



Mermania
Mermaid movies, magazines,
books, shows ... p69

Opening Remarks

6

What has to happen before Big Oil can start pumping in a post-Qaddafi Libya

Bloomberg View Turn the unemployed into the self-employed; let top talent cross the border p10

Global Economics

13

A sick bank's best friend
With European banks holding billions in risky bonds, the ECB struggles to provide ballast

A high-stakes bet on Macau p14
This recession won't quit p15
Price hikes look unavoidable p16
Tom Keene's EconoChat p17
Aussie miners' lonely lives p17
France's super-rich pay up p18

Companies & Industries

20

What factory slowdown?
Midsize U.S. manufacturers of industrial components find a hot market, and less competition, in Asia

Li & Fung's shopping spree p22
The Ramadan ad surge p22
A casual-dining revolution p23
As Zara hits the U.S., parent Inditex stresses online sales p24
Briefs p25

Politics & Policy

26

Joblessness: A guy thing
Men bear the brunt of the crisis—especially if they lack college—and are likely to stay out of work longer

Dodd-Frank vs. the despots p28
A new law requires tracing where food comes from p29
States are desperate for ways to tax cloud computing p30
A city goes to pot p31

Bank rescuer
The ECB's Jean-Claude Trichet p13



Technology

33

Jobs steps down
As an oracle, Steve is irreplaceable—but Tim Cook has effectively run Apple for months

HP, a Valley icon in peril p34
Salesforce's social push p35
A great pay wall in Slovakia p36
Online investing: A new twist p37
Innovator: Henri Seydoux's not-just-a-toy hovercraft p38

Markets & Finance

41

Poor banks, poor us
Washington figured that boosting the financial sector would stimulate broader growth. Wrong

A bullion fund that's boiling p43
Russian billionaires help goose the mansion market p43
Carl Icahn's hits and misses p44
Why the vultures are idle p45
Bid & Ask: The week's deals p46



Pedal to the metal Akerson is taking GM beyond survival mode p56

Features

48

Cleaning America's Dirtiest Coal Company

Massey Energy was known for endangering workers and ravaging Appalachia. Now it's Alpha Natural Resources' job to do something about it p48

The Unlikely Hand Steering GM

With no car background and a habit of telling workers things they don't want to hear, Dan Akerson isn't your standard Detroit CEO—but maybe his tough love is what this carmaker needs p56

Mystery of the Double Eagle

How did \$40 million in gold coins end up in the hands of a Philadelphia family? And why has the Secret Service chased them for 70 years? p62

Etc.

69

The New Life Aquatic

In the wake of *Pirates of the Caribbean* and other pop-culture splashes, mermaids may be the next vampires

The Office Lab Sitting in the corporate softball bleachers, our panel of experts witnesses behavior that's rich in workplace subtext p72
Next Life The Murray Brothers hawk the Greenwich lifestyle, tie by tie p74
Spinoffs Like roadkill? Amateur porn? Cow chip throwing? There's a festival for you p76
The Good Life The public slams leaders who take August vacations, but do we really want this bunch working on no rest? p78
Hard Choices Rachael Ray fled upstate for Queens, got mugged, headed back to Albany, and there caught the big break that turned her into Rachael Ray p80