

Bloomberg Businessweek

September 26 – October 2, 2016

Opening Remarks Venezuela's Maduro is in no immediate danger 8

Bloomberg View Keeping the oceans healthy • Good news/bad news on income 12

Movers ▲ Doing the Appalachian Trail in record time ▼ Eggo on Kellogg's face 15

Global Economics

"Brexit means Brexit." And that's about all you'll get out of Britain's prime minister 16

Cheap oil is behind Nigeria's worst economic crisis ever 17

Next to Modi, this Bond-like ex-spy may be the most powerful man in India 18

Companies/Industries

Samsung thought it could whip Apple by rushing out a phone. Bad call 22

Using DNA to see if that Egyptian cotton is the real thing 23

There's a market for upscale Cartier watches, but \$600,000 proves to be pushing it 25

Strawberry. Heather. Plum. Oh, the stuff that goes into Guinness nowadays 26

Politics/Policy

Nebraska is Hillary country! Well, one little dot of it might be 28

As it battles an out-of-control crime wave, Chicago also faces a scary bottom line 29

The two nobodies who are creating a Clinton Global Initiative-like conference full of somebodies 31

Technology

Contract carmaker Magna crosses into the driverless lane 32

If you're watching the Cleveland Browns, they're very likely watching you 33

Tencent moves into live-streaming video—playing rough, as usual 34

Innovation: Itsy-bitsy, teeny-weeny precision parts 35

Markets/Finance

Clawing money back from Wells Fargo executives? Easier said than done 37

While crude trades low, deepwater rigs bob idly in remote seas 38

Index funds are hot. Burton Malkiel saw it coming decades ago 39

The liveliest new real estate market may be online, where crowdfunding is thriving 40

Bloomberg Fifty Most Influential

The Market Movers Theresa May is a major force. So (surprise) is John Oliver 42

Features

Plastic Fantastic With Sapphire, Chase shows how to make a card an object of obsession 52

An 'Appalling State of Readiness' Why military helicopters fall out of the sky 58

Hold the Mayo... Accountable Hampton Creek's iffy claims about its vegan-blend sales 64

Etc.

Searching for new music is overwhelming. Spotify's Matt Ogle thinks it doesn't have to be 71

Travel: The National Park Service hits 100, and you can celebrate from Maryland to Pago Pago 74

Marketing: Has Saxx invented the perfect pair of men's underwear? 76

Astrology: International investment opportunities await in October 77

The Critic: *Messy*, a tidy new read from Tim Harford, makes the case for clutter 78

What I Wear to Work: Olympic snowboarder Shaun White competes as a fashion designer 79

How Did I Get Here? Panda Restaurant's Peggy Cherng didn't eat pizza or Mexican until college 80

Cover Trail

How the cover gets made

Domestic Cover

1
"The story is on the Chase Sapphire card and its newest version, the Reserve. Its customer base is particularly loyal, to an almost obsessive degree."

"Obsessed with a credit card? Seems almost...unnatural."



International Cover

1
"We go into why Venezuela isn't on the verge, despite recent cultural shifts."

"Why?"

"Many reasons, mostly pointing toward a man with a very distinctive mustache."

"Tom Selleck?"

"Try again."

