

■ IN BRIEF

10 ● Europe grows optimistic ● Uber's new CEO ● Hi, Alexa. It's me, Cortana

■ REMARKS

12 **After Harvey: What the world's cities can learn from Houston**

1 BUSINESS

- 18 Nissan overhauls its best-selling Leaf EV to stay ahead of Tesla
- 19 A faster route to the captain's seat for airline pilots
- 21 An avatar named Lu is luring Brazilian shoppers online

2 TECHNOLOGY

- 22 For Samsung's heir apparent, pleading ignorance wasn't a smart defense
- 24 What saved Foursquare? Location, location, location
- 26 A dronemaker finally gets serious about security

3 FINANCE

- 28 Activists take Yale to the woodshed over its timber investments
- 30 Index funds push Nelson Peltz to take a longer view
- 31 How the markets weathered Harvey and North Korea

4 ECONOMICS

- 33 With 8 percent of Italians living in poverty, politicians warm to universal basic income
- 35 A \$12.5 billion metro project promises relief to Mumbai's beleaguered commuters

5 POLITICS

- 37 Kim Jong Un's shot across Hokkaido may boost Shinzo Abe's efforts to rearm Japan
- 38 Dauphin Island, Ala., where taxpayers keep vacation homes afloat—for now

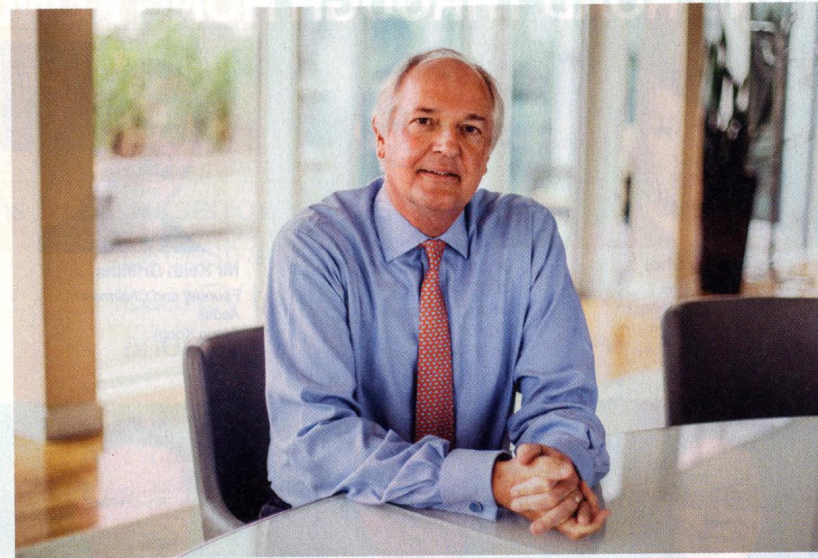
+ FOCUS/
MANUFACTURING

- 41 A Chinese company turns to the U.S., and robots, to cut costs
- 42 U.S. Steel pours money into upgrading American plants
- 44 Some old challenges may hold up Startup France

46

“Do we choose to serve a few billionaires, or do we choose to serve the billions? Over time, I think the billions will win”

FEATURES



46 **Unilever CEO Paul Polman fights to prove that doing good is good business**

52 **An Indian publisher makes big money on iffy science—with Big Pharma’s help**

58 **Julia Landauer has the talent and drive to be a Nascar star. All she needs is a ride**

PURSUIITS

63 **Japan’s Nakaya and the fountain pen renaissance**

67 **The man who can make a European castle your home**



68 **“Market price” on the menu often means “overpriced”**

70 **Critic: A romance even finance geeks will love**



71 **The One: Rimowa’s Topas suitcase**

72 **Game Changer: JPMorgan’s Amber Baldet works to bring blockchain to banks**

How to Contact
Bloomberg Businessweek

Editorial
212 617-8120
Ad Sales
212 617-2900
731 Lexington Ave.,
New York, NY 10022

Email
bwwreader
@bloomberg.net

Fax
212 617-9065
Subscription Customer
Service URL
businessweekmag.com/service
Reprints/Permissions
800 290-5460 x100
or email
businessweekreprints
@theygsgroup.com

Letters to the Editor can be sent by email, fax, or regular mail. They should include the sender’s address, phone number(s), and email address if available. Connections with the subject of the letter should be disclosed. We reserve the right to edit for sense, style, and space.

Follow us on social media

Facebook
facebook.com/
bloomberg
businessweek/
Twitter
@BW
Instagram
@bloomberg
businessweek



Cover:
Illustration by 731



8