When explorers from Odyssey Marine Exploration found some \$500 million in sunken treasure, they thought it was theirs to keep. Spain disagreed p70

In Defense of Lobbyists. Really

Howard Marlowe is on a 35-year mission to restore the good name of one of America's most despised professions

Etc.

China Doesn't Want You

Think Mandarin, a passport, and a good idea will allow you to jump-start your career? Not so fast ...

References Buzzwords, errors, old family ties-how to tell when recommendation	n
letters should be sent to "trash" rather than a prospective employer	p86
Next Life A rebel spirit drove the founder of Confederate Motorcyles to turn from	na
New Orleans law practice to a passion shared by Bruce Springsteen and Brad Pitt	p87
Hall of Fame Could they really be that stupid in 140 characters or less? Yep	p88
The Stack In The Fish That Ate the Whale, Rich Cohen tells how banana king Sam	
Zemurray came from nowhere to create an archetype, "the gringo in platonic form	*p90
Hard Choices Boxer Manny Pacquiao recalls being KO'd in politics	p92