

How the cover gets made

Opening Remarks After a record settlement, Jamie Dimon isn't quite the colossus he was	14
Bloomberg View The prescription for Obamacare • Beware of dual-class shares	16
Global Economics	
Imelda Marcos is back, and she says she can save the world	19
A Keystone pipeline to the Gulf Coast is up and ready to gush	21
Luring Venezuelans to the polls with pop star candidates	21
In France, Big Brother is handing out speeding tickets	22
Abenomics has been great for Japan's well-heeled	23
The Brits are spending again, and growth is edging up	23
Correlations: This Halloween, a little less tricking and treating	24
Companies/Industries	
To give Fiat more traction, Sergio Marchionne needs Chrysler to come along for the ride	27
As Chinese cineplexes boom, audiences prefer local films to Hollywood's	28
Raising crocodiles is harder than selling them	29
Ovation proves fine arts cable can thrive, as long as Daniel Radcliffe and Jon Hamm are in on it	30
Briefs: Netflix keeps the hits coming	31
Politics/Policy	
Mary Jo White wants Wall Street to fess up when it breaks the law	33
Those safe GOP seats aren't so safe after all	34
Business aims to take back the party of business	36
An FCC plan to prevent train wrecks runs into an unexpected obstacle: American Indians	37
Technology	
Apple's iBeacon will find you within a few feet	39
Using online games and quizzes to help managers rate job candidates	40
A better way to battle patent trolls: Kill the patent	41
At Peers.org's potluck suppers, Internet capitalism is the main dish	42
Innovation: Morphsuits rigs up scary costumes the digital way	43
Markets/Finance	
What happens when a hedge fund that shorts housing becomes the landlord	45
If Visa and MasterCard have their way, cash won't remain king for long in Myanmar	46
As Energy Future Holdings nears bankruptcy, Wall Street firms fight over the scraps	48
Bid/Ask: AT&T offloads thousands of cell phone towers	50
Charlie Rose talks to Alan Greenspan	52
Focus On/Enterprise	
Keeping factories stateside while selling to China firms up shoemaker Allen Edmonds's footing	55
Masmoo3 introduces audiobooks to the Arab world	56
A federal program teaches scientists and engineers the art of marketing themselves	58
MBA for rent, \$50/hr. Contact one of many new online staffing marketplaces	60
Coolers that repel bears—and attract thieves	62
Small to Big: TheRealReal.com brings the high-end consignment shop to the Web	64
Features	
Mega Death As top funeral home chain SCI expands, the cost of dying keeps going up	72
When iPads Go to School Tablets in class can mean chaos—or better instruction	78
Can a Tribe Sue for Copyright? The Maasai want a cut of the revenue their name brings	84
Etc.	
Get a workout on your next vacation: Hike, bike, and do yoga at an upscale fitness retreat	91
Fashion: Cool sport jackets in every color and pattern	94
Advertising: How munching popcorn helps you forget all the awful ads you're watching	96
Tech: Nine gadgets to improve a commute	97
The Critic: VH1's fan-friendly TV movie about hip-hop trio TLC	98
What I Wear to Work: HalloweenCostumes.com's Aleksandra Sobiech dresses with a touch of the theatrical	99
How Did I Get Here? "Find a job you love," says Ideo's David Kelley	100

- 1 "We have a story about the business of undertakers. And death."
- 2 "How about we put the Grim Reaper smoking a cigar dressed in a suit. Being ... you know ... a businessman. Yeah? Yeah?"
- 3 "Yeah, OK."
- 4 "Actually, I was joking. I don't think we should do that idea. Can we do something with a tombstone instead, a funny ghost or something?"
- 5 "No. I think it could work."
- 6 "Yeah ... um ... I don't think so. We need another idea."
- 7 "Let's do the Grim Reaper. It's Halloween, it'll be fun. Look. Like this."



8 "Ummmm."



9 "Look. It's finished. Isn't it great?"



Download Blippar app.
Click on front cover.
View video