

How the cover gets made

## Domestic Cover

1

"The cover is on Harper Lee and investigates rumors that her lawyer may be taking advantage of her in her old age."

"Who's Harper Lee?"

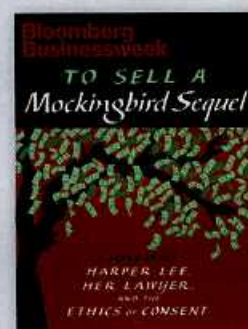
"She wrote one of the most famous books in the world, *To Kill a Mockingbird*."

"Oh, I love that one. For the cover let's do Katniss Everdeen giving a lawyer the middle finger."

"You're thinking of *Mockingjay*."

"Right, right. OK, I have no idea what to do for this cover."

"We could reinterpret the original *Mockingbird* book jacket."



## International Cover

1

"The story is on China's market bubble."

"We could just do type and make it look like a bubble."

"Got anything else?"

"No."



**Opening Remarks** Merkel puts Germany first, and the rest of the euro zone suffers 8

**Bloomberg View** Solving the refugee crisis • Jim Webb's tone-deaf entry into the race 10

## Global Economics

Spain's creating plenty of jobs—lousy ones 12

Greece contemplates dusting off the drachma 13

In Egypt, the AC and lights stay on at home, at factories' expense 14

Satellite photos may be the next great economic tool 15

## Companies/Industries

At Disney Shanghai, more room for little princesses, and their grandmothers 18

Mistaking the emergency exit for the john, and other adventures in Vietnamese air travel 19

Taco Bell puts the app in appetite 20

Rolls-Royces, Bentleys, and Maseratis cruise Kazakhstan 21

## Politics/Policy

L.A. tackles a national disaster: Voting machines 22

U.S. farmers lead the parade into Cuba 24

Republicans learn to speak climate change 25

David Vitter uses his Washington gig to run for governor of Louisiana 26

## Technology

Uncle Sam wants you...to study coding and hacking 28

What's holding up Twitter's CEO search: Prior CEOs 30

BlaBlaCar detours around Uber-like regulatory headaches 30

The one piece of Nokia everybody wants 31

Innovation: A wireless pacemaker that goes straight to the heart 32

## Markets/Finance

China's stock market goes from boom to kaboom 34

HSBC promised to keep a keener eye on compliance. Did it? 35

T. Rowe Price's Henry Ellenbogen takes a lucrative walk on the pre-IPO side 37

## Features

**Jared's Gone** And Subway desperately needs a new strategy 38

**Go Sell a Watchman** How a 60-year-old manuscript became 2015's hottest title 46

**Making Tracks** SoundCloud could be online music's Facebook, if it gets its act together 52

## Etc.

How four sleep-deprived dads at *Lost My Name* rewrote the future of kids' books 59

Design: Testing Ikea's phone-charging decor 62

Workplace: A new management philosophy eliminates the boss. It's not as easy as it sounds 63

Commuting: The best bicycles, gear, and advice for getting to work on two wheels 64

The Critic: John LeFevre's *Straight to Hell* overworks the all-bankers-are-evil trope 66

What I Wear to Work: Michael Chernow's restaurants are comfortable and casual, so he is, too 67

How Did I Get Here? Deborah Lloyd figured out early how to win in the fashion world 68