



How the cover gets made

**Opening Remarks** The case for a \$10.10 minimum wage 10

**Bloomberg View** A costly trust gap for U.S. tech companies • Greece needs debt forgiveness 14

## Global Economics

In rural China, e-commerce is giving a lift even to tech-challenged farmers 17

Struggling Greece plans to privatize its shuttered Olympic venues 18

The narrow Swiss vote to curb immigration is rallying far-right parties across Europe 20

Colombia's ardent embrace of a weaker peso 21

Correlations: Whom you marry can affect income inequality in the U.S. 22

Charlie Rose talks to Secretary of the Treasury Jack Lew 24

## Companies/Industries

Budget carriers swarm Asia's skies, and airlines like Cathay are getting nervous 27

I'm not a slob, just haute casual: High fashion co-opts activewear 28

In two years, Nissan has gone from profit leader to laggard among Japanese carmakers 29

Russian billionaire Roustam Tariko wants to rule the vodka market 30

Briefs: Apple's next-generation set-top TV is coming 32

## Politics/Policy

Oil trains keep blowing up. Why is Washington slow to do something about it? 34

The U.S. Postal Service makes a (small) bet on same-day delivery 36

Giving doctors a reason to stay clear of hospitals 37

Patent trolls head to the Supreme Court 38

## Technology

Small-satellite startups race to provide near-real-time images 41

As Nintendo and Sony falter, Panasonic executes a neat 180 42

Sochi's embarrassment of broadband riches 43

Android's expanding globally, but Apple's getting stronger at home 43

Baby-sitting money: Online marketplace UrbanSitter has raised \$15 million in funding 44

Innovation: A new way to test chemotherapy drugs 45

## Markets/Finance

Millennial (male) artists are in demand as speculators flip their work for huge profits 47

Still stinging from the Facebook debacle, Nasdaq readies a market for private shares 49

For intrepid investors, Iraq's banks are paying off 50

The money-laundering double standard for bankers and Bitcoin backers 50

Bid/Ask: Nestlé and L'Oréal drift apart; Bill Ackman makes a profitable exit from General Growth Properties 51

## Features

**How to Debug a Jet** Inside the 18-month testing process for the Airbus A350 52

**Strange Bedfellows** Boutique hotelier Ian Schrager teams up with mass-market Marriott 58

**Starbucks Buys a Farm** The coffee chain's plot to save the arabica bean 64

## Etc.

Russell Stover dominates Valentine's Day by marketing heart-shaped boxes to men 71

The Commute: Cool galoshes—really—to protect your shoes from endless wintry slush 74

After Hours: Your nightmares about work, decoded 75

Grooming: Face creams to help parched skin survive the dry office air 77

The Critic: Kevin Roose's *Young Money* follows eight Wall Street analysts as they learn to loathe their jobs 78

What I Wear to Work: The UN's Ajay Madiwale had his suit made in India, but he stole his tie 79

How Did I Get Here? Chef Marcus Samuelsson brought fine dining (and his granny's meatballs) to Harlem 80

"We could illustrate the minimum wage with cash. Or maybe deal with the political stuff."

"Better yet, let's find working Americans on the front lines of the debate and let them speak."

"How about channeling Gillian Wearing?"

"Yes! The artwork with the crazy name?"  
(Signs That Say What You Want Them to Say and Not Signs That Say What Someone Else Wants You to Say)

"Let's ask our subjects three questions and give them a marker to write their answers on a card."

Here's Jody Sullivan, from Upstate New York. She works as a cashier at a discount store.

"What is your biggest financial fear?"



"What do you think you should earn?"



"What do you do?"



We chose six people and produced six different covers. You can see them all at [businessweek.com/minimumwage](http://businessweek.com/minimumwage). We would like to thank all those who shared their stories with us.