

Opening Remarks How to not succeed in business, like the USPS	8
Bloomberg View The poor need mobility to prosper • Enough with all the tax havens	10
Global Economics	
Rahul Gandhi's storied lineage may not be enough to win India's love	12
Australia tries to dull Asians' appetite for local real estate	14
Wanted, badly: Wind-turbine technicians	15
Thirsty for dollars, Egyptians will go for broke to get them	16
Companies/Industries	
Retailers that ignore plus sizes are thinking too small	18
Grounded in broadband, the satellite industry soars	19
A <i>Star Trek</i> fan film beams up Paramount's lawyers	20
Charlie Rose talks to Chevron CEO John Watson	21
Southwest's pilots could foil the on-time arrival plans of Boeing's latest jet	22
Briefs: Whole Foods in miniature; Mitsubishi Motors' president bows out	23
Politics/Policy	
The logic behind those gazillion e-mails from the Clinton campaign	24
Planned Parenthood goes on the offensive in state courts	26
Got a permit for that? A patchwork quilt of state licensing stalls job growth	27
A Bill: Plucking a prize New York island from developers	28
Technology	
Racking up \$320 million in sales without a sales force	30
Motorbikes, sidecars, and phone plans rev up rural health care	31
Mom and pop stores are feeling less secure about chip-card readers	32
Innovation: Delivery robots—no tipping, please	33
Markets/Finance	
The wheels come off LendingClub	34
What Warren Buffett sees in Yahoo!	35
China frowns on a stock market maneuver	36
Bid/Ask: Pfizer gains access to eczema sufferers; Ikea gets frugal in Europe	37
Focus On/The Cloud	
Built for bitcoin, blockchain technology is finding many other uses	39
German companies want a German cloud	40
Sweden's Soundtrack plans to drown out Muzak	41
Oracle and SAP flex their muscles	42
Features	
Pharma's Playbook How companies keep drug prices sky-high at taxpayers' expense	44
Integrity Check Can Martha Beck make life coaching a legitimate profession?	50
Wild Life Inside James and Lachlan Murdoch's makeover of National Geographic	56
Etc.	
Feminine-hygiene startups are on a social mission. You're coming along for the ride, right?!	63
The Critic: <i>Makers and Takers</i> examines the evils of finance for the sake of finance	66
Fashion: The much derided "mandal" is actually the perfect summer sneaker alternative	68
Food: Protein powder is so April 2016. Try some jackfruit in your smoothie instead	70
What I Wear to Work: Teacher Harrison Haynes has Delta to thank for discovering the joy of retail therapy	71
How Did I Get Here? Participant Media CEO David Linde made a sale to Miramax, then Harvey Weinstein hired him	72

Cover Trail

How the cover gets made

1 "The cover story is about Big Pharma."

"Uh-oh, here we go. What are they doing now? Selling children's medication with potentially deadly side effects? Raising prices of lifesaving drugs beyond the reach of the middle class?"

"I was going to say they're donating to charities that help people with their copays."

"WOW! Mind blown. Big Pharma really does care. Shame on me for not giving them the benefit of the doubt."

"If you'll just let me finish. After they donate to the charities, they manage to make that money back from the government many times over."

"Oh. So they're robbing the government?"



2 "They're not robbing the government. Everything is perfectly legal."



3 "That's more technically correct. But they're more specifically here to help you help them make a bunch of money through charities that make them look good."

