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Current Awareness

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(Magazines)*

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2008**

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BEIJING REVIEW

VOL. 52 NO. 44 NOVEMBER 5, 2009

-46476

EDITOR'S DESK

- 2 Getting Fit to Win

PEOPLE AND POINTS

WEEKLY WATCH

WORLD

- 10 United in Diversity
East Asia mulls integration orientation
- 12 Neighbors in Trade
China and Viet Nam enhance economic ties
- 14 Improving Military Ties
China and the U.S.: Past suspicions, and a brighter future?
- 15 Beijing's Concerns
Military spokesman discusses nation's core interests

NATION

- 16 Sports Nation
China explores ways to become stronger

19 Sports Gala

National Games see new highs, few lows

20 Garden of Champions

Budding athletes sprint ahead with government help

21 Finding the Forgotten

A quest to answer military mysteries

22 Securing the Streets

A crackdown against gangs in Chongqing

BUSINESS

26 Reestablishing Growth

Amid worldwide slump, China's economy rebounds

28 Addressing Industrial Overcapacity

Beijing regulates excess industry and power production

30 Shining On

The future of alternative energy based light in China

31 Revitalizing China's Industrial Cradle

Breathing fresh air into northeast China's economy

32 iHit or iMiss

iPhones to give China Unicom a hand-up

33 Crisis Focus: Rebalancing The World

34 Market Watch

LIFESTYLE

40 Tracing the Lost Treasure

Chinese researchers to scour the earth for artifacts

42 Building Muscles With Brains

FORUM

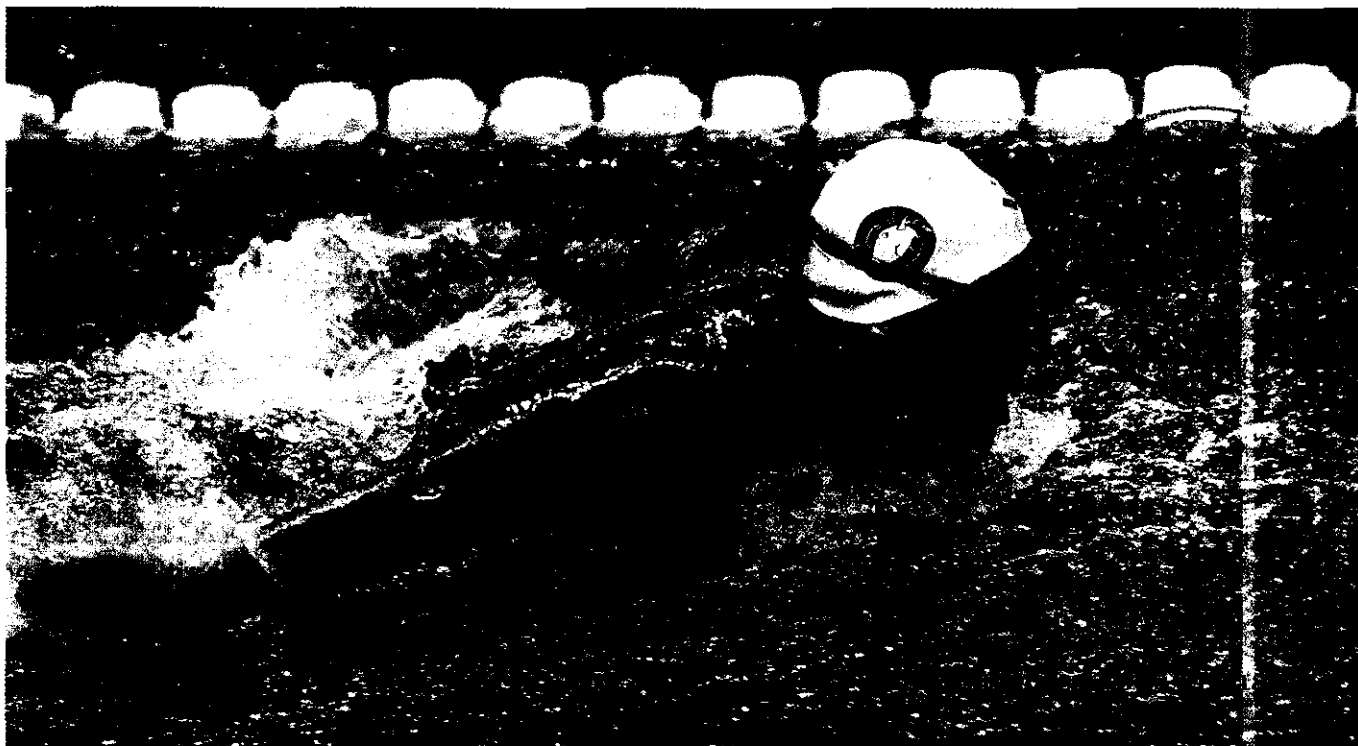
46 Should Passengers Be

Responsible for Drunk Drivers?

EXPAT'S EYE

48 Super Surprises, Unusual Places

Views and adventures for the intrepid traveler in China



46527

BEIJING REVIEW

VOL. 52 NO. 45 NOVEMBER 12, 2009

EDITOR'S DESK

- 2 Protecting Cultural Heritage

PEOPLE & POINTS

WEEKLY WATCH

WORLD

- 10 Chinese Diplomacy Since 1949:

An Overview

Scholar discusses evolution of international relations

- 13 Repatriation Urged for Suspected Terrorists

- 14 Changes and Challenges
UK: Shortfalls covering public debt

NATION

- 16 War on Flu

China immunizes as A/H1N1 spreads

- 18 Rethinking TCM Shots

Government boosts standards after problems

- 20 Dolphins SOS

White dolphins face grave threats

- 22 Race for Revenues

Bird's Nest future uncertain

- 23 Kungfu Expo

Two major martial arts schools to perform in Shanghai

BUSINESS

- 26 A Weak Titan

Chinese autos reach milestone

- 28 Not a Good Time to Pull Back

Businesses want sustained incentives

- 29 Responsible Players

Businesses have hard time benefitting society

- 30 Busting the Monopolies

Law has yet to break unfair practices

- 32 To Appreciate or Not to Appreciate

Expert on calls to revalue renminbi

- 33 Crisis Focus:

Quality Rather Than Quantity

- 34 Market Watch

- 36 Legal-Ease:

Choosing Your China

Structure: Wholly

Foreign-Owned Enterprises

LIFESTYLE

- 40 Preserving Its Roots

China salvages intangible cultural heritage

- 43 UNESCO Approves China's Intangible Cultural Heritage Applications

- 44 Standing the Test of Time
Seal engraving a popular art

FORUM

- 46 How Should We Evaluate Teachers' Ethics?

EXPAT'S EYE

- 48 A Meditation on Autumn in Beijing

Cold signals city's yearly change



BEIJING REVIEW

VOL 52 NO. 46 NOVEMBER 19, 2009



- 46551

EDITOR'S DESK

- 2 Consuming Philosophy

PEOPLE & POINTS

WEEKLY WATCH

WORLD

- 10 A New Symbiotic Chapter**
Conference highlights China-Africa relations
- 12 Partners in Need**
China, Africa provide mutual benefits
- 14 Different Civilizations, Common Aspirations**
China shares similar political ideals with Arab nations
- 16 Under the Radar**
U.S.-Russia ties warm up after missile shield cancellation

NATION

- 18 New Horizons**
China's Air Force spreads its wings

20 Anniversary Show

Entertainment in the air

22 A Little of Tibet in Italy

Tibet discussion focus of forum

23 Striking Hard at A/H1N1

Flu vaccine proves effective

24 Teaming up for Clean Energy

China and the U.S. pledge to combat climate change

BUSINESS

28 The Paradox of Chinese

Consumers

Embedded traditions hinder consumption

30 Shopping Priorities

Choosing between saving and splurging

32 Motivating a Spending Spree

Encouraging consumption will be no easy task

33 China's Consumption—A U.S. View

Chinese saving habits analyzed

34 Sinking Feeling

Ocean-shipping industry takes on water amid financial storm

35 Crisis Focus:

Getting Back on the Fast Track

36 Market Watch

LIFESTYLE

40 Art for Life

Exhibitions explore the world of design

42 Science for Everyone

Enlightening the public through science and discovery

FORUM

46 Should Volunteer Thief

Catchers Be Rewarded?

