

# Bloomberg Businessweek

March 16 — March 22, 2015

## Cover Trail

How the cover gets made

**Opening Remarks** Shifting attitudes push elephants out of the big top. Will orcas retire next? 6

**Bloomberg View** Iran shouldn't lead the fight against ISIL • A soft landing for China, please 8

## Global Economics

As oil speculators stock up, storage becomes an issue 10

North Korea and Russia play footsie 11

Meet the ponytailed leftist leading in Spanish polls 12

China makes a homegrown environmental documentary disappear 13

Venezuelan price caps lead to huge profits for smugglers 14

## Companies/Industries

A palm oil king develops a green conscience 17

Can GE's energy division turn the oil-price crash into an opportunity? 19

Tesla looks to hotels and wineries to keep its customers rolling 19

Chasing thirsty millennials, Pernod tilts toward Instagram 20

Briefs: Robin Thicke and Pharrell Williams have to pay up; Urban Outfitters grows up 21

## Politics/Policy

The very wealthy Wisconsin roofer supporting Scott Walker 22

Drugmakers want to lighten the burden on patients—and put it on insurers 23

At New York's airports, no one tells the homeless to take off 24

A Bill: The House votes to reinstate three tax breaks, but a veto looms 25

Charlie Rose talks to former top Obama aide Dan Pfeiffer 26

## Technology

Cloud companies drag U.S. businesses into paperless billing 29

Apple's expansion in China is timely 30

Electronic Arts releases games that work. No kidding 31

Rewriting the way online ad rates are set 32

Innovation: LED lighting that keeps watch over buildings 33

## Markets/Finance

The insurance industry is a great place for young recruits, says the insurance industry 34

Detroit: The homes are cheap, but the back taxes can bite 35

The Labor Department wants to protect retirement savers from their brokers 36

Bid/Ask: Simon Property raises its bet on the American mall by \$16 billion; Bain's network security play 37

## Focus On/Security

A growing arsenal of weapons for fending off insider data thieves 39

Criminals are hard at work fooling biometric recognition systems 41

The booming job market for bug squishers 41

A trade fair hot spot exposes the vulnerability of smartphones 42

## Features

**Sirius Business** Will funnyman Howard Stern leave satellite radio behind? 44

**Penny Stock Down** Josh Sason makes millions by lending failing companies money 50

**The Parka That Ate Manhattan** Why you see thousand-dollar Canada Goose coats everywhere 56

## Etc.

Can Blue Apron and other meal-kit companies kill the grocery store? 63

Beauty: Miniature makeup that's more useful than it sounds 66

Marketing: A father-daughter team tries to get women to buy condoms 67

Travel: Leave the laptop at home and relax at these Wi-Fi-free resorts 68

The Critic: How the soapy hip-hop show *Empire* saved Fox 70

What I Wear to Work: Real estate guy Francis Greenburger has the same vest in several colors 71

How Did I Get Here? No one expected Pfizer's Freda Lewis-Hall to go corporate 72

1 "Cover is on Howard Stern and how his contract negotiations with Sirius are playing out."

"This is going to make a fantastic photo shoot. Let's reach out to them and set something up. In the meantime, we're contacting the world's best and most expensive photographers. Howard is no stranger to controversy, and I'm sure he'll be more than excited to show everyone how wild, hilarious, and sexy he can be! We can even have Annie Leibovitz shoot him and his entire Wack Pack naked and make it into a triple gatefold. We're going to need to build a supercomputer that can tabulate the unprecedented number of page views we'll be getting after we release this atom bomb of creativity. It'll be nothing less than an explosive media frenzy that's going to #breaktheinternet so hard civilization will crumble under the weight of its own hysteria!"

(one week later)

"They said no to the shoot."



2 "Photo illustration of Howard Stern in space, holding a pair of scissors?"

"OK."

