

How to Contact
Bloomberg
Businessweek

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

Email
bwreader
@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:
Photograph by
Mahesh Shantaram
for Bloomberg
Businessweek

■ IN BRIEF	7	Stormy's legal defeat; goodbye, Paul Allen
■ AGENDA	8	Brazil picks a president; Europe makes a call on plastic
■ VIEW	8	The U.S. government must stop aiding and abetting debt
■ REMARKS	10	Ethnic hatred in the Balkans takes a threatening turn
1 BUSINESS	14	Meet the next deep-pocketed space startup: China
	16	A boycott of Burmese "genocide gems" gains momentum
	17	Have globe-trotting Chinese luxury shoppers had their fill?
	19	A nostalgia trip to Sears
2 TECHNOLOGY	20	The cloud has been backed up, but there's bad news
	22	Digitally enhanced humans walk among us
	23	Face recognition for fish. No, seriously
3 FINANCE	25	What set off last week's minicrash and volatility spike?
	27	The worst trade of Eddie Lampert's life
	28	Cryptocurrency gifts have academia baffled
4 ECONOMICS	32	The Permian Basin's realistic plan to rule the oil world hits a snag
5 POLITICS	36	The Khashoggi case puts Saudi Arabia on defense
	38	An uphill battle to turn Georgia and Texas blue
■ PURSUITS	63	Pinehurst wants to ace the golf-buddy trip
	67	Rolls-Royce's SUV begs to be driven off-road
	68	The return of the colorful cocktail
	70	HBO pokes at the art market bubble
	71	A shower head to have and to hold
■ LAST THING	72	Homebuilders yearn for the good old aughts



FEATURES

- 41 Welcome to the Future of Retail Issue
- 42 Amazon vs. Walmart in India
- 48 The Most Captive Market Imaginable
- 52 How a Company Perfected Its Rural American Niche
- 56 A Retail Laboratory Called China
- 58 Prada Stakes Its Comeback on Instagram

MAJETEK
ÚSTŘEDNÍ KNIHOVNY
ČVUT

Cover
Photography by
Margot Strattan
for Bloomberg
Businessweek