EXPAT'S EYE

48 A Visit From the Neighbors

Warmly welcoming and hosting unexpected guests



Turning saving into
spending habits

BEIJING REVIEW

VOL. 52 NO. 47 NOVEMBER 26, 2009

EDITOR'S DESK

2 A Successful Visit

PEOPLE & POINTS

WEEKLY WATCH

WORLD

10 Growing Together

Barack Obama visits China amid praise and promise

14 The New Face of Sino-U.S. Relations

A new U.S. president heralds positive change

16 Domestic Needs, International Relations

Concerns at home shape U.S. policies toward China

NATION

18 Google Runs Afoul of Copyright

Internet giant is challenged

20 Unforgotten Love

An American searching for family finds history

22 The Science of Trash

New technology helps keep a lid on urban waste

24 Deadly Snow

Early snowfalls cause death and destruction

26 Morale-Boosting Visit

Hillary Clinton seeks U.S. help for Shanghai World Expo

26 Virtual Expo

Visit the 2010 Shanghai Expo online

BUSINESS

28 Intensifying Frictions

Sino-U.S. trade ties face test

30 ChiNext's Drama

New startup stock market needs a helping hand

32 The Appeal for Trade Liberalization

Liberalization over protectionism: a balanced view

33 Rewarding and Revitalizing

China's fiscal stimulus package continues to assist growth

36 Western Retrospections and Outlook

So far, so good: economic revitalization in west China

37 Crisis Focus:

Recovering but Still Vulnerable

38 Market Watch

40 Legal-Ease:

Choosing Your China Structure: Wholly

Foreign-Owned Enterprises

LIFESTYLE

42 New Fun Thing

Reading comes to life via the Internet and mobile phones

44 Readers Going Digital

The advances in easily read digital books

45 When East Meets West

Chinese music enlivens New York City's venerable Carnegie Hall

FORUM

46 Are Juvenile MBA Programs Helpful?

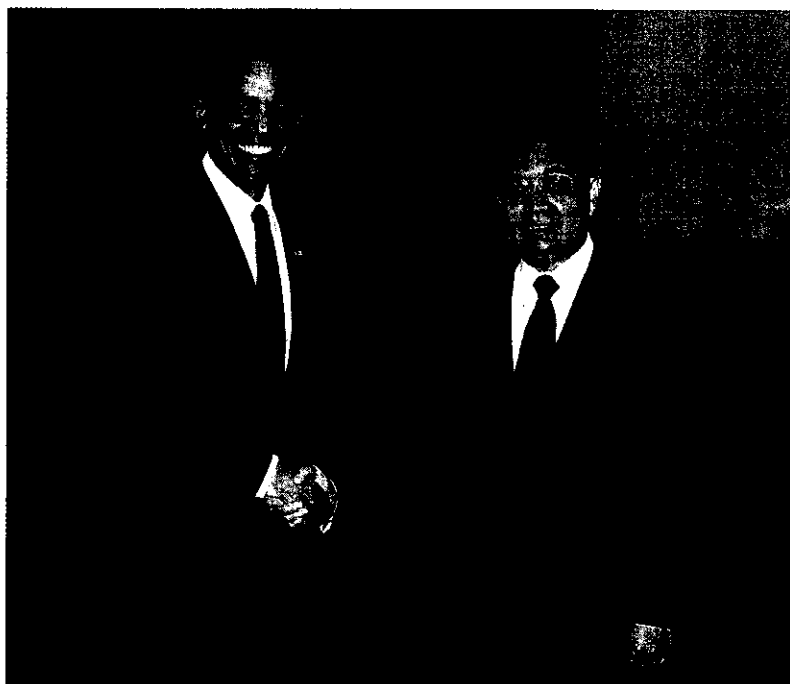
EXPAT'S EYE

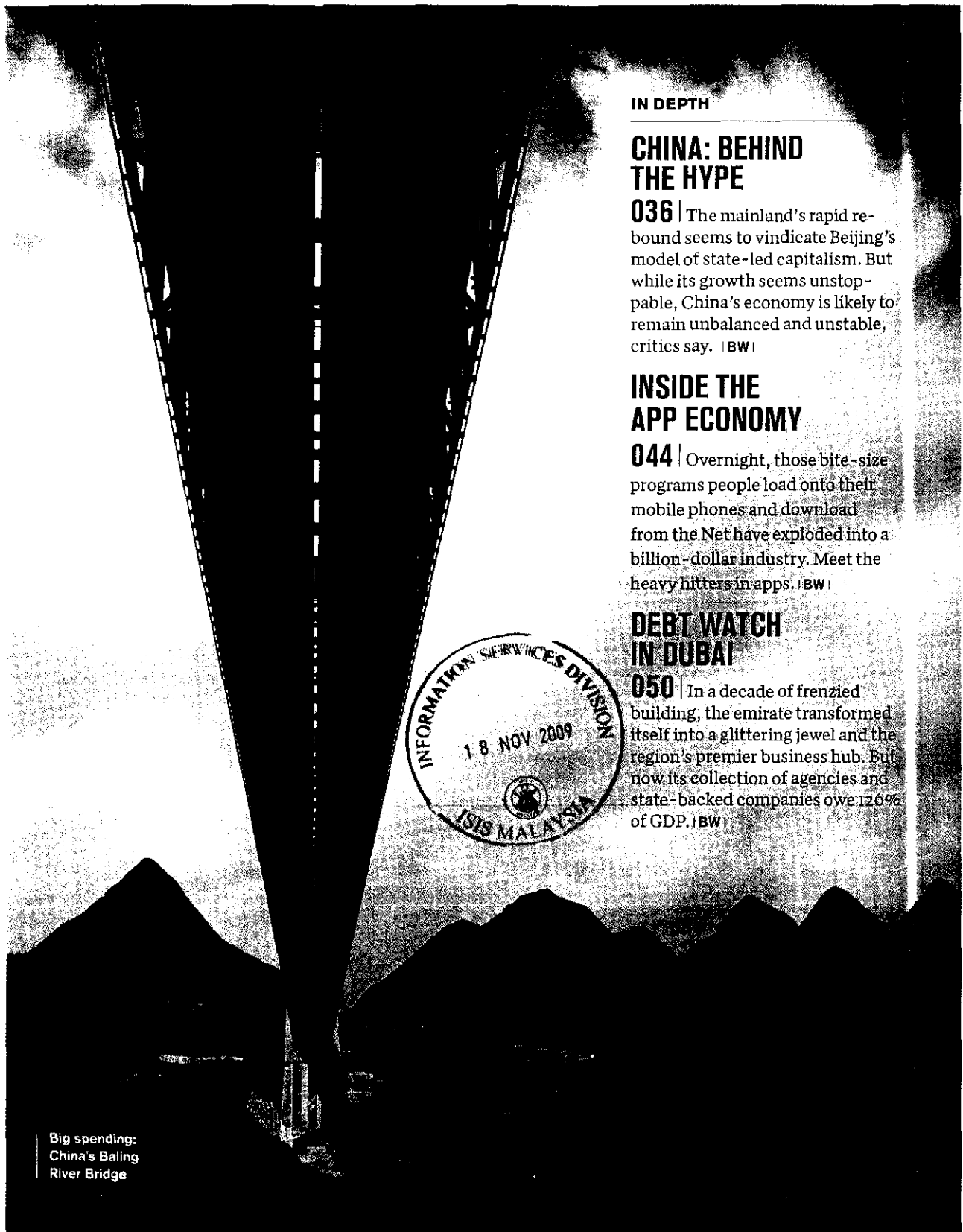
48 Who Are You?

The trials and tribulations of a Chinese American in China



10 Cover Story
Beijing handshake
gives China-U.S.
ties a boost





IN DEPTH

CHINA: BEHIND THE HYPE

036 | The mainland's rapid rebound seems to vindicate Beijing's model of state-led capitalism. But while its growth seems unstoppable, China's economy is likely to remain unbalanced and unstable, critics say. |BW|

INSIDE THE APP ECONOMY

044 | Overnight, those bite-size programs people load onto their mobile phones and download from the Net have exploded into a billion-dollar industry. Meet the heavy hitters in apps. |BW|

DEBT WATCH IN DUBAI

050 | In a decade of frenzied building, the emirate transformed itself into a glittering jewel and the region's premier business hub. But now its collection of agencies and state-backed companies owe 126% of GDP. |BW|

Big spending:
China's Baling
River Bridge

006



A SKEPTIC'S GUIDE TO EARNINGS

Troubled companies, fearful of losing their credit and other lifelines, are using a host of techniques to disguise their true financial health. The gimmicks are underscoring the tenuous nature of the earnings recovery. | BW | PAGE 026



GEITHNER ON THE ECONOMY

Treasury Secretary Tim Geithner talks to Maria Bartiromo about fueling a recovery, easing the credit crisis, and prospects for growth in the U.S. economy. | BW | PAGE 019

008 THE BUSINESS WEEK

- 008 **EXECUTIVE SUMMARY** Apple's golden quarter; earnings perk; more
- 012 **BUSINESS OUTLOOK** Jim Cooper sees a surprising third-quarter pickup
- 014 **NUMBERS** Americans aren't loosening their purse strings
- 016 **BTW** Unlikely mall stores; the year in bankruptcies; stareworthy stairs
- 019 **FACETIME**

022 NEW BUSINESS

- 022 **HEALTH CARE: WHO WILL PAY?** Insurers and taxpayers are likely to bear the brunt of Obama's overhaul
- 025 **INSIDE TRADING** The SEC mounts a new offensive against criminals
- 026 **A SKEPTIC'S GUIDE TO EARNINGS**
- 028 **WHAT'S HOLDING BACK TECH** Parts shortages bedevil gizmo makers
- 030 **THE ECONOMY** How real is the capacity glut?
- 032 **PIRACY** The Chinese are beginning to take the problem seriously
- 034 **NISSAN** Overextended in the U.S.?

054 WHAT'S NEXT

- 054 **GREEN GIANTS** Former Silicon Valley colleagues John Doerr and Vinod Khosla go head-to-head in clean tech
- 056 **TOUGH LOVE, LOWER COSTS** A bold plan to treat the chronically ill
- 058 **EMISSION TARIFFS** An effort to level the playing field for clean U.S. manufacturers
- 060 **SMALL BIZ** The credit spigot has increased from a drop to a trickle
- 062 **EUROPE INC.** Michelin and other companies are using U.S.-style tactics to fight price-fixing
- 063 **CBS's BRAVE OLD WORLD** The network is pulling in a graying but paying audience
- 064 **INDIA** Airlines are cutting posh meals and business-class seats
- 065 **CORPORATE SURVIVORS** Why the laid off are sometimes better off

067 PERSONAL BUSINESS

- 067 **MONEY REPORT** The dollar and the market; munis hit a wall; Valmont

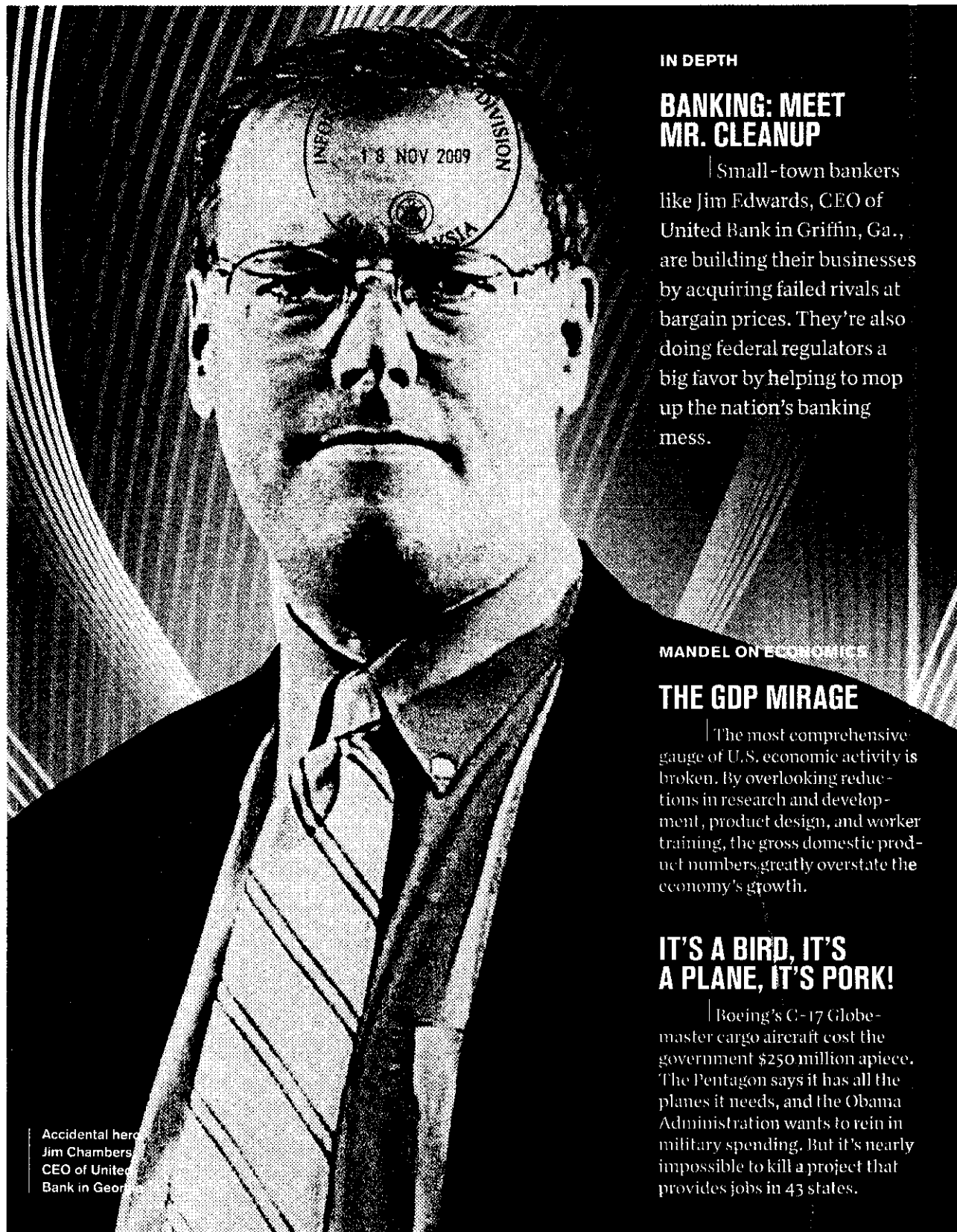
- 068 **HOW TO PLAY IT** Betting on China's growth machine
- 069 **SAVINGS** Should you convert your 401(k) to a Roth?
- 070 **LIFE MANAGEMENT** How women handle success: A roundtable talk led by Marcus Buckingham
- 072 **INSIDE WALL STREET**

