

Bloomberg BusinessWeek

In Depth

32 | Obama's Corporate Messaging

In a wide-ranging Oval Office interview, President Barack Obama takes aim at the perception that he and his Administration are anti-business

38 | Detroit's Big Chance

GM and Ford have a rare opportunity to steal buyers from a bloodied Toyota. The trick is not to seem predatory

46 | Caribbean Tax Holiday

The IRS is investigating how \$100 billion a year in retail credit-card receipts is escaping U.S. taxation

50 | Goodbye, Ireland

With the day of the Celtic Tiger now a memory, a job famine is forcing a new generation to head overseas

54 | Memo to Lloyd Blankfein

Michael Lewis on how to make mere mortal Americans more properly appreciative of Goldman Sachs





A demonstrator in central Athens

The Week in Business

- 08 | **Executive Summary** Bernanke on interest rates; a peek at China's wealth; shakeup at SAP
- 14 | **At the Table** Charlie Rose talks with billionaire Eike Batista about the oil boom ahead in Brazil
- 16 | **Business Outlook** Why small business isn't leading the recovery
- 17 | **Numbers** A wide world of crushing government debt

New Business

- 18 | **Greek Ruins** Bond market vigilantes are making Athens pay for failing to lower deficits

22 | BW 50 Google on Display

For the search-ad king, display advertising will soon be a billion-dollar business

- 24 | **Inside the iPad** Apple's new tablet is more than the sum of its parts—about \$270 more

- 26 | **No Rest for UBS** The Swiss bank is profitable again, but CEO Oswald Grübel still needs to stem the exodus of wealthy clients

- 29 | **Buying Opportunity** With health-care reform on hold, hospitals and insurers are looking to consolidate further

- 30 | **Less Yummy in China** What's behind slowing sales at Yum! Brands' KFC and Pizza Hut

What's Next

- 64 | **Let's Make a Deal** After years spent stabilizing Tyco, CEO Ed Breen sees acquisition as the company's key to growth—again
- 66 | **Chutes and Ladders** Electronic Arts tries to climb out of a deep hole as game players turn to cheaper online alternatives
- 67 | **Hedge Row** The financial industry and EU regulators spar over proposed rules for hedge funds
- 68 | **The Street's Bête Noire** CFTC chief Gensler, a Goldman vet, emerges as a tough regulator
- 70 | **Judgment Day Care** A new service minds pets “left behind”

- 71 | **Global Designs** Tory Burch takes on the world

- 72 | **Golden Board** Pay is soaring for big-time corporate directors. And so is the workload

Personal Business

- 74 | **Money Report** How Fibonacci might predict the market; Wells Fargo braces for higher interest rates; the Fed's happy returns
- 75 | **Tops in Tough Times** Mutual funds that rode both the bear and bull in 2008 and 2009
- 76 | **Second Acts** A retired banker teaches nonprofits how to raise money the way Wall Street does



Burch has proved she's no dilettante



Palm's Pre Plus: Bring the Wi-Fi with you

Business Views

- 78 | **Books** Gawande: *The Checklist Manifesto: How to Get Things Right*
- 80 | **Tech & You** Rich Jaraslovsky, a walking mobile hot spot

- 81 | **Feedback** AT&T's iMess

- 84 | **Outside Shot** The surprising effectiveness of straight talk

- 81 | **Corrections & Clarifications**

- 82 | **Company Index**