

Bloomberg Businessweek



THE U.S.

IT

ALSO

CREATED

CREATED

THE ANTIDOTE p42

PRISM

Bloomberg Businessweek

January 27 — February 2, 2014

Cover Trail

How the cover gets made

Opening Remarks Will democracy survive the rise of election-savvy autocrats?	8
Bloomberg View Syrian talks: Focus first on saving lives • A dose of frugality for health insurers	10
Global Economics	
Manufacturing may not be the cure for unemployment and inequality	12
Sake producers push to expand exports as Japanese sales decline	13
Some investors see another default on Argentina's horizon	14
Slow-motion money may signal faster growth ahead	15
An upstart party wants to sweep out corruption and shake up Indian politics	16
Correlations: The World Economic Forum's list of things to worry about in 2014	17
Companies/Industries	
Does the world really need another streaming music service? Beats thinks so	18
Nu Skin is the latest foreign company to come under pressure in China	19
Farmers get serious about guarding their data	20
After more than 50 years, Bubble Wrap keeps on popping	22
Briefs: IBM and Lenovo talk low-end servers; Mohamed El-Erian departs Pimco	23
Politics/Policy	
Despite its mixed record, an old idea for fixing inner city problems is back—with a new name	25
A proposed state ban on using gasoline to smoke out rattlesnakes has Texans hopping mad	26
You'll never guess how much a new hip costs. Neither will your surgeon	28
A Bill: New sanctions on Iran	29
Technology	
Photo-sharing hub Imgur is a meme machine	31
Amazon.com and EBay inch toward India as the country ponders relaxing e-commerce rules	32
Now you can buy scanners, socks, and other products from productivity app Evernote	33
Are Canada's clouds safer for data?	34
Innovation: A modular PC that's a snap to upgrade	35
Markets/Finance	
The 29-year-old woman who's become a top troubleshooter for Warren Buffett	37
U.S. Bancorp, the country's biggest regional lender, has quietly outpaced its bigger rivals by sticking to the basics	38
Investment advisers are all in on stocks	39
Data-loving gamblers find a good match in tennis	39
Trying to reverse the decline in reverse mortgages	40
Bid/Ask: AB InBev buys back a brewer; a Swedish steel deal	41
Features	
Tor de Force The best defense against NSA snoops online got its start as a U.S. project	42
Let It Snow How Israel's IDE is saving Alpine skiing—and may keep the world in fresh water	48
Ticket Masters New York's go-to guys for big events gear up for the biggest: The Super Bowl	52
Etc.	
Seven Caribbean hideaways	59
Olympics: American women figure skaters are slipping. Why so few want to be Dorothy	62
Grooming: Get ready, guys. Dove is taking the morning shave upscale	63
Fashion: Pretty prints to help get you through the ugly months	64
Awards: The Grammy Awards may be a mediocre show, but musicians cash in	66
What I Wear to Work: For Smashburger's Tom Ryan, it's all about boots, hair, and the sexy smell of fries	67
How Did I Get Here? <i>House of Cards</i> ' Beau Willimon traded Howard Dean for Kevin Spacey	68

1 "So let's get this straight. The government, on the one hand, funds the NSA to monitor us all, while simultaneously sponsoring organizations to find workarounds, ensuring that anyone who wants to will be immune from NSA monitoring?"

"Well. That's an enormous oversimplification, but..."

"It's like an Escher print. Where he uses positive and negative space to create figural tessellations, in this case, a procession of black and white creatures breaking out of their two-dimensional form in the center to embrace in a handshake. As they move in a kind of cyclical dance, shadows fall from the three-dimensional figures, forming another kind of tessellation."

"Are you reading this from Wikipedia?"

"Yes."

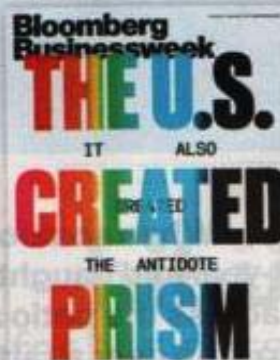
"So let's do an Escher rip-off?"

"Let's try it. Everyone else has ripped him off, so why not us, too?"



2 "I love it, but unless you've read the article, it's a bit cryptic, maybe? Don't we need something with a bit more impact?"

"Like this?"



"Yeah. It's not an Escher, but it's got big words and shiny, bright colors."