074 BUSINESS VIEWS

- 074 **BOOKS** Levitt and Dubner *Superfreakonomics*
- 076 **TECH & YOU** Steve Wildstrom keys into RIM's new Storm phone
- 078 **FEEDBACK** The "Lost Generation" cover story reopened an old debate among readers
- 080 **OUTSIDE SHOT** Companies should reveal their campaign spending

- 078 **CORRECTIONS & CLARIFICATIONS**
- 079 **COMPANY INDEX**

Jack and Suzy Welch are off while Jack recovers from a back infection.



Accidental hero
Jim Chambers
CEO of United
Bank in Georgia

IN DEPTH

BANKING: MEET MR. CLEANUP

Small-town bankers like Jim Edwards, CEO of United Bank in Griffin, Ga., are building their businesses by acquiring failed rivals at bargain prices. They're also doing federal regulators a big favor by helping to mop up the nation's banking mess.

MANDEL ON ECONOMICS

THE GDP MIRAGE

The most comprehensive gauge of U.S. economic activity is broken. By overlooking reductions in research and development, product design, and worker training, the gross domestic product numbers greatly overstate the economy's growth.

IT'S A BIRD, IT'S A PLANE, IT'S PORK!

Boeing's C-17 Globemaster cargo aircraft cost the government \$250 million apiece. The Pentagon says it has all the planes it needs, and the Obama Administration wants to rein in military spending. But it's nearly impossible to kill a project that provides jobs in 43 states.

(COVER) PHOTOGRAPH BY ADAM LEVY; PUMPKIN CARVED BY BIRTE VON CAMPEN; (THIS PAGE) PHOTO ILLUSTRATION BY SEAN MCCABE FROM A PHOTOGRAPH BY ANN STATES



THE BIGGEST GAMBLE IN SIN CITY

MGM Mirage CEO Jim Murren says the company's colossal CityCenter resort will draw a new breed of tourist to Vegas. Maybe. But the development might be overkill in an overbuilt market—and MGM could be the biggest loser. |BW| PAGE 056



THE RACE TO SAVE CHRYSLER

Fiat CEO Sergio Marchionne plans to plug product holes with the Italian company's cars. But there's a hitch: Chrysler could stall out before he can deliver the goods. |BW| PAGE 022

006 THE BUSINESS WEEK

- 006 **EXECUTIVE SUMMARY** Health care; ING; Hank Greenberg; more
- 013 **FACETIME** Maria Bartiromo talks to DreamWorks Animation CEO Jeffrey Katzenberg
- 016 **BUSINESS OUTLOOK** Jim Cooper says housing has a solid foundation
- 017 **NUMBERS** America's health-care bill just keeps on climbing
- 019 **BTW** *Scroogenomics*; more

022 NEW BUSINESS

- 022 **THE RACE TO SAVE CHRYSLER**
- 024 **BEHOLD: CREDIT** Wall Street's financial machine creaks into gear
- 026 **SIZZLING JUNK** High-yield bonds might be too hot to handle now
- 027 **VERIZON VS. THE IPHONE** The carrier is betting big on Android smartphones and other gadgets
- 028 **CEMEX** The Mexican cement giant scrambles for firmer ground
- 030 **BEYOND PRODUCT PLACEMENT** TV networks are creating custom-made ads with characters from hit shows

033 HASTA LA VISTA, BIG SCREENS?

California will soon require energy-efficient sets. Manufacturers and retailers are fuming

050 WHAT'S NEXT

- 050 **DISNEY REMAKES THE STUDIO** How CEO Robert Iger is applying the company's brand marketing savvy to filmmaking
- 052 **SMITHFIELD ISN'T SMOKING** The specter of swine flu and a glut of pigs are hurting the pork producer
- 053 **ALTERNATIVE ENERGY** Should the U.S. subsidize the transmission of solar and wind power to cities?
- 055 **WHAT'S HOBBLING HTC** Ties with Microsoft are a drag on profits for the Taiwanese handset maker
- 056 **THE BIGGEST GAMBLE IN SIN CITY**
- 058 **TESTOSTERONE'S STRENGTH** The boom in demand from boomers
- 059 **GREEN BUSINESS** A juiced-up wind turbine; nearly waterless laundry
- 060 **CREDIT CARDS** Cutting transaction fees might help retailers—but not consumers

061 PERSONAL BUSINESS

- 061 **MONEY REPORT** Rail's East-West split; a media marriage; hot semiconductors
- 062 **HOW TO PLAY IT** Regional bank bets
- 064 **HOW TO PLAY IT** Junk, if you dare
- 065 **INSIDE WALL STREET**
- 066 **GOLF & THE BUSINESS LIFE** Country clubs are in crisis as memberships and money dwindle
- 068 **TO JOIN OR NOT?** Caveat duffer

071 BUSINESS VIEWS

- 071 **BOOKS** Sorkin: *Too Big to Fail*
- 073 **TECH & YOU** Steve Wildstrom says Windows 7 means the multi-touch computing era is finally at hand
- 074 **FEEDBACK** A dollar crash? Readers have a few scenarios of their own
- 076 **OUTSIDE SHOT** Laura D'Andrea Tyson: More stimulus and jobs now, deficit reduction later

074 CORRECTIONS & CLARIFICATIONS

075 COMPANY INDEX



IN DEPTH

THIS REAL ESTATE BUST IS DIFFERENT

042 | Commercial property prices have already fallen 41% since the market peaked in 2007. Big bets based on unrealistic assumptions, layers of investors, and possible fraud will make it especially challenging to clean up the mess. | **BW** |

A WAKEUP CALL FOR PART-TIME B-SCHOOLS

048 | The economic crisis has hit executive MBA and non-degree programs with punishing force. Here's what the savviest schools are doing to adapt to the harsh realities of today's market. | **BW** |

THE SANDWICH THAT ATE THE RECESSION

058 | As nearly every restaurant chain reeled, Subway—inspired by the success of an obscure Miami franchisee—rolled out its \$5 footlong campaign. Long story short, that's why it now outshines Burger King and Wendy's in the fast-food firmament. | **BW** |

Jeff Moody, CEO
of the Subway
Franchisee
Advertising
Fund Trust





A TAX HIKE BY ANY OTHER NAME

As costly health-care reforms draw near, a chorus of critics is saying that a host of surcharges, fees, and vanishing tax breaks will effectively reach into the pockets of the middle class. | BW | PAGE 030

006 THE BUSINESS WEEK

- 006 **EXECUTIVE SUMMARY** Buffett's bet on Burlington Northern; Shanghai's nod to Disney; J&J's big layoffs
- 015 **FACETIME** Maria Bartiromo talks to former AIG CEO Hank Greenberg
- 022 **BUSINESS OUTLOOK** Jim Cooper says the Fed faces unique hurdles as the Great Recession recedes
- 025 **NUMBERS** Frugal Americans and the shrinking U.S. trade deficit
- 027 **BTW** Waning worker loyalty; hot toys are going fast; a Windows 7 Whopper in Japan

030 NEW BUSINESS

- 030 **A TAX HIKE BY ANY OTHER NAME**
- 032 **BACK TO IRAQ** Why Big Oil is reexamining Baghdad's tough terms
- 034 **BOEING'S END RUN** Will its attempt to circumvent a union slow production of the Dreamliner?
- 036 **CALPERS ON THE SPOT** Critics are challenging the fund over ethics
- 038 **FORD REVS UP** A cash-for-clunkers boost is just part of the story

- 040 **BERLIN ASCENDANT** Germany's biggest city is hip, and it's drawing both businesses and talent

070 WHAT'S NEXT

- 070 **HOUSE CALLS RETURN** Microsoft is saving money and improving the health of employees by sending doctors right to their homes
- 072 **THE C-SUITE OR "SEE YA"** Why some executives are quitting rather than settling for a title below CEO
- 073 **LONG WAR AT FEDEX** The wider labor ramifications of its feud over "independent contractors"
- 074 **SPAIN LOOKS ABROAD** Leading Spanish companies are expanding internationally to jump-start growth
- 076 **STARTUP INCUBATORS** They're now aiming their services at more tech-savvy entrepreneurs
- 078 **ASK YOUR DOCTOR?** Why big-budget ad campaigns for drugs can backfire
- 080 **PAID TO PRAISE** Broadband startup KeyOn is getting rave reviews—from analysts to whom it gave stock



GEEK POWER

Ken Auletta's deeply reported new book, *Googled*, probes the hard-driving, tech-centric personality of Google—and its struggles to make a splash beyond search. | BW | PAGE 097

083 PERSONAL BUSINESS

- 083 **MONEY REPORT** A new way to play Indian small caps; a promising bet on recycling; Virgin Media
- 084 **HOW TO PLAY IT** Spanish stocks are outperforming the euro zone as a whole. A few ways to capitalize
- 087 **INVESTING** Two differing expert opinions on where stock prices will be heading in the months ahead
- 088 **LIFE MANAGEMENT** Remote-control medicine is allowing the elderly to remain in their homes
- 093 **INSIDE WALL STREET**

097 BUSINESS VIEWS

- 097 **BOOKS** Auletta: *Googled*
- 100 **TECH & YOU** Steve Wildstrom finds that Motorola and Google team up well on the new Droid smartphone
- 102 **OUTSIDE SHOT** Peter G. Peterson says now is the time for America's corporate leaders to unite and work toward rescuing the economy

