TIME

VOL. 180, NO. 8 | 2012

4 Inbox

BRIFFING

7 Verbatim

8 LightBox

Summer on a New York beach

10 World

Pussy Riot trial in Russia; an Egyptian border attack; Greece's immigration crackdown

12 Nation

Mark Halperin on negative advertising

13 Business

A sustainability index for clothing

14 | Health & Science

The promise and peril of cheap genetic analysis

16 Milestones

Robert Hughes, TIME's legendary art critic

COMMENTARY

17 Worldview

Fareed Zakaria on gun control

19 In the Arena

Joe Klein on Obama's reducing the longterm deficit

ON THE COVER: Photo-Illustration by Joe Zeff Design for TIME. Mars landscapes: NASA



Jessica Ennis of Great Britain competes in the long jump on her way to a gold medal in the heptathlon at the Olympics. Photograph by Lee Jin-man—AP

FEATURES

20 Ground Control

With the Curiosity rover on Mars, there's serious science ahead by Jeffrey Kluger

26 Local Is the New Global

What the rise of localnomics means for the future of U.S. business by Rana Forochar

34 Mongolia's Challenge

With vast mineral deposits and aggressive neighbors, modern Mongolia is finding its way by Hannah Beech

40 Power Women

The London Games have taken female athleticism to the next level by Bill Saporito

THE CULTURE

50 | Fall Arts Preview: Movies

Richard Corliss and Mary Pols on the new James Bond flick, Daniel Day-Lewis as Lincoln and Tim Burton's Frankenweenie

54 Books

Lev Grossman on new books from Zadie Smith, Naomi Wolf and Junot Díaz

56 Television

James Poniewozik on what to watch: Mindy Kaling, British midwives and Matthew Perry

58 Art

Richard Lacayo on Andy Warhol's influences and Ai Weiwei in Washington

59 Music

Douglas Wolk surveys the pop scene

62 The Awesome

Joel Stein writes the DNC's 2012 platform

64 | 10 Questions Author Caitlin

Moran



Tim Burton's Frankenweenie, page 51

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end, by Time Inc. Principal Office: Time & Life Building, Rockefelter Center, New York, NY 10020-1393. Periodicals postage paid at New York, NY, and at additional maining offices. Canada Post Publications Mail Agreement No. 40110178. Return underverable Canada addresses to: Postal Stn A, P.O. Box 4322, Toronto, Ont., MSW 369, GST #88836162/RT0001 © 2012 Time Inc. and It rights reserved. Reproduction in whole or in part without written permission is prehibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. Subscribers if the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Postal Service Postal Service, please use our website: www.time.com/customerservice. You can also call 1800-845-TIME or write to TIME, P.O. Box 62120, Tampa, FL 33662-2120. Mailing list: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62120, Tampa, FL 33662-2120, or send us an e-mail at privacy@firms.customersva.com. Printed in the U.S.

KENWEENIE: SIMON JACOBS-DIS