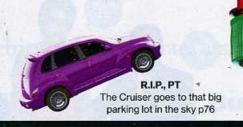
Bloomberg Businessweek Contents



February 25- March 3, 2013 Bloomberg Businessweek

Opening Remarks



Note to foreign investors in Heinz and other iconic brands: Corporate power ain't what it used to be

Bloomberg View A global approach to cyberwar; the clean, green Keystone XL

p6

Global **Economics**

One way Mursi might fix

under Mubarak to return

corporate elite who thrived

A big nuclear push in China p10

Bond prices don't match rosy

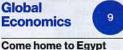
the economy: Get the

South Korea welcomes

OMB growth projections

immigrant workers

The week ahead



Companies & Industries



Mothers, sons, and Mattel

Why can't moms understand what's cool about Hot Wheels? The toymaker is working on it

Post-Triumph, Carnival has one heck of a cleanup job Swiss voters get a say on executive pay Annual meeting bills of fare p18 Briefs: Malware at Apple

Politics & **Policy**



p12

p13



Barricading the border Republicans say Obama

needs to get serious about illegal immigrants. He already has

Italy tries campaigning American-style France's mission to return Nazistolen art to its owners p24 Defense cuts' biggest losers: p25 The Democrats

Technology

De-stodgifying SAP

The company bets its future on its Hana database software-and a gutsy speed-it-up strategy

For IBM, Africa is unstable, risky, and rife with opportunity p28 A VC's \$20 million bet on young Innovator: Mark Stibich's robot is the Great Disinfector

Markets& **Enterprise**



Private equity shakeout?

Finance

Returns aren't what they were, and fundraising is getting tougher. Some firms may be vulnerable

For some hedge funds, Bermuda is a real paradise p36 Why Marsico sold Apple Bank balance sheets may mask risk p38 Bid & Ask: JFK on the block p40

Blazing websites

With firearm sales banned from the likes of EBay and Google, online gun brokers do a bang-up business

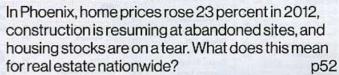
Goldman funds a food court p44 Small biz always hated minimum wage hikes-till now A startup haven in Malaysia p48 Small to Big: Kind Healthy p50 Snacks goes wide

Portrait of a Turnaround

Mmm Huy Fong is booming in

the U.S. without advertising

Features



Miami Vice

A jet filled with \$50 and \$100 bills, a security guard with inside knowledge and eager cohorts, a neatly executed heist. Then it got messy p60

Hottest of the Hot

With little more than garlic, chilis, and a taste for fire, David Tran emigrated from Vietnam and built a sriracha empire. An American success story p66



Girls Just Wanna Make Films

Why can't women get their movies financed? Maybe because (male) studio heads still don't trust them

Counter Intelligence Over-25, nonglam shoppers are welcome. And clothes do go on sale, especially before the holidays. A user's guide to J.Crew Farewells As the PT Cruiser vanishes from rental fleets, we mourn its loss. Or not p76 Rip-Offs You think corkage fees are bad? How about \$30 to use a wheelchair? The most ridiculous upcharges in creation Conspicuous Consumption James Lasdun's Give Me Everything You Have chillingly p78 explores what can happen when a reputation gets trashed online Hard Choices How celebrity stylist Nicole Chavez picks all those Oscar dresses

COVER: ANDRES GUZMAN; THIS PAGE: SRIRACHA: JAMIE CHUNG