101 COMPANY INDEX

IN DEPTH

10 WAYS TO CUT HEALTH COSTS NOW

034 | Why wait for health care reform? Every year, \$700 billion is wasted on unnecessary treatments, redundant tests, and other sinkholes. Here's how to cut waste and improve care. | BW |

TAIWAN'S NEW DREAMS

040 | Seeking to escape low-margin PC and semiconductor businesses, tech players are diversifying into Net devices, smartphones, and even solar power. | BW |

MOST INTRIGUING NEW BUSINESSES

046 | Adverse economic conditions breed smart startups. We picked 25 worth watching. | BW |

Entrepreneur
Adrian Ho aims
to help clean up
the world's most
polluting country



WHAT'S EATING McDONALD'S

Mickey D's enduring strength was much ballyhooed during the recession, and the fast-food behemoth continues to grow overseas. But at home, rising unemployment is causing sales to dip. **BW** | PAGE 032



DESIGNS THAT BUILD BUSINESS

The annual *BusinessWeek*/Architectural Record Awards winners show the value of design even in a recession. **BW** | PAGE 066

006 THE BUSINESS WEEK

- 006 **EXECUTIVE SUMMARY** Deal mania is back; Comcast and GE get cozy; new GM electric vehicles; Priceline; more
- 013 **FACETIME** Maria Bartiromo talks to investment strategist Byron Wien of Blackstone
- 016 **BTW** The sexy sell at Chrysler; Japan's railway suicides; help on performance reviews
- 018 **BUSINESS OUTLOOK** Jim Cooper says the signs point to job growth—but don't expect it quickly
- 020 **NUMBERS** Glimmers of hope for U.S. corporate profits

022 NEW BUSINESS

- 022 **CHINA'S END RUN** As more free-trade deals exclude the U.S., Beijing could dominate a new bloc
- 024 **TOUGH NUT** Cracking the China market is tougher than foreign insurers thought
- 026 **M&A GOES HOSTILE** The new wave of dealmaking

028 INVASION OF THE ANDROIDS

Google plans to keep momentum going by extending use of the new operating system beyond mobile phones

- 030 **CHARLES WANG'S POWER PLAY** Real estate has become a messy second act for the founder of Computer Associates

032 WHAT'S EATING McDONALD'S

- 033 **STARBUCKS** Pressure to sell its new instant coffee sparks a backlash from baristas

057 WHAT'S NEXT

- 057 **BLOODED VIDEO GAMES** As costs soar, the industry is slammed by slackening demand and free games
- 060 **RUSSIAN POWER PLAY** Gazprom, the bare-knuckle king of natural gas, is out to make its mark in America
- 062 **INDIA BURNS RUBBER** Why carmakers there are exporting more than their Chinese rivals
- 064 **SMALL BUSINESS** Even when the economy picks up, small biz plans to keep headcount low

066 DESIGN THAT BUILDS BUSINESS

- 068 **E-CASH IN A FLASH** Soon, U.S. cell phone users will be able to make person-to-person payments

069 PERSONAL BUSINESS

- 069 **MONEY REPORT** Upgrading your munis; a refuge in gold; Texas funds
- 070 **HOW TO PLAY IT** Taiwan's not market
- 071 **INVESTING** Fund manager Michael Winer on dented real-estate debt
- 072 **INVESTING IN RETIREMENT** Turning pastimes into profits

076 INSIDE WALL STREET

079 BUSINESS VIEWS

- 079 **BOOKS** Cassidy: *How Markets Fail*
- 082 **TECH & YOU** Steve Wildstrom on the stubborn luxury of Apple
- 084 **OUTSIDE SHOT** Barry Schwartz says incentives can reward bad moral choices

- 083 **CORRECTIONS & CLARIFICATIONS**
- 083 **COMPANY INDEX**



Jones Day's Noel Francisco (left) and Mike Carvin

THESE MEN COULD KILL SARBOX

040 | Two tenacious Washington lawyers are mounting a serious challenge to the Sarbanes-Oxley Act, the 2002 law that imposed tough restrictions on American businesses. | BW |

IN DEPTH

THE NEW THREAT FROM WALL STREET

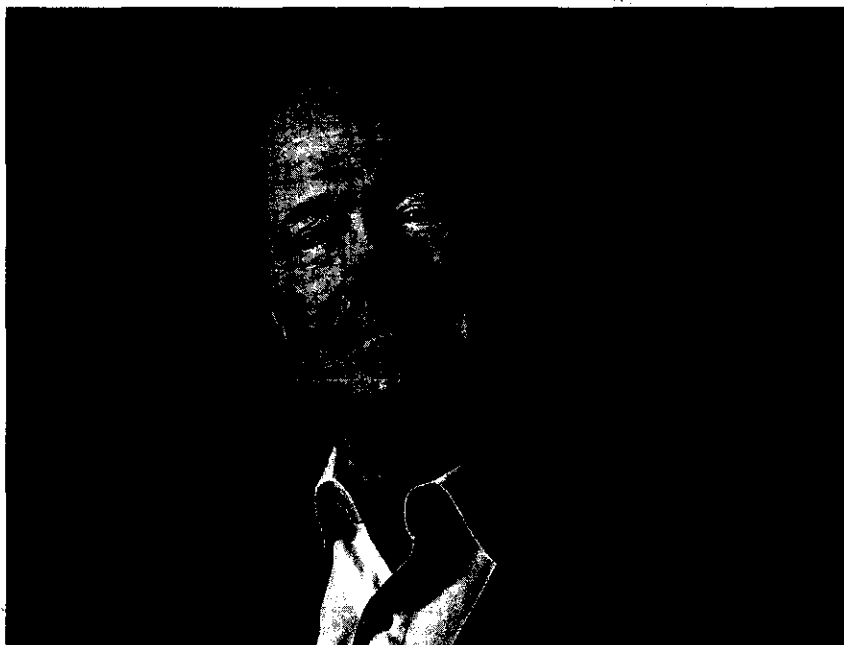
034 | During the boom, cities across the U.S. swallowed the bait when offered complex financial products. Now they owe billions in fees to UBS, Goldman Sachs, and other big banks. | BW |

CHILE: PROSPERITY—AND PROBLEMS

044 | Despite decades of economic growth and political stability, many Chileans are feeling a malaise—and the country's ruling center-left coalition may pay the price. | BW |

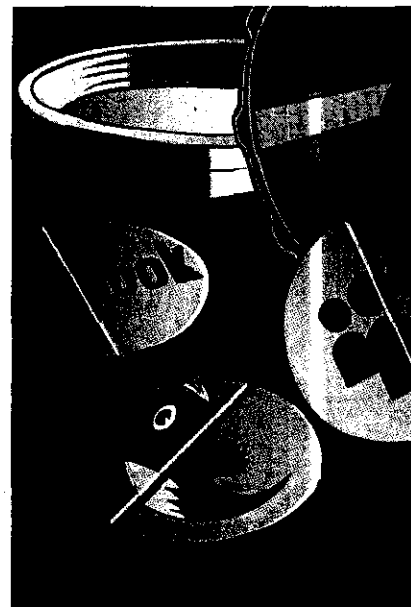
IN INNOVATION GOES DOWNTOWN

050 | The prototypical low-rise, suburban science park isn't the model anymore. From Seoul to Barcelona, urban parks are luring the best minds and the industries of tomorrow. | BW |



IS CISCO OVERREACHING?

CEO John Chambers, struggling to show how his \$36 billion tech behemoth can remain a growth company, is racing into new markets, battling with IBM, HP, and Dell, and revamping management. Is he trying to do too much? | BW | PAGE 026



WHY DRUGMAKERS DON'T TWITTER

The Web is awash in health discussions, but the FDA so far has no guidelines for Pharma to participate. | BW | PAGE 064

006 THE BUSINESS WEEK

- 006 **EXECUTIVE SUMMARY** Obama in China; GM picks up speed; a boss for Lazard; more
- 013 **FACETIME** Maria Bartiromo talks to Blackstone's Steve Schwarzman
- 016 **BUSINESS OUTLOOK** Jim Cooper says lending is on track to support a recovery
- 017 **NUMBERS** U.S. travel and tourism are going nowhere
- 019 **BTW** Marketing the junket; Asian B-schools on the rise; boffo sequels

022 NEW BUSINESS

- 022 **IS THE FED CREATING BUBBLES?** Critics say its easy-money policy will bring economic mayhem. Bernanke & Co. say fears of a speculative surge are overblown
- 024 **BRITAIN'S SLOG** Recovery isn't in sight for the onetime economic star
- 026 **IS CISCO OVERREACHING?**
- 028 **VODAFONE: TROUBLE IN INDIA** A price war is putting a serious crimp in the carrier's margins

- 030 **GE'S BENEFITS SWITCH** The company's new health plan isn't likely to elicit cheers from workers
- 032 **ADOBE SECURITY** Hackers are after the graphics software maker

054 WHAT'S NEXT

- 054 **THE CAP-AND-TRADE HITCH** Laws may reward companies for green projects already in the pipeline
- 056 **CHINA'S GREEN TECH** How it's helping U.S. energy companies
- 058 **A REVERSE BRAIN DRAIN** China is starting to lure top scientists back
- 060 **SKIDDING TOYOTA** A strong yen is hurting profits, and the carmaker's reputation for quality is on the line
- 062 **BW 50 THREADS ON SALE** Abercrombie & Fitch is finally cutting prices
- 064 **WHY DRUGMAKERS DON'T TWITTER**
- 065 **PHILIPS' BRIGHTER IDEA** It's preparing for lower LED prices by helping to custom-design lighting systems for big projects
- 066 **SMALL BUSINESS** Selling \$8 soap in an era of frugality

069 PERSONAL BUSINESS

- 069 **MONEY REPORT** Charles Schwab's value; low short interest in the S&P 500; a tech merger that looks like a turning point
- 070 **HOW TO PLAY IT** Sizing up Philips' long-term growth opportunities
- 072 **INVESTING** Pimco Total Return Fund is the world's biggest mutual fund. But what's in its portfolio?
- 074 **INSIDE WALL STREET**

075 BUSINESS VIEWS

- 075 **TECH & YOU** Steve Wildstrom says "augmented reality" smartphone apps aren't ready for prime time
- 077 **BOOKS** Benioff and Adler: *Behind the Cloud*
- 078 **FEEDBACK** Employees or independent contractors? Readers weigh in on the FedEx case
- 080 **OUTSIDE SHOT** How venture capital lost its way

079 COMPANY INDEX



On the cover
Brazil is taking off. Now the risk for Latin America's big success story is hubris: leader, page 15. A special report on business and finance in Brazil, after page 52. Would Dilma Rousseff, Lula's preferred successor, be different from her boss? Page 45. Hemlines and morality, page 46

