

Library Bulletin

A monthly publication of LRC

Issue Include:

- Selected Article
- Current Contents of CAD
- New Books Added
- Current Contents of Journals



Table of Contents

Selected Article

Laurels for Pakistani research by Dr Javaid R Laghari-----	3
--	---

Current Contents of CAD (Current Affairs Database)

(Note: Articles are hyperlinked to their fulltexts online)

Agriculture-----	5
Banking & Finance -----	5
Corporate Law and Regularity Bodies-----	5
Economy-----	5
Education-----	6
Industry-----	6
Energy and Power-----	7
Ideology -----	7
International Relations -----	7
Judiciary and Government -----	8
Society -----	8
Politics-----	9
General-----	9

New Books Added

Architecture -----	10
Computer Science and Computer Engineering-----	11
Business communication-----	13

Current Journals Contents

Bloomberg Business Week-----	14
Fortune-----	16
Foreign Affairs-----	18
Harvard Business Review-----	22
Hiba-----	25
National Geographic-----	27
Scientific American-----	28
Spider-----	30
The Economist-----	32
Time-----	40
News Week-----	42

Selected Article

Laurels for Pakistani Research by Dr Javaid R Laghari

Thursday, August 02, 2012

Scimago, an independent research organisation and an international evaluation and ranking platform which analyses scientific outputs of institutions and countries and monitors over 30,000 journals, is considered one of the most credible databases in the world of research. Its most recent publication [http:// www.scimagolab.com /blog/wp-content/uploads/2012/04/forecasting-exercise.pdf](http://www.scimagolab.com/blog/wp-content/uploads/2012/04/forecasting-exercise.pdf) is a forecasting exercise on how the world will perform in research by 2018 based on their past performance. The top 50 countries are included in the forecast.

While China, as expected, becomes the number one country in the world by 2018 in terms of research output, three countries stand out and show the most drastic increase in numbers and rankings: Iran, Malaysia and Pakistan. Iran moves ahead from number 19 to number 4, Malaysia from 30 to 13, and Pakistan from 43 to 27. The expected output of research in Pakistan moving up 16 notches, which is the second highest increase worldwide, is primarily due to the innovative higher education policies and reforms taking place in Pakistan under the Higher Education Commission (HEC). In Pakistan, under the HEC, in addition to quality reforms, there has been a strong resurgence of research and innovation. In particular, there is a significant growth in the number of PhDs awarded out of Pakistani universities. The numbers speak for themselves. In the first 55 years since Pakistan's independence, a total of 3281 PhDs were awarded at Pakistani universities. However, since the establishment of the HEC in 2002, over 4000 PhDs have been awarded to-date, which is more than what was awarded in the previous 55 years.

The number of PhDs awarded per year has now increased from a low of 200 in 2002 to over 850 in the year 2011, and it is expected that over 1000 PhDs will be awarded in 2012. There is a renewed focus on engineering and technology, agriculture, biological sciences, business education and social sciences, which are relevant subjects important for the socio-economic development of Pakistan.

This increase in PhD awards is despite the fact that standards for the award of a PhD degree are today stricter than in the past, and even more than those in developed countries. There is a GRE-type entrance test for all graduate programmes, with a GAT (General) required for admission to MPhil and a GAT subject in 59 disciplines required for PhD admission. Advanced coursework is required in addition to research.

There is a zero tolerance policy on plagiarism, where every research paper, thesis and dissertation must be scrutinised by anti-plagiarism software before submission. All thesis and dissertation must be evaluated by at least two foreign referees in academically advanced countries in the relevant area of research. There is also a publication requirement in the HEC recognised journals. Degrees not following the above criteria will not be recognised.

Despite having very limited funds, HEC supports many research initiatives through grants. There are split PhDs, post-doctoral fellowships and foreign faculty programmes. While research projects are supported,

there are also collaborative and joint projects with the US, UK, German and other foreign universities which are also funded by their agencies.

Support to host conferences as well as to attend them to present papers anywhere in the world is provided to PhD scholars and faculty. All new PhD faculty from the 7500 that have been awarded merit based scholarships are not only placed in universities at a respectable salary, but are also awarded a research grant. Just in the last three years, over 1100 new faculty have been placed in universities across Pakistan. Due to these incentives offered, there are hardly any defaults on returning scholars and the brain drain has also been significantly reversed. It is primarily due to this new flourishing research culture at the higher education institutions that the number of international research publications with impact factor has increased drastically by a factor of 8 in the last 10 years! While 816 impact factor papers were published in 2002, it has now increased to over 6300 in 2011, with the largest numbers of publications in areas of relevance to economic development.

As a result of this phenomenal increase in research publications, the world share of Pakistan's research has gone up by 300 percent in the last five years. In other words, Pakistan is taking back what it had lost out to the world in earlier years. And at the rate Pakistanis are publishing, Scimago forecasts that by 2018, the research output of Pakistan will exceed 29,661. We are beginning to earn our recognition and rightful place in the world scholarly community. Who knows there may be quite a few potential Nobel Laureates walking the corridors of our universities already.

