

Bloomberg Businessweek

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Opening Remarks Trump is fighting the wrong trade battle with China	6
Bloomberg View Mongolia must end its mining addiction • The Fed loses a tough cop	8
Movers ▲ <i>Playboy</i> disrobes again ▼ Disney and YouTube drop PewDiePie	11
Global Economics	
The U.S. is the breadbasket to the world. Trade wars and gutting Nafta could change that	13
Brazil's crumbling finances trigger a police strike, and violence and looting follow	14
The loss of the TPP may sting, but Vietnam has other irons in the fire	15
"Putin's Rasputin" says he patched up relations with Turkey—and can do the same with the U.S.	15
Companies/Industries	
A bum bet on nukes staggers Toshiba	19
As VW keeps building in Mexico, so does its risk of being slapped with huge border taxes	20
Music festivals aren't finding much to sing about	21
Toy chain Detsky Mir's IPO could be just the thing to wake up Russian retail	23
Politics/Policy	
State by state, unions are losing their meal tickets	25
Why the White House needs a strong lawyer	26
The Kremlin's media empire masters the art of fake news	27
Miami-Dade's mayor falls in line with the president on immigration. Must be the money talking	28
Acting SEC Chairman Michael Piowar is acting as if he's the boss	29
Technology	
Worried about nuclear waste? Send in the drones	31
Startup Gamalon teaches bots to speed-read	33
Federal energy auctions go online, and activists feel shut out	33
Cyborg Nest unleashes the first generation of transhumans to walk the earth	34
Innovation: A needle-size camera to replace MRIs	35
Markets/Finance	
Your car insurance bill is going up, and yes, texting figures into it	36
Warren Buffett sours on the folks who are managing your money	37
A market watchdog with way too much to watch	38
Focus On/Mobile	
5G will get masses of machines talking to one another	41
Mirror, mirror, on the wall, tell me if this fits at all	42
Landscape or portrait? Snapchat has a view on that	43
Mobile ads are on the rise, and Europe's broadcasters are taking note	44
Features	
Debrief: Melinda Gates She talks with Megan Murphy about the foundation she and Bill run	46
The Hole Thing With the Boring Company, Elon Musk aims to reinvent tunnels and traffic	52
Oligarch in the Spotlight Dmitry Firtash's fate may say a lot about Trump's Russia policy	56
Pullet Surprise Do Agri Stats' vast chicken data carry a whiff of price-fixing?	62
Killer Techies! Indian media's obsession with coders	68
Etc.	
Cruise lines geek out over Trekkies and other superfans filling up their ships	75
Rant: Just accept that you're never going to listen to that podcast	78
Beauty: Skin that says, "Why yes, I do properly hydrate"	79
Design: Spruce up that dull office furniture with a stylish pillow or throw	80
Workplace: Your ID badge might soon have a built-in microphone and location sensor	82
What I Wear to Work: New York lawyer John Mangin embraces his inner dork, down to the \$2.99 knit tie	83
How Did I Get Here? Joy Howard, chief marketing officer of Sonos, was once in a band called Seely	84

Cover Trail

How the cover gets made

1

"The story is on Elon Musk. He's beginning to invest in building tunnels, which he believes is an important business to be in."

"What will that man think of next? We can Photoshop him inside a hole."



2

"Looks great."

"Now we just need a headline. How about 'Elon Musk's Big Drill'?"

"No."

"Orifice Complex?"

"No."

"Tunnel of Musk?"

"No."

"Elon's Big Opening?"

"You seem unusually invested in this headline."

"As always, I want to make sure we represent the story with clarity and taste."