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9 The world this week

Leaders

- 15 **Brazil**
Taking off
- 16 **Derivatives**
Options have a future
- 16 **Music industry**
How to sink pirates
- 17 **Reforming libel law**
A city named sue
- 18 **Israel, Palestine and America**
Don't give up

Letters

- 20 **On the Conservatives and Europe, health care, Panama, prisoners' voting rights, maps**

Briefing

- 29 **Nigeria**
Hints of a new chapter

Asia

- 33 **Japan's government**
Out of tune
- 34 **Afghanistan**
Tactical retreat?
- 34 **Thaksin and Hun Sen**
A new way to annoy a neighbour
- 36 **Singapore and immigration**
A PR problem
- 36 **China's state-owned enterprises**
Nationalisation rides again
- 37 **Fiji and Oceania**
Coconut dictator
- 38 **Banyan**
Obama's Asian adventure

United States

- 39 **Health-care reform**
Passing the baton
- 40 **College enrolment**
Boom times
- 41 **The killings at Fort Hood**
After the rampage
- 41 **Tim Pawlenty and the presidential race**
T-Paw stakes his claim
- 42 **Culling suburban deer**
The war on Bambi
- 42 **Oklahoma's economy**
Come home, Tom Joad

- 43 **Streetcars in Washington, DC**
Rolling stuck
- 43 **Baltimore's mayor**
Dixon in the dock
- 44 **Lexington**
Farmers v greens

The Americas

- 45 **Brazil's presidency**
Her master's voice
- 46 **Public morality in Brazil**
Hemlines and headlines
- 46 **Venezuela and Colombia**
Jaw-jaw war
- 48 **Gloomy Jamaica**
Unfixable?
- 48 **Canada's prime minister**
Home thoughts from abroad

Middle East and Africa

- 49 **Palestine**
Will Mahmoud Abbas go?
- 50 **Mobile phones in Iraq**
Better than freedom
- 50 **Hummus**
An emotive issue
- 51 **Zimbabwe's neighbours**
Patience may run out
- 51 **South Africa**
Race and electricity
- 52 **Zanzibar**
The politics of peace
- 52 **Uganda and homosexuality**
Don't ask

Special report: Brazil
Business and finance
After page 52

Europe

- 54 **Germany in the world**
A new game of dominoes
- 55 **Turkey and the Kurds**
Peace in sight?
- 55 **Islamic finance in France**
Sharia calling
- 56 **The far right in Russia...**
Cracked up
- 56 **...and in eastern Europe**
Right on down
- 57 **Balkan demography**
A birth dearth
- 58 **Charlemagne**
Single-market bargaining



Nigeria As militants lay down their arms in the Niger Delta, the battle is on to tackle the country's other massive ills, pages 29-31



Decriminalising drugs
In many countries, full jails, stretched budgets and a general weariness with the war on drugs have made prohibition harder to enforce, page 63



Farmers v greens The biggest obstacle to a climate-change bill is rural America: Lexington, page 44



► Contents continues overleaf



Britain's other...
...the long battle...
...the leader page...
...the industry is...
...the dam



...the world economies need...
...the leader page 16...
...the moves are extraordinary...
...the line, as well as complex...
...the dangerous misused and...
...the undervalued. No...
...the world are taking...
...the 74-76



...the commodity-price threat...
...the global...
...the policy off course...
...the bubbles burst...
...the 74-76

Britain

- 59 **Planning and infrastructure**
The nuclear option
- 60 **The economics of nuclear power**
Splitting the cost
- 61 **Gordon Brown and the Tobin tax**
Desperate measures
- 61 **Public opinion on Afghanistan**
Hearts and minds
- 62 **Bagehot**
Scottish independence

International

- 63 **Drugs**
Virtually legal
- 64 **The UN and corruption**
Extracting teeth

Business

- 67 **Music piracy**
Singing a different tune
- 68 **Media**
Bulking up
- 68 **Privatisation in India**
Stakes and mistakes
- 69 **GM keeps Opel**
German charm offensive
- 70 **Face value**
Jean-Claude Biver, Swiss watchmaker
- 72 **Oracle and Sun**
Merger interruptus
- 72 **Japan as number one**
Land of the setting sun
- 73 **Schumpeter**
Bland bosses

Briefing

- 74 **Derivatives**
Over the counter, out of sight

Finance and economics

- 77 **The world economy**
Dangerous froth
- 78 **Minsheng's IPO**
The not-so-little guy
- 78 **South Korea's recovery**
Leaning experience
- 79 **White-collar trials**
Subcrime

- 79 **American stockmarkets**
High-speed slide
- 80 **Buttonwood**
Gold rush
- 81 **Accounting rules**
Divided and overruled?
- 81 **Mario Draghi**
The restless Italian
- 82 **Economics focus**
Productivity growth

Science and technology

- 84 **Lagrangian coherent structures**
The skeleton of water
- 85 **Gut bacteria and obesity**
Holy shit!
- 85 **Electronics**
Seeing clearly
- 86 **Anatomy and sport**
Athlete's foot
- 86 **Dinosaurs**
Overestimated?

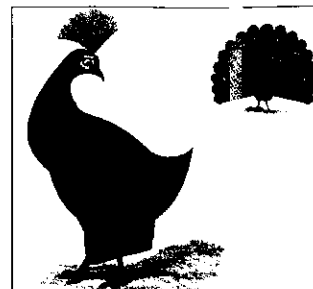
Books and arts

- 87 **The Arabs**
A political history
- 88 **Market idols**
The origin of the crisis
- 88 **Google**
Facing the frenemy
- 89 **Philip Roth**
On old age
- 89 **Irving Thalberg**
The crown prince of Culver City
- 90 **Bauhaus**
Coast of Utopia

Obituary

- 91 **Claude Lévi-Strauss**
Observer of human order

- 101 **Economic and financial indicators**
Statistics on 42 economies, plus closer looks at job vacancies and international energy demand



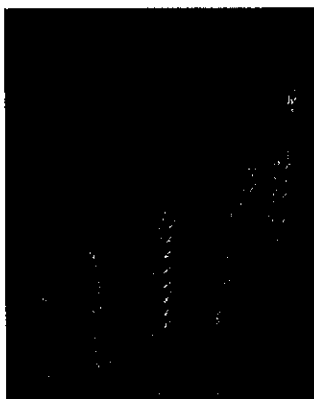
...the many chief...
...are instantly...
...the...
...the visionary bosses...
...the world...
...the page 73

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An Economist Group business





On the cover
How to feed the world: leader, page 13. Investment in agriculture is soaring. So, worryingly, is distrust of markets and trade, page 61. Monsanto, corporate sinner or saint? pages 71-73. The bluefin tuna is still being managed badly, page 82. A brave attempt to save local cod, page 42. Disappearing salmon, page 46

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9 The world this week

Leaders

- 13 **Food and agriculture**
How to feed the world
- 14 **America's deficit problem**
Dealing with the fiscal hole
- 16 **Barack Obama in Asia**
The Pacific (and pussyfooting) president
- 16 **Labour's final months**
Last, do no harm
- 18 **Fund managers' pay**
A defective directive

Letters

- 20 **On fertility, Colombia, climate change, the Berlin Wall, enterprise**

Briefing

- 27 **America's fiscal deficit**
Stemming the tide
- 29 **The pros and cons of VAT**
A last resort

Asia

- 31 **Barack Obama in Asia**
Scaling the wall
- 32 **Afghanistan's anti-corruption drive**
Karzai under pressure
- 32 **Hong Kong's deferred democracy**
Softly, softly
- 34 **Another Australian apology**
Better late than never
- 34 **Sri Lanka's retired army chief**
General intentions
- 35 **A hero for the Philippines**
The thriller for Manila
- 36 **Banyan**
Land of Eastern promise

United States

- 37 **America, China and climate change**
Let's agree to agree
- 38 **Afghanistan**
Waiting (and waiting) for a plan
- 40 **After Guantánamo**
Trials to come
- 40 **Improving education**
What to teach?

- 42 **New Orleans mayor**
The job almost no one wants
- 42 **Maine's cod**
Something new
- 43 **Lexington**
Sarah Palin reloads

The Americas

- 44 **Mexico's economy**
A different kind of recession
- 45 **Cuba and America**
Resistant to sticks and carrots
- 46 **British Columbia's salmon**
Socked
- 46 **Peru and Brazil**
Dammed

Middle East and Africa

- 47 **Iraq and its neighbours**
A regional cockpit
- 48 **Yemen's war**
Caught in the middle
- 49 **Congo's constitution**
Democracy under threat
- 49 **Sierra Leone's corruption**
Attacking a mortal enemy
- 50 **Hope and worry in Zambia**
Less poor, less free

Europe

- 51 **Europe's public finances...**
Weighed down
- 52 **...and Greece's**
Arithmetic lessons
- 52 **Germany's Social Democrats**
Archangel Gabriel
- 53 **Municipal politics in France**
The mayors' revolt
- 53 **Slovakia's murky politics**
Heading south
- 54 **Benito Mussolini**
Not just Hitler's fool
- 54 **A Turkish scandal**
Who's on the phone?
- 55 **Charlemagne**
A new balance in Europe



Budget Dealing with America's fiscal hole: leader, page 14. Unprecedented levels of debt may require radical solutions, pages 27-29. Governments differ dramatically in how they tax, page 78. Europe's fiscal burden, page 51

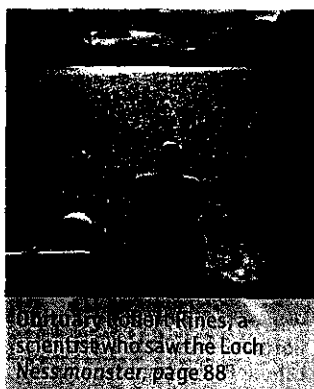
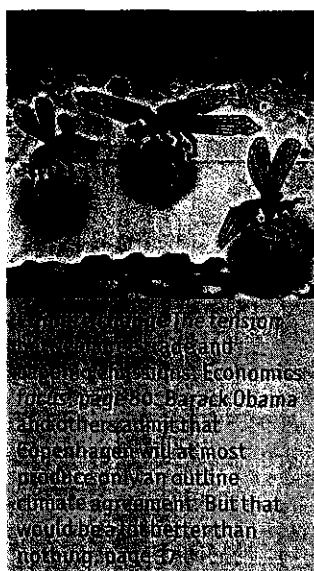


Obama in Asia America's president shows an alarming lack of self-confidence. So does China's leader, page 16. The president pays Asia the compliment of courtesy; rewards are not immediate, page 31



Gordon Brown How the Labour Party should use its last months in power: leader, page 16. A nakedly political Queen's Speech marks the start of the election campaign, page 57. Public-service satisfaction guaranteed, or—what, exactly? Bagehot, page 60