As a result of the reforms, which include research output, Pakistan's higher education sector is finally beginning to appear on the world scene. While no university was ranked in the top universities of the world three years back, according to the most recent QS Asian Universities Rankings 2012, there are now six Pakistani universities that are ranked among the top 300 universities. Similarly, according to QS World Universities Ranking 2011, two Pakistani universities are ranked among the top 300 technology universities of the world. This is another achievement and recognition that has been widely acknowledged.

But all of that may change and reverse if the higher education sector is not supported by the government. Despite having lost over 40 percent of its allocated development funding over the last three years, and receiving the funds today as it did in 2005, the higher education sector has performed exceptionally well. It is a moment for all Pakistanis to be proud of. While all other sectors in Pakistan have been showing a decline in performance, the HEC has stood its ground like a rock and is shining like a star among the dark skies. Not supporting higher education will be detrimental to our bulging youth population where the threat of extremism hangs over their head like the sword of Damocles. It is high time that the government and the political leadership should place their bet on a winning horse, for it is only an educated Pakistan that can lead this nation out of illiteracy and poverty into economic development and prosperity.

The writer is chairperson Higher Education Commission. Email: jlaghari@hec.gov.pk

Courtesy to The News

Current Contents of CAD

(All articles are hyperlinked, click to read fulltexts)

Agriculture:

Agri-sector:

1. S. Akbar Zaidi. (2012 August 13). The power of land. *Dawn*, p. 7.
2. Nikhat Sattar. (2012 August 28). No land to call their own. *Dawn*, p.6.

Livestock:

3. Tariq Iqbal. (2012 August 12). Meat in the story. *The News*, p. III.

Banking and Finance:

Banking:

4. Interest rate dilemma Editorial. (2012 August 08). *Business Recorder*, p. 20.

Islamic Banking:

5. Tariq H. Cheema. (2012 August 24). Redefining Islamic finance. *Dawn*, p. 6.

Corporate Law and Regulatory Bodies:

6. Zafar Azeem. (2012 August 16). Corporate law: Restructuring finance and equity. *Business Recorder*, p. 22.
7. Khurram Husain. (2012 August 16). State Bank bleats. *Dawn*, p. 7.

Economy:

Economic Planning:

8. M. Zaidi. (2012 August 27). Development challenge. *Dawn*, p. 7.

Economic Conditions:

9. Muhammad Yaqub. (2012 August 06). The government's economic record. *The News*, p. 6.
10. Syed Asad Hussain. (2012 August 06). Three economies, same challenges. *The News*, p. II.
11. Haris Zamir. (2012 August 06). Monetary easing on the cards. *The News*, p. II.
12. Huzaima Bukhari and Ikramul Haq. (2012 August 09). Fiscal mess and debt burden – I. *Business Recorder*, p. 20.
13. Huzaima Bukhari and Ikramul Haq. (2012 August 10). Fiscal mess and debt burden – II. *Business Recorder*, p. 20.
14. Abid Hasan. (2012 August 17). Post-elections economy. *The News*, p.6.

15. Tahir Ali. (2012 August 19). Short on cash. *The News*, p. II.
16. Syed Shabbar Zaidi. (2012 August 23). Pakistan - a state in economic crises I. *Business Recorder*, p. 20.
17. Syed Shabbar Zaidi. (2012 August 24). Pakistan - a state in economic crises II. *Business Recorder*, p. 18.

Trade:

18. Irfan Mufti . (2012 August 12). Not the best bargain. *The News*, p. IV.

Taxation & Zakat:

19. Huzaima Bukhari and Ikramul Haq. (2012 August 03). FBR: still in search of direction?. *Business Recorder*, p. 20.
20. Huzaima Bukhari and Ikramul Haq. (2012 August 12). Removing the 'dead wood. *The News*, p. III.
21. Huzaima Bukhari and Ikramul Haq. (2012 August 20). Yet another tax amnesty scheme! *.Business Recorder*, p. 16.

Education:

22. Javaid R Laghari. (2012 August 02). Laurels for Pakistani research. *The News*, p. 6.
23. Kamila Hyat. (2012 August 02). When exam grades lead to suicides. *The News*, p. 7.
24. Inayatullah. (2012 August 04). A disappointing literacy programme. *The Nation*, p. 7.
25. Huma Yusuf. (2012 August 06). Dearth of research. *Dawn*, p.6.
26. Sabur Ghayur. (2012 August 06). Out of the quagmire. *The News*, p. III.
27. Zubeida Mustafa. (2012 August 08). Politicians and education. *Dawn*, p. 6.
28. Hetland , Atle. (2012 August 09). Internationalisation of universities. *The Nation*, p. 6.
29. Idrees Bakhtiar. (2012 August 14). Sub continental plagiarism. *Dawn*, p. 6.
30. Zubeida Mustafa. (2012 August 29). Education pitfalls. *Dawn*, p. 7.

