



For men only
Papa's got a brand-new
bag p76

Opening Remarks

6

Saudi Arabia is undemocratic, inegalitarian, and surrounded by turmoil. To buy stability, Saudi Aramco—a 21st century corporation in a premodern monarchy—must keep pumping

Global Economics

9

China's inflation spike

The entire world will feel the effects of rising wages on the mainland over the next decade

Large companies try to hang on to women in India p11

Absorbing the food-price shock of 2011 p12

A plan to revive Hollywood on the Tiber p13

Tom Keene's EconoChat p14

Seven days ahead p15

Companies & Industries

17

Help really wanted

As the economy picks up, tech companies are battling for the best and brightest workers

The high cost of celebrities gone wild p18

Foreign carmakers try brands just for China p20

Avoiding the hell that is Heathrow p21

Briefs: Warner Music, Twitter, Yoplait, more p22

Politics & Policy

25

The shale gas dilemma

Natural gas from "fracking" is lifting the economy, but it's environmentally risky

Fact-checking Gasland p27

Employing realpolitik to keep health reform going p28

It's open season on public sector workers p29

Trustbusters circle Google p30

Markets & Finance

41

Beyond the broker

More Americans are turning to registered investment advisers to help manage their money

The SEC goes big game hunting in the Galleon case p42

What will Warren Buffett buy next? p43

Despite the glut, Dubai can't stop building p44

Foreign banks flee Russia p45

Bid & Ask: The week's deals p46

Technology

32

Bot vs. bot

U.S. companies are strong players in the market for service robots. So are rivals in Europe and Asia

Cisco focuses on servers as its stock languishes p34

A job site that's "Hot or Not" for business contacts p35

Coming soon to your screen: T-commerce p36

Innovator: Fueling fuel cells p37

Charlie Rose/Ray Kurzweil p38



Riding herd Krawcheck's brokers are a bright spot at BofA

Features

52

The Power of the Cloud

It isn't hype anymore: Businesses are moving computing work to the cloud. And with trillions of tech dollars at stake, it's war up there p52

Ben Silverman Is... The Advertainer!

The TV supersalesman envisions a future for entertainment in which advertising is integral to the creative process. Will anyone watch it? p60

The Bull Whisperer

Bank of America's Sallie Krawcheck needs Merrill Lynch brokers to drive profits to other units. And Merrill's "Thundering Herd" is snorting mad p66

Etc.

73

Greetings from Sin City in Siberia

Russia bets it can transform nine square miles of ice and snow into Las Vegas East

The Office Lab What does your man bag say about you, man? p76

Branding Out of the closet and into the spotlight: The career move that gave Ricky Martin, Meredith Baxter, and other celebrities second shots at success p78

Next Life One man's adventures in the tonic trade p80

One True Thing Def earbuds for the office p81

The Stack Is technology making us antisocial? In *Alone Together*, Sherry Turkle counts the ways p82

Hard Choices ITT's boss, Steven Loranger, decided to break up the conglomerate—and put himself out of a CEO job p84