Britain

- 57 Gordon Brown's next six months**
The great calculating machine
- 58 Reforming financial regulation**
A one-trick bill
- 59 University students abroad**
And is there honey still for tea?
- 59 Municipal Wi-Fi in Britain**
Metro-net
- 60 Bagehot**
I know my rights

International

- 61 Feeding the world**
A harvest of words
- 63 Food markets**
New kinds of aid

Business

- 65 EDF**
Nuclear contamination
- 66 A spat among professional networks**
Class war
- 66 The psychology of warranties**
Protection racket
- 67 LNG expands in Australia**
Explosive growth
- 68 Counterfeit handsets proliferate in China**
Talk is cheap
- 68 The global crackdown on corporate bribery**
Ungreasing the wheels
- 69 Corporate crime increases**
The rot spreads
- 70 Schumpeter**
Remembering Drucker

Briefing

- 71 Monsanto**
The parable of the sower

Finance and economics

- 75 China's exchange-rate policy**
A yuan-sided argument
- 76 Buttonwood**
Something's gotta give
- 77 Rebuilding UBS**
Ossie's casino

- 77 Hedge funds and the EU**
Payback time
- 78 Spanish banks**
Savings and groans
- 78 Public-sector finances**
The state's take
- 80 Economics focus**
Trade and the climate

Science and technology

- 81 Vehicle telemetry**
Calling all cars
- 82 Sex and pharmaceuticals**
Arousing interest
- 82 Tuna fishing**
Changing tides
- 83 Conservation**
In wolf's clothing

Books and arts

- 84 Czechoslovakia**
A chequered history
- 85 Communist Hungary**
Little girls, big story
- 85 Jane Austen**
Eternal appeal
- 86 Henry V, English hero**
Ad majorem Dei gloriam
- 86 James Lees-Milne**
A diarist dissected
- 87 Orhan Pamuk**
Museum of Turkish delight
- 87 Lee Daniels's "Precious"**
From hell to Hollywood

Obituary

- 88 Robert Rines**
Scientist and Nessie-hunter

- 97 Economic and financial indicators**
Statistics on 42 economies, plus closer looks at vehicle-scrapping subsidies and R&D spending



Next week
We publish a special report on the art market. The art business has suffered from the recession, but globalisation should help it recover, say Fiammetta Rocco and Sarah Thornton

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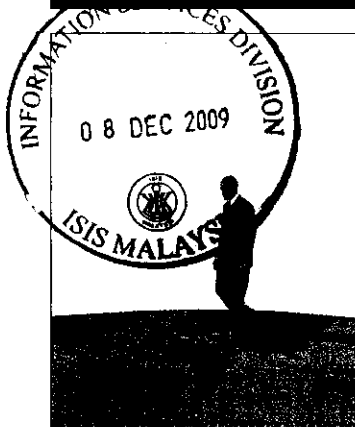
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An Economist Group business



-46536



On the cover

Is Barack Obama's diplomacy subtle and strategic, or weak and naive? The world is about to find out: leader, page 11. The long delay over Afghanistan suggests that the president seems determined to conduct foreign policy in person, page 37. Angry allies in eastern Europe, page 54. How Syria won, page 45

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7 The world this week

Leaders

- 11 **Barack Obama's foreign policy**
The quiet American
- 12 **Europe's motley leaders**
Behold, two mediocre mice
- 12 **Deflation in Japan**
The curse of defeatism
- 14 **The future of media**
Middle-class struggle
- 16 **Climate change**
A heated debate

Letters

- 18 **On Iraq, Afghanistan, the Conservatives and Europe, gift certificates, drugs, conjunctions**

Briefing

- 27 **Pakistan's crises**
Front line against the Taliban

Asia

- 31 **The mosque at Ayodhya**
A destructive legacy
- 32 **Politics in Bangladesh**
The trials of Sheikh Hasina
- 32 **Sri Lanka's Tamils**
The power of the ballot
- 34 **Grand projects in South Korea**
Many rivers to cross
- 34 **China's car industry**
Exhaust fumes and mirrors
- 34 **Indonesian corruption**
The president steps in
- 35 **The Philippines**
Looking for a president
- 35 **Massacre in Mindanao**
The politics of violence
- 36 **Banyan**
Hong Kong, suffragette city

United States

- 37 **Foreign policy**
The decider
- 38 **Health-care reform**
The beginning of the end
- 39 **Climate change**
Off to Denmark
- 39 **Republican governors**
A gang of reds

- 40 **Camden's crisis**
Un governable?
- 41 **The Federal Reserve**
Poked by pitchforks
- 41 **Neo-Nazis in Montana**
A bunch of losers
- 42 **Lexington**
Loathing Joe Lieberman

The Americas

- 43 **Iran and Latin America**
Ayatollahs in the backyard
- 44 **Canada in Afghanistan**
Something to hide?
- 44 **Venezuela's anti-capitalist cars**
Wheels of revolution

Middle East and Africa

- 45 **Syria**
Has it won?
- 46 **Iraq, Iran, America and The Economist**
Were we wrong?
- 47 **Algeria v Egypt**
Not just a game of football
- 48 **Strife in eastern Congo**
Not quite as bad as before
- 50 **Kidnapping in Nigeria**
Go for the locals
- 50 **Namibia's election**
Free but predictable

Special report: The art market

Suspended animation
After page 50

Europe

- 51 **Russian modernisation**
Dmitry Medvedev's building project
- 52 **Spain's economy**
Unsustainable
- 53 **German linguistic correctness**
The du und du waltz
- 53 **Kosovo and Serbia**
See you in court
- 54 **America, NATO and eastern Europe**
Disquiet on the eastern front
- 56 **Charlemagne**
A bigger Belgium



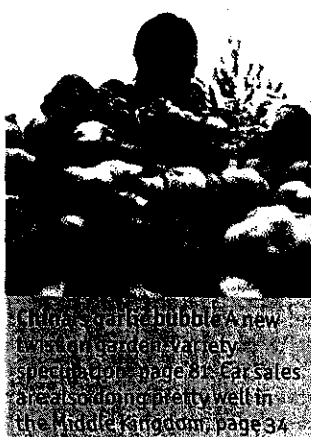
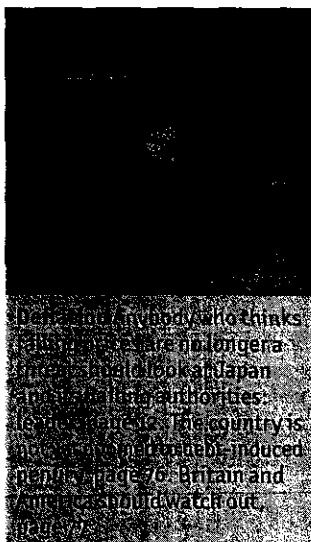
Pakistan The country has too many Taliban, of various strains, and not enough schools and jobs for an exploding population. Its president could also soon be ejected, pages 27-29



We are all Belgians now The European Union's horse-trading over top jobs shows it has become a larger version of the commission's host country: Charlemagne, page 56. The timid choices reveal a pitiful lack of global ambition: leader, page 12



The art market It has suffered from the recession, but globalisation should help it recover: see our special report, after page 50. The new Medieval and Renaissance galleries in the Victoria & Albert Museum are a treat, page 89



Britain

- 57 Religion and politics**
Missionary positions
- 58 Anglo-Catholicism**
The joys and perils of flying high
- 58 Bank rescues**
Bigger than you thought
- 59 Bank charges**
Knockout
- 60 Bagehot**
The limits of history

International

- 61 The Commonwealth**
Wider still and weaker?
- 62 Fighting poverty**
The gloves go on

Business

- 65 Retail v e-tail in America**
Bleak Friday
- 66 Newspapers**
Web-wide war
- 66 Eni defies its critics**
Another Roman empire
- 67 Dual-class shares**
More equal than others
- 67 Reliance bids for LyondellBasell**
A reliable catalyst
- 68 PPR spins off CFAO**
Out of Africa
- 70 European trucks**
MAN overboard
- 70 Sands China**
A roll of the dice
- 71 Schumpeter**
The uplifting future of Oprah Winfrey's brand

Briefing

- 72 Media**
A world of hits

Finance and economics

- 75 Dubai**
A debt bombshell
- 76 Tackling Japan's debt**
A load to bear
- 77 Japan and the West**
Same chords, different tune

- 77 Pension planning**
The retiree's autopilot
- 80 Buttonwood**
A developing bull market
- 81 German banking**
WestLB's bail-out
- 81 Garlic in China**
The price also stinks
- 82 Economics focus**
Systems failure

Science and technology

- 83 Climate change**
Mail-strom
- 84 Environment**
A hill of beans
- 85 The Large Hadron Collider**
Big is back
- 85 Synthetic biology**
Your plastic pal

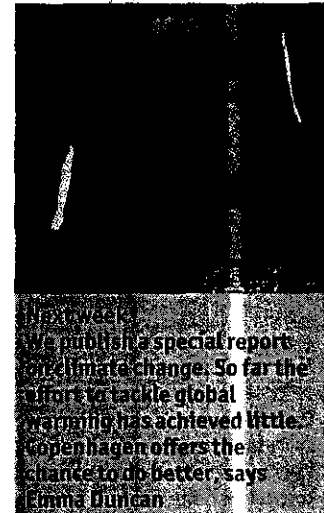
Books and arts

- 86 Javier Mariás's spy fiction**
Spanish eyes
- 87 The mystery of money**
Both sides of the coin
- 87 The Irish bust**
Make do and mend
- 88 The human brain**
Left and right
- 89 The English kingdom in France**
Once more unto the breach
- 89 The Victoria & Albert Museum**
Seeing is believing

Obituary

- 90 Earl Cooley**
Out of a plane, into a fire

- 97 Economic and financial indicators**
Statistics on 42 economies, plus closer looks at industrial metals and sovereign credit-default swaps



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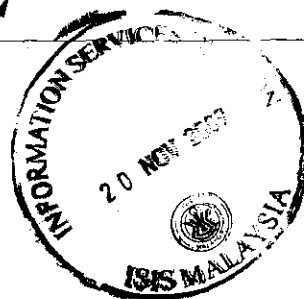


-46465

FORTUNE

11.23.09

Volume 160, Number 9



CEO of the Decade

63 Why him? Steve Jobs revived Apple and remade entire industries, defying the worst economic conditions since the Great Depression—and his own serious health problems.

66 The Decade of Steve

How Apple's imperious, brilliant CEO transformed American business. *BY ADAM LASHINSKY*

THE JOBS EFFECT

74 The Apple Ecosystem

From the brightly colored iMac to the ultra-sleek MacBook Pro, Steve Jobs turned geeky PCs into lusted-after objects.

BY MICHAEL V. COPELAND

76 Character Builders

Using massive computing power to spin unforgettable stories, Pixar won six Oscars, grossed billions, and cued an animated golden age.

