

“The kids who are watching our content on the Awesomeness channel are the same kids who are uploading content to YouTube. So why not try and make them part of the Awesomeness community for real?”

p44

cover by CIMORELLI ~ 500,000 subscribers!



“I may have married into a slum, but my daughter won't go back to one”

p13

“A lot of these businesses around here are mom and pop. We're not corporate. We don't have deep pockets. If we lose our customer base, we'll have to close our doors”

p50

“This is the spawn of *Moneyball*. It's the most pure, numbers-driven experiment baseball has ever seen”

p56

How the cover gets made

Opening Remarks Islamic State's vulnerable spot lies in how it's financed	8
Bloomberg View Fighting Ebola with rap • Afghanistan isn't another Iraq	10
Global Economics	
Russians love Putin's dustup with the West. But they've stopped spending money	12
An Indian developer coaxes families out of the slums and into high rises	13
Low popularity, cabinet firings, a party revolt—Hollande may be French toast	15
Shop class is more than an easy A	16
Companies/Industries	
Women are making their way into higher corporate offices. Just not the corner one	19
Broken barrels in Napa Valley	20
Eating more paiche will help the endangered fish survive, says Whole Foods	22
As Dollar General and Dollar Tree duke it out for Family Dollar, cheap never looked so valuable	23
Briefs: Kia joins carmakers' race to Mexico; U.S. gun sales aren't blazing	24
Politics/Policy	
The secret code politicians use to talk to super PACs	27
Some federal agencies still refuse to recognize same-sex marriages	29
Alaska tries to lure Big Oil back	30
How California aims to clamp down on health-care costs	31
Technology	
Daniel Graf's dicey task: Making Twitter more user-friendly without offending hard-core fans	33
One of the hottest apps around, Remind gets parents, teachers, and students on the same page	34
Retailers aren't enthralled with Apple's iBeacon tracking system	35
How do you defend against a quantum computer?	36
Innovation: To minimize flood chaos, turn the hospital upside down	37
Markets/Finance	
Yale's Robert Shiller warns of overvalued stocks. Don't panic	39
Whisky business: Top-tier single malts go through the roof	40
Joe Tsai, the dealmaker behind Alibaba's IPO	41
The apartment-building boom in Washington brings lower rents	42
Bid/Ask: Burger King's Canadian bellyful; Amazon acquires a Twitch	43
Features	
Teenage Tasteland To reach younger audiences, Hollywood goes YouTube	44
Ferguson's Future Post-protests, post-lootings, local businesses face enormous challenges	50
Hey, Data Data Data Jeff Luhnow remakes the Houston Astros the McKinsey way	56
Etc.	
Fall fashion: Dressing up is back in vogue. Here are 50 tips to show you the way	63
How Did I Get Here? HSN's Mindy Grossman thrives in the menswear boys' club—wearing animal prints every day	76

1
"The cover story reports on how Hollywood, which used to just sue YouTube, is now investing in and acquiring YouTube networks."

"You mean investing in things like cats playing piano?"

"Well, there's still that, but it's developed a lot since then."

"So what's popular now?"

"I would ask the writer."

[To writer]

"So what's popular now?"

"I'm still reporting. Let me get back to you."

[Two days later]

"The Cimorelli sisters are popular."

"Never heard of them. Who else?"

"PewDiePie is huge."

"Not ringing a bell. What's that?"

"He's a 24-year-old Swedish guy who reviews video games."

"So he's like the Swedish Roger Ebert of video games?"

"Sort of. He plays video games and then talks about it as he's playing."

"Interesting. And this gets a lot of views?"

"He has 30 million subscribers."

"My God. That's about 29 million more subscribers than *Businessweek*."

"Well, different medium, but technically yes."

"I'm so scared."

