BRIFFING

7 Verbatim

8 LightBox The drought's grim harvest

10 World

A sudden schism in Israel; a power move in North Korea

12 Nation

Money shots: attack on Romney's wealth

13 Economy

Bye, America: ditching citizenship for cash

14 | Health & Science

New pills for HIV and obesity

15 Milestones

Encyclopedia Brown's maker meets the end

COMMENTARY

16 Viewpoint

Jon Meacham on God, gays and inclusion

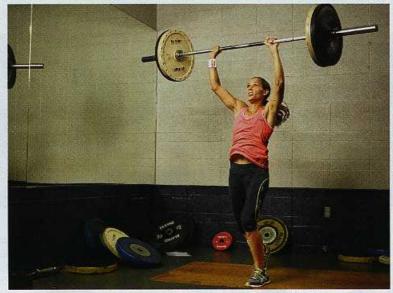
17 The Curious Capitalist

Rana Foroohar on Yahoo and the feminization of tech

19 In the Arena

Joe Klein on the real problem with Romney and Bain

ON THE COVER: Photograph by Martin Schoeller for TIME



Lolo Jones, a hurdler who missed gold in Beijing, reaches for redemption. Photograph by Martin Schoeller for TIME

FEATURES

OLYMPICS SPECIAL

20 Third Time's Charm London shows a sparkling new side for the Games' return by Nancy Gibbs

26 Trivia Tube From Shakespeare to sheepdogs, an Underground map of London Olympic facts

30 No Choke Lolo Jones' tallest hurdle is the memory of her 2008 letdown by Sean Gregory

40 Rivalries to Watch Head to head and toe to toe by Alice Park

48 Good Sports, Bad Sports Winning hearts and losing ugly throughout history by Megan Gibson

> 52 The Fittest and Fastest How winners train for pain by Bill Saporito

60 Heavy Medal How China finds great athletes by Hannah Beech

66 Swim, Jump and Runway The secrets of Olympic style

70 Double Backflip To chase her dream, Gabby Douglas swapped coaches and families by Alice Park

78 Spirit of '48 Legends of the last London Games look back

84 Wrestling for the Enemy Russia's Chechen Olympians by Simon Shuster

90 Rising Daughters Japan's 2011 heroines are back by Krista Mahr

94 Odds and Sods The ultimate curiosities of the Games

THE CULTURE

98 Pop Chart Old Spice vs. Taco Bell; which Olympic outfit takes the gold?

100 Profile

Screenwriter-starlet Zoe Kazan

103 Movies

In the mesmerizing The Dark Knight Rises, American greed is the villain

104 Education

A video series aims to make "stay in school" go viral

107 | Tuned In

Spoiler alert: spoilers don't spoil anything

110 Art

In this show, beauty is truthiness

112 The Awesome Column

Joel Stein learns why the Olympic vaulting squad wouldn't touch him with a giant pole



Kazan, page 100

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center*New York, NY 10020-1393. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada addresses to: Postal Stn A. P.O. Box 4322. Toronto, Ont., MSW 369. GST #888381621RT0001 © 2012 Time Inc. All rights reserved. Reproduction in whole or in part without written pennission is prohibited. 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 elerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Send address changes to 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@time.customersvc.com. Printed in the U.S.