78 Music to Their Ears

Those ubiquitous white earbuds only hint at how profoundly Apple has changed the way we hear, buy, and make music.

80 Apple Finds Its Calling

When is an iPhone not a phone? When it's a book, a map, a game, or, thanks to its ever-mutating DNA, some 85,000 other things.

82 His Legacy

Harvard professor *NANCY F. KOEHN* shows how Steve Jobs stacks up against other great entrepreneurs in history.

86 The Books of Jobs

A look at the tomes that have tried—with varying degrees of success—to capture Apple's elusive leader.

BY DANIEL OKRENT

89 All About Steve

Eight people who rarely speak publicly about Jobs explain what makes him one of the best business minds of our time.

CHRIS WUELLER

FORTUNE

Volume 160, Number 9

16
A LITTLE OFF
THE TOP
→



12
FANCY
FOOT WORK
←

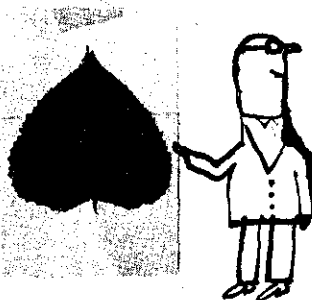


24
JEAN
GENIE
↓



41
RIDING FOR
A FALL

26
ECO-EDUCATION



FIRST

12 Balloon Boot Camp

Getting pumped for Macy's Thanksgiving Day Parade.
BY MINA KIMES

14 Fat Cat Pay—Then and Now

Does history repeat itself, or just rhyme?
BY CAROL J. LOOMIS

16 The Deal

No! A Wall Streeter gives back. BY ALLAN SLOAN

18 Will Phil Ivey Be Poker's Tiger Woods?

BY SCOTT CENDROWSKI

18 Capital One's Reward

Why the bank is relatively unscathed.
BY TELIS DEMOS

20 Value Driven

Leadership in a downturn. BY GEOFF COLVIN

22 100 Best Companies to Work For

Paychex encourages wellness to shave health-care costs.
BY CHRIS TKACZYK

24 How I Got Started

Jeff Lubell, founder of True Religion jeans.

26 Education

Community college can get you a green job in two years. BY MINA KIMES

28 World Economy

China is taking on record levels of debt. Some say that can't last.
BY BILL POWELL

C-SUITE

35 The Colvin Interview

Linda Fisher talks with Geoff Colvin about her role as chief sustainability officer at DuPont.

INVESTIGATION

41 A Scandal Rocks the Polo Set

Tony Young was known as a brilliant investor from an old Southern family. Then the SEC showed up.
BY MARCIA VICKERS

10 EDITOR'S DESK

92 BING!

CORRECTIONS

In the 40 Under 40 list (Nov. 9), we called Tony Hsieh the founder of Zappos; he is its CEO. And we said that social-networking site Ning had 52 million users. It has 36 million. Also, in "Brazil's Big Bounce" (Investing, Nov. 9), we misspelled the name of investment bank Dahlman Rose. *Fortune* regrets the errors.

INVESTING

29 Dividends for the Long Run

Even in tough times you can find companies with solid payouts. BY SCOTT CENDROWSKI

30 Amazon: Priced for Perfection

BY MICHAEL V. COPELAND

32 Analyst Face-Off

Will Caterpillar stall? BY BETH KOWITT

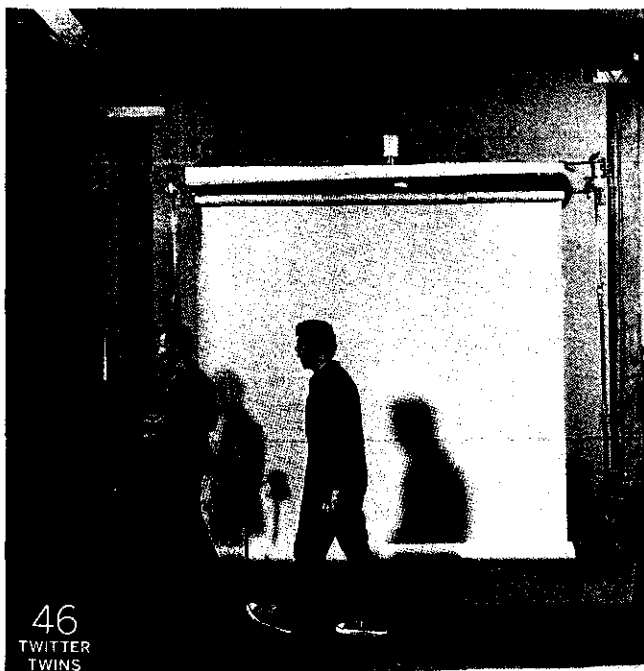


FORTUNE

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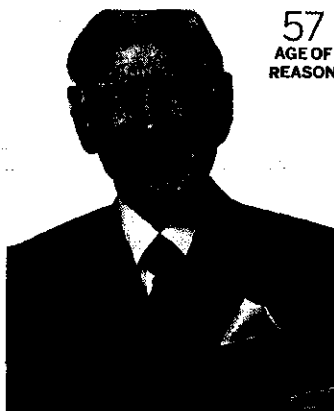
Volume 160, Number 8



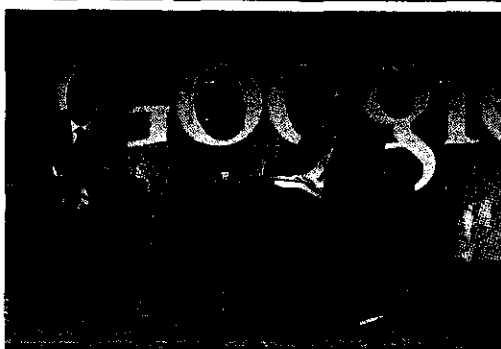
46
TWITTER
TWINS



↑
64
POP ART



57
AGE OF
REASON



→
58
BEST FRIENDS
FOREVER

FEATURES

40 UNDER 40

44 Growth Engines

Whether they're creating revolution in 140 characters or less or fixing the financial system, *Fortune's* 2009 40 Under 40 are ruling business. **BY LEIGH GALLAGHER**

46 Twitter Hits Tweenhood

It has 55 million users and no business model. But that's a touchy subject. **BY ADAM LASHINSKY**

49 The List: Business's Hottest Rising Stars

They're innovators, value creators, and agents of change. Are you in here?

56 Big Paydays, Up-and-Comers, and Help Wanted

57 Eight Over 80

Youth isn't everything. These titans are still cutting deals and calling the shots. **BY SCOTT CENDROWSKI**

34 The Auto Bailout: How We Did It

The man who led the rescue tells about his shock at the state of GM and Chrysler—and gives an inside look at the bankruptcies that shook America.

BY STEVEN RATTNER

58 Obama and Google: A Love Story

The President relies on Google execs for tech and economic advice. But his own regulators are scrutinizing the online-ad behemoth: Is the romance starting to sour?

BY JIA LYNN YANG AND NINA EASTON

64 The Fight Over Michael's Millions

The King of Pop's posthumous success has produced a gusher of money. Now, where his estate is concerned, the Michael Jackson show is just getting started.

BY RICHARD SIKLOS

FORTUNE

Volume 160, Number 8

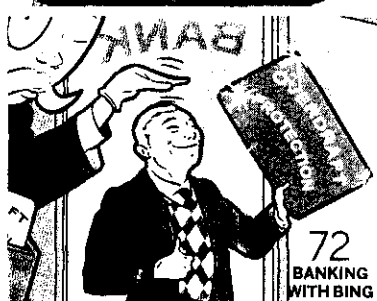
→
10
GERM
BUSTER



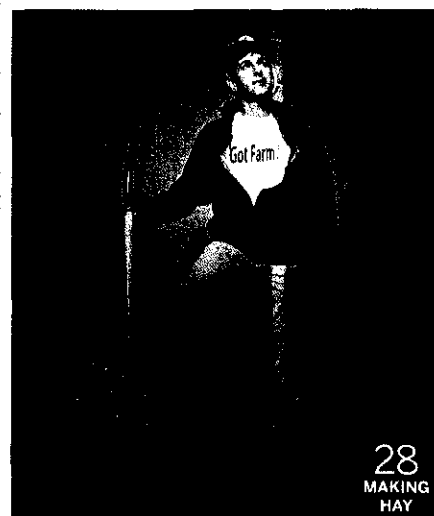
8
POLAR
EXPRESS
←



21
BRAZIL
PUMPS UP



72
BANKING
WITH BING



28
MAKING
HAY

FIRST

8 Ice Road to the South Pole

Would you travel as far as Antarctica for a job?
BY TELIS DEMOS

10 Everything You Need to Know About Purell

The swine flu has spurred sales of hand sanitizers.
BY TELIS DEMOS

10 Retail's Low-Inventory Blues

Some merchants overestimated just how bad things would get.
BY SUZANNE KAPNER

12 Value Driven

When the economy gets sick, people get healthier.
BY GEOFF COLVIN

13 The Deal

Thanks for nothing, Uncle Sam.
BY ALLAN SLOAN

16 Education

As educational software goes mainstream, one company becomes the Microsoft of its space.
BY BETH KOWITT

18 The Best Advice I Ever Got

Nancy Peretsman of Allen & Co. learned to stop talking and start listening. INTERVIEW
BY JESSICA SHAMBORA

TECHNOLOGY

25 Sequoia Branches Too Far

A storied financier of startups expands—but its new businesses have yet to take root.
BY ADAM LASHINSKY

28 Playing for Fun and Profit

Gamemaker Zynga harvests the fruits of social sites.
BY JESSICA SHAMBORA

LIFE AT THE TOP

29 2009 Watch Guide

This year watchmakers have outdone themselves with innovative materials and stylish twists. BY
SUE ZESIGER CALLAWAY

72 BING!

CORRECTION

In "The Amazon of Fashion" (Sept. 14), we said that Natalie Massenet had registered the domain name pret-a-beaute.com. Pret-a-beaute.com belongs to LSM Brands. *Fortune* regrets the error.

