Bloomberg Businessweek

Contents



Fantasy football A league whose players risk "accidental nudity" p91

Opening Remarks



Retailers depend on holiday shoppers going a little crazy. This year consumers' skittishness may help them retain some self-control. While that won't please the stores, it is good for the economy

Global **Economics**



Companies &



The big squeeze

Companies like Campbell's are boosting efficiency, making it less likely they'll need to hire new workers

India revives an old plan to	
promote new growth	p16
Here come Chinese jets	p17
Ireland clings to low taxes	p19
A royal wedding dividend?	p19
Tom Keene's EconoChat	p19
Seven days ahead	n20

Industries

Kia raps past a bad rep Low prices and edgy ads are helping more drivers ignore the Korean

carmaker's quality ratings

erck's high-risk cholesterol		
drug bet may pay off	p24	
Warner Bros. tries to conjure up		
the next Harry Potter	p25	
Toys from luxury carmakers	p26	
Sweets for those who tweet	p28	
Briefs	p29	

Politics & **Policy**





Starstruck no more Some cash-strapped states are ending tax incentives meant to lure

Hollywood productions

Congress: Here come the climate change skeptics Treasury's GM dealmakers p34 The TSA's security dilemma p35 Should currency derivatives get a pass on regulation?

Technology



Amazon's prime mover Prime, Amazon's two-day

shipping program, has boosted loyalty and sales. Now rivals are copying it

A materialist's dream site	P41
How Google woos	
entrepreneurs	p42
The secretive giant that	ate
an industry's profits	p44
Personalizing the Web	p46

Markets& **Finance**





The IPO door is ajar Private equity firms are

finding a market for shares in quality companies that aren't mired in debt

Bank dividends may be back p50 Falcone's fundraising plan Rose Q&A: Steven Rattner A windfall for GM creditors p54 Fewer worries for the dollar p55 Stocks over junk bonds Bid & Ask: The week's deals p56

Climate Change

Cancún forecast

U.N. climate negotiations are bogged, but there is a way to unlock private funding for green projects

A stinking mess in Texas	p60
Unlikely allies in the war	************
against carbon	p61
Carbon traders look for ot	her
lines of work	p64
Schwarzenegger's "schnit	zel
etratomy" for close operay	nes



The wire A detective looks for stolen copper in Dallas

Features



The Copper Cops

Thieves are tearing up the country's infrastructure to get at its valuable copper. Dallas' metal theft squad is showing other cities how to stop them

Revenge of the Mad Men

Everyone is waiting for the Big Four adgiants to fade away. It turns out the behemoths are adapting and may soon devour those Internet upstarts p74

The Unknown Guru

CEO coach Stephen Miles, just 43, has quietly built a client list that includes some of the biggest names in business. What makes him so good?



Putting Some Skin in the Game

The Lingerie Football League is a rarity in sports-a women's professional league that's actually growing

Fashion An international playboy turns his attention to dressing "Rich. Old. Men."	p94
Hands On A gadget built for the TV-Web geeks who can figure out how to use it	p96
Perks For employees at Nike's Beaverton campus, scheduling a workday around workout is no problem	la p98
Wealth James Moffett's long-term strategy for Scout International Fund	p100
The Stack The secret of the economic meltdown, according to Bethany McLean	and
Joe Nocera: Bright people can do some pretty dumb things	p102
Hard Choices Macy's Terry Lundgren on uniting his stores under one name	p104