Industry:

Chemical and Pharmaceutical:

31. Zahir Saeed. (2012 August 05). Challenges ahead. *The News*, p. III.
32. Munnawar Hamid Obe. (2012 August 12). A history of ICI in Pakistan: Story of an icon. *Business Recorder*, p. 16.

Cement and Construction:

33. Hussain Ahmad Siddiqui. (2012 August 01). Cement industry poised for growth. *Business Recorder*, p. 20.

Energy and Power:**Energy:**

34. Akhtar Ali. (2012 August 01). Coal gasification and LNG controversies – I. *Business Recorder*, p. 20.
35. Akhtar Ali. (2012 August 01). Coal gasification and LNG controversies – II. *Business Recorder*, p. 16.
36. Tahir Basharat Cheema. (2012 August 08). Energy efficiency. *Business Recorder*, p. 20.
37. Akhtar Ali. (2012 August 29). New horizons in the energy sector – I. *Business Recorder*, p. 28.

Foods and Allied:

38. Aoun Sahi. (2012 August 12). Food for stocks. *The News*, p. III.

Transportation and Communication:

39. Naveed Saeed. (2012 August 03). Broadband growth: Don't blame the economy!. *Business Recorder*, p. 20.
40. Syed Fazl-e-Haider. (2012 August 03). The potential of Gwadar Port. *Dawn*, p. 7.

Ideology:

41. Nilofar Ahmed. (2012 August 17). Evolution of religion. *Dawn*, p. 6..
42. Akhtar Saeed Siddiqi. (2012 August 30). New approach to Islamic learning. *Dawn*, p. 6.

International Relations:

43. Najmuddin A Shaikh. (2012 August 01). Turmoil in the Arab world. *Dawn*, p. 7.
44. Rafia Zakaria. (2012 August 01). A call against arms. *Dawn*, p. 7.
45. A.G Noorani. (2012 August 04). India's federal crisis. *Dawn*, p.6.
46. Maleeha Lodhi. (2012 August 07). Living on borrowed time. *The News*, p. 7.
47. Ikram Sehgal. (2012 August 09). Afghanistan's dashed hopes. *The News*, p. 6
48. Nancy Birdsall, Milan Vaishnav and Daniel Cutherell. (2012 August 12). Making KLB effective. *Dawn*, p. 6.

49. Kaiser Bengali. (2012 August 13). National road to development. *Dawn*, p. 7.
50. Hasan Khan. (2012 August 16). Failed initiatives. *Dawn*, p. 6.
51. Maleeha Lodhi. (2012 August 23). Mixed scorecard. *The News*, p. 7.

Judiciary and Government:

52. Anwar Syed. (2012 August 07). Public opinion as a guide to policy. *Daily Times*, p. A6.
53. Saleem Shaikh. (2012 August 07). Need to contain surging population. *Daily Times*, p. A 7.
54. Wasif Majeed. (2012 August 12). Shedding the backlog. *The News*, p. IV.
55. Hussain H Zaidi. (2012 August 27). Abusing the bench. *The News*, p. 6.
56. Asif Ezdi. (2012 August 27). Opportunism, duplicity on Seraiki province. *The News*, p. 7.
57. Hussain Nadim. (2012 August 27). Civil service in decline. *Dawn*, p. 7.
58. Muqtedir Akhtar Shabir. (2012 August 28). Extent of presidential power to grant pardon. *Daily Times*, p. A7.

Society:

Child and Youth:

59. Asghar Ali. (2012 August 03). Child marriage and Islam. *Dawn*, p. 6.

Gender and Women:

60. Kalim ur Rahman. (2012 August 05). Fair share. *The News*, p. III.
61. Rafia Zakaria. (2012 August 29). The right to divorce. *Dawn*, p. 7.
62. Razeshta Sethna. (2012 August 30). Injustice from all quarters. *Dawn*, p. 6.

Law & Order:

63. Khawar Ghumman. (2012 August 01). The great land robbery. *Dawn*, p. 4.
64. Imran Ali Teepu. (2012 August 01). CDA's plans to nowhere. *Dawn*, p. 4.
65. Ikram Junaidi. (2012 August). What is land mafia?. *Dawn*, p. 4.
66. Land becomes a scam Report. (2012 August 01). *Dawn*, p. 4.
67. Asif Akhtar. (2012 August 05). The missing link. *The News*, p. IV.
68. Traffic and our society — I Fair World 101. (2012 August 07). *Daily Times*, p. A7.
69. Traffic and our society — II Fair World 101. (2012 August 08). *Daily Times*, p. A7.
70. Asha Amirali. (2012 August 11). Personalising the impersonal. *Dawn*, p. 6.

Media:

71. I.A Rehman. (2012 August 01). Focus on the media. *Dawn*, p. 7