

# Bloomberg Businessweek

## If America were a company

## Would you keep this CEO?



p8



# Bloomberg Businessweek

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**Opening Remarks** Trump ran on his executive skills. How would his board judge him so far? 8

**Opening Remarks** Surprise! The president's administration mirrors his personality 10

**Movers** ▲ Rising home prices lift Home Depot ▼ A legendary flop for Warner Bros. 13

## Global Economics

WannaCry could have been much worse, but it's a preview of hacks to come 15

In a world fraught with risk, the stability of Angela Merkel looks better and better to German voters 16

Everyone knows that when unemployment falls, wages—wait! Why aren't wages rising? 17

Bad news for sinking Argentine businesses: President Macri has stowed all the life preservers 19

## Companies/Industries

Mary Barra plans to make GM a lean, mean profit machine 20

Etihad Airways' shortcut to growth has been short on profits 22

Forget chips, phones, or flatscreens. Samsung's newest factory will be churning out biologic drugs 23

## Politics/Policy

Rod Rosenstein gets a slap in the face from the reality of Trump's Washington 24

As murmurs of "impeachment" grow louder, a look at the long, complicated process of firing a president 26

The glare of the White House turns some investors away from the Trump and Kushner family businesses 27

## Technology

The neurofeedback hype from some brain-training companies doesn't match the evidence 30

On-demand warehouse space company Flaxe gives e-commerce startups an alternative to Amazon 32

Snapchat's augmented reality may only be delaying the reality of the threat from Facebook 33

Waze wants to put more of its 80 million users in the car pool lane 34

Innovation: Finding and treating cancer tumors in just one procedure 35

## Markets/Finance

Things are so bad in retail, even Sycamore's Stefan Kaluzny may have to change tactics 37

A new bank aims to make the British Virgin Islands a landing place for cash flowing out of China 38

Definition: Spotify is considering going public with a direct listing. But what the heck is that? 39

High-speed traders give fresh meaning to "location, location, location" 40

For titans of German business, sharing an office in Munich is strictly personal 41

## Features

**Footrace** With fashion-forward rival Adidas on a roll, Nike looks to pick up the pace 42

**Craft Meets Capitalism** Investors loved Etsy's handmade ethos until its growth slowed 48

**Gaming the Market** What would a Chinese peroxide company want with Talking Tom? 54

## Etc.

Beef Johnston is beloved, but the adoration may not last for the 119th-ranked golfer 59

Grooming: Put down the Aqua Velva, and upgrade your after-shave 62

The Critic: The new edition of *Emily Post's Etiquette* is the first to extensively cover "Life Online" 63

Drinks: There's much more to rum than a rum and Coke (but there's still that, too) 64

Health: Five classes to help you get more from every breath you take 66

What I Wear to Work: Rosewood Hotels President Radha Arora really likes blue 67

How Did I Get Here? Long before she dressed royalty, designer Rebecca Taylor dropped out of two high schools 68

### Cover Trail

How the cover gets made

1 "Cover is on Nike. They're rethinking their business strategy when it comes to sneaker releases as Adidas makes gains in the market."

"There's such an overwhelming stream of unsettling news, it's nice to be able to pivot to a classic company story featuring an iconic and, to many, beloved brand."



2 "Looks great."

"Job well done by all."

3 [May 16, 5:30 p.m.]

"Oh God, did you see the—"

"Yes."

"We're going to have to change—"

"Yes."

"This is never going to end, is it?"

"Your guess is as good as mine."

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