



**Wake-up call**  
The Tivoli clock radio is classier than your phone p76

### Opening Remarks

6

Now that it's become a campaign issue, it's worth asking: Is private equity good for America?

**Bloomberg View** The Fed's plan to jump-start housing; learning from Iran (yep, Iran) p8

### Global Economics

10

**Signs of a U.S. recovery**  
Growth is coming from manufacturing, not the usual burst of housing and construction

Argentina roots out dollars	p12
Vindicating an economist	p13
India: Old roads fuel inflation	p14
Tom Keene's EconoChat	p16
Made in Cambodia	p16
Seven days ahead	p17

### Companies & Industries

18

**Diamond Foods' troubles**  
It rose from sleepy cooperative to snack giant—until an accounting probe tripped it up

The fashionable new name in France? Jenny Craig	p20
Macy's minority strategy	p21
The fizz evaporates Down Under	p22
Briefs	p23

### Politics & Policy

25

**Bain of his existence**  
In a weird twist, Mitt Romney's rivals slam the front-runner for making millions in business

Shrapnel-proof Army briefs	p26
Nominees in limbo	p27
Treasury's "chief thug" goes after terrorist money	p28
We read Dodd-Frank so you don't have to	p30

**Shake sheik**  
Danny Meyer's global vision p38



### Technology

33

**The Great Indoors**  
Google and a number of startups are mapping airports, malls, and sports stadiums

Beats to Monster: Bye	p34
The unpopular plan for dot-whatever	p35
Taking back control of data from Facebook et al.	p36
Innovator: Audio savant	p37

### Markets & Finance

38

**Burgers everywhere**  
A New York real estate giant takes a stake in Danny Meyer's burgers-and-shakes empire

Why blue chips are red hot	p41
Investors back big lawsuits	p42
Russia beefs up its state-owned investment banks	p43
A little reform at the SEC	p43
Bid & Ask: The week's deals	p44



The CEO at CES Ryan Seacrest and Ballmer in Las Vegas in January p46

## Features

46

### Steve Ballmer Reboots

Cooler tech, more energy, higher profit—the Microsoft CEO is out to prove Steve Jobs wrong and make Redmond relevant again p46

### Killing Lincoln

Ford's luxury line hasn't been hip since the Rat Pack headlined Vegas. Can a 39-year-old Aussie save an iconic car's image by destroying it? p54

### The Greatest Running Shoe Never Sold

How hard is it for an independent inventor to sell an idea to a multinational? Try running a mile in Lenn Hann's shoes p58

## Etc.

65

### Treasures of the Deep

The dirty, lucrative business of the sperm whale excretion known as ambergris

<b>Branding</b> Could workshops for waiters ring up more sales for restaurants?	p68
<b>Business Class</b> Taking a page from the <i>Book of Mormon</i> when turbulence hits	p70
<b>Survival</b> How to do Vegas without a fiscal hangover	p74
<b>The One</b> An alarm clock you won't lose in bed	p76
<b>The Stack King</b> Larry by James Scurlock looks at the messy life and presumed death of DHL co-founder and billionaire Larry Hillblom	p78
<b>Hard Choices</b> MTV founder and former Viacom chief Tom Preston on his clash with Sumner Redstone and his latest gig building youthful media brands	p80