INVESTING

21 Brazil's Big Bounce

The bustling economy survived the global slump in style, and many of its stocks are still reasonably valued. BY MINA KIM'S

22 IBM: Party Like It's 1999

Now might be a good time to get a piece of Big Blue. BY MICHAEL V. COPELAND

23 Analyst Face-Off

Two pictures of Lilly. BY BETH KOWITT

New week

NOVEMBER 9, 2009

SCOPE 9

Why Karzai can only lose; how it's behind Kazakhstan; the socially conservative consumer bucks recession; Bosnia in Conventional Wisdom; Iraq Election and more

THE TAKE 19

Essays by
SUMIT GANGULY, RUCHIR SHARMA
and ROBERT J. SAMUELSON

FEATURES 23

Echo Bubbles 24

They foretell the next crash
by RANA FOROOHAR

Iran's Powerful Moderates 28

The Larijanis balance Ahmadinejad
by BABAK DEHGHANPISHEH

The Science of Heaven 32

A famous neocon tries the evidence
by JERRY ADLER

Evolution of an Eco-Prophet 34

Al Gore adapts to climate change
by SHARON BEGLEY

The Plan That Saved the Planet 40

How history will remember this battle
by AL GORE

WINTER TRAVEL 43

Treks Walking on sunshine 44

Safaris Swedish massage included 46

Hotels No room for restraint 50

CULTURE 53

TV Lost in U.S.-U.K. translation 54

Education University of iPod 56

The Good Life Offal good 58

The Last Word Bill and Melinda Gates 60

COVER ILLUSTRATION BY
JON BERKELEY FOR NEWSWEEK



CARLOS LUGER, GALLERIE ST. LOUIS

Index

TIME



VOL. 174, NO. 17 | 2009

4 | POSTCARD: DETROIT

The security fears bedeviling a city in free fall

6 | INBOX

BRIEFING

7 | THE MOMENT Is the runoff in Afghanistan really worth the wait?

8 | THE WORLD Iran accuses the U.S., Britain and Pakistan of involvement in bomb attack; Obama in carrot-and-stick overture to Sudan; the Pope courts Anglicans

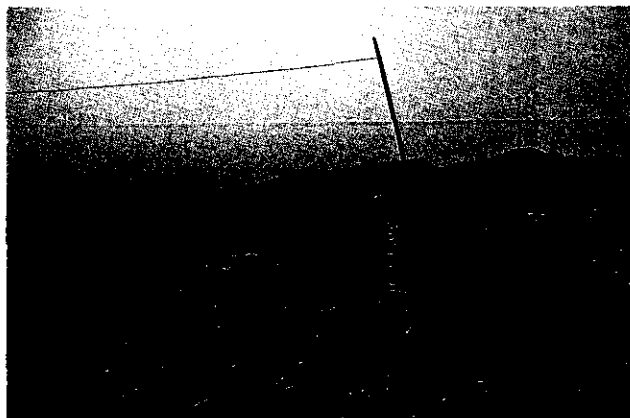
10 | WASHINGTON MEMO A nuclear deal with Iran reflects Obama's personal diplomacy

11 | VERBATIM An underwater Cabinet meeting; allegations of espionage

12 | MILESTONES Banker Bruce Wasserstein; a proud activist judge



Does this look like hell to you? California is far from over, page 14



The big chill! China, India and a Himalayan cold war, page 26

COVER STORY

14 | UNITED STATES California is bound to have big problems, but that doesn't mean it's doomed. Far from it, actually

THE WELL

22 | UNITED STATES Biologic-drug makers are poised to score huge in American health care reform

26 | ASIA India and China have never been the best of friends, but there are signs of new unease

28 | PROFILE At 26, Han Han has 14 books and more than 200 million blog hits to his name. Meet the voice of China's now generation

30 | GAZA The illicit underground economy that keeps the territory stocked

36 | EUROPE Former British Prime Minister Tony Blair is tipped to become the E.U.'s first President, even as opposition grows across the continent

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LIFE

37 | FOOD Selling breakfast cereal and why it's bad for kids

39 | ENVIRONMENT How an outbreak of jellyfish is threatening marine life around the world

40 | HEALTH The power of negative thinking—the placebo effect

GLOBAL BUSINESS

41 | ENERGY Foreign firms find China's alternative-energy market tough to crack

44 | SMALL BUSINESS As the recession drags on, formal barter schemes surge in popularity

ARTS

45 | EXHIBITIONS O'Keeffe, Kandinsky and the fearless origins of abstract art

48 | BOOKS A Missouri boy's improbable adventures in the Tokyo underworld

GLOBAL ADVISER

49 | ON SHOW An exhibition in Paris reveals the vibrancy of modern Middle Eastern art

52 | ESSAY Why GDP is a misleading gauge of a country's progress

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4 | POSTCARD: KOLKATA

6 | INBOX

BRIEFING

7 | **THE MOMENT** Don't blame pilots for woes in the sky

8 | **THE WORLD** Baghdad bombings kill more than 155; McDonald's quits Iceland amid recessionary woes

10 | **VERBATIM** Cheney is compared to a vampire; Bush downplays approval ratings

12 | **MILESTONES** Farewell to funnyman Soupy Sales

COMMENTARY

14 | **VIEWPOINT** To thwart Iran, U.S.-Russian relations must improve

15 | **IN THE ARENA** Joe Klein on why taxes matter in health care



There's a catch Overfishing is killing off tuna stocks, page 34



Paymaster Kenneth Feinberg decides what bankers are worth, page 22

COVER STORY

34 | **Blood in the Water** The world's ever increasing consumption of tuna is harming the fish, livelihoods and the planet itself

THE WELL

16 | **Wall Street vs. Main Street** How to fix what's still wrong with the banks

22 | **America's Pay Czar, Unleashed** Ken Feinberg, the bane of bailed-out bankers

25 | **The Enemy Within** Pakistan's army is finally fighting Taliban militants

28 | **Tear Down This Wall** Romesh Ratnesar's new book on Reagan, diplomacy and the fall of communism

30 | **How Obama Won** David Plouffe's memoir of the '08 election

40 | **Japan's Economy** Stimulus spending or austerity? Tokyo needs to time both carefully

GLOBAL BUSINESS

41 | **ENTERTAINMENT** Forget Mickey and Minnie—these days Disney is all about its prolific teen starmaking machine

44 | **ROBOTICS** How a high-tech start-up grew in the unlikely soil of a U.S. steel city

ARTS

45 | **MOVIES** Why the Michael Jackson movie is a thriller

48 | **BOOKS** William Dalrymple's new survey of Indian godliness

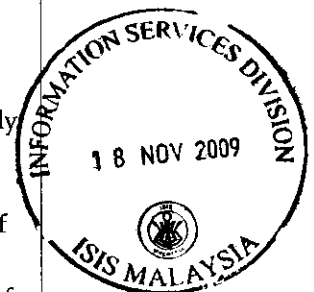
GLOBAL ADVISER

49 | **TIME TRAVELER** Zanzibar's Stone Town has charm—and a troubling past

50 | **ON SHOW** China cozies up to Taiwan by lending the island priceless Qing dynasty artwork

50 | **AMUSE-BOUCHE** A master French chef's secret: "vivid improvisation"

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52 | **ESSAY** Nancy Gibbs on why humility needs to make a comeback

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Contents

TIME

VOL. 174, NO. 20 | 2009

6 | 10 QUESTIONS

Tony Hawk

8 | INBOX

BRIEFING

9 | THE MOMENT The execution of the Washington sniper

10 | THE WORLD North and South Korean navies skirmish; Lebanese Prime Minister-designate ends deadlock to form unity government; Iran charges three U.S. hikers with spying

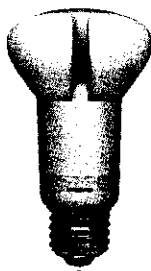
12 | VERBATIM Abdul-Jabbar stays hopeful; Blackwater's former chief stays defiant

14 | MILESTONES Scientist John Crofton; writer Nien Cheng

16 | POSTCARD Minneapolis

COMMENTARY

17 | IN THE ARENA Joe Klein on the mystery of the surge—it worked in Iraq, but will it succeed in Afghanistan?



Cruising For its can-do spirit and its sheer ambition, China has much to teach the U.S.

THE WELL

18 | The Fort Hood Shooter Why Nidal Hasan may be the new face of terrorism in the U.S.—and why authorities failed to pick up on the many warning signs

24 | COVER Learning from China Five lessons from the Middle Kingdom's success story

32 | Trigger Response Arming civilians in Thailand's bloody south may worsen violence

35 | Bright Ideas A revolutionary LED bulb, sky-high farms, steam-powered speed, affordable knee replacements, tank-bred tuna and more in the 50 Best Inventions of the Year

GLOBAL BUSINESS

61 | CLIMATE CHANGE Realizing that they may not be able to resist rising sea levels forever, the Dutch are learning ways of going with the flow

64 | GLOBAL INVESTING Returns have been poor, but there's an upside to equities

GLOBAL ADVISER

65 | CITY GUIDE: ATHENS Sure, you'll want to tick the Acropolis off in your sightseeing list, but the Greek capital offers a lot more than antiquity. Here's a rundown of great places to dine, shop and play

68 | ESSAY India could provide another model beside China's autocratic style of development

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TIME November 23, 2009

5

Contents

TIME

VOL. 174, NO. 21 | 2009

2 | **POSTCARD** Dearborn

4 | **INBOX**

BRIEFING

5 | **THE MOMENT** A Blacker Friday?

6 | **THE WORLD** Somalia, Afghanistan and Burma top world corruption index; leaders downplay hopes for Copenhagen; taxpayer-funded teen sex-education workshops in Spain draw ire

8 | **WHITE HOUSE MEMO** Does Obama's bow signal cooperation or submission?

9 | **VERBATIM** An American 10-year-old stands up for gay rights; a CEO apologizes ... sort of

10 | **SPOTLIGHT** 40 or 50? A U.S. medical panel opens a new debate on the appropriate age for a mammogram

11 | **MILESTONES** Farewell to sitcom writer David Lloyd



Mammoth task Much needs to be done to save the rain forests of Aceh—and the world

THE WELL

12 | **Talking with the Taliban** The quickest way out of Afghanistan might be through dialogue with the enemy

18 | **The Fall of Greg Craig** Obama's recently resigned White House counsel discovers the difficulty of keeping campaign promises

23 | **Curious Capitalist** Justin Fox on the surprising comeback of the market cycle

24 | **Berlusconi's Beauties** How the Italian Prime Minister and media mogul uses women to wield power and influence

28 | **Viewpoint** China and America need each other now more than ever

30 | **COVER Knock on Wood** In the battle against climate change, hopes are pinned on a far-flung swath of Indonesian jungle

36 | **Living Dangerously** On the first anniversary of the Mumbai attacks, India's cities are no safer

GLOBAL BUSINESS

37 | **ECONOMY** The growth of China's long-overlooked west will boost domestic consumption and may even help stabilize the world economy

40 | **MARKETING** Why ad agencies aren't just selling other people's products but creating their own

ARTS

41 | **BOOKS** Nabokov's *The Original of Laura*, a novel in fragments

43 | **MOVIES** A guide to Asia's offbeat film festivals

44 | **MUSIC** Indonesia's hottest diva

44 | **BOOKS** The Word according to R. Crumb

GLOBAL ADVISER

45 | **GREAT OUTDOORS** Swimming with whale sharks in Mozambique

48 | **THE AWESOME COLUMN** Joel Stein picks an unconventional godfather for his son

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TIME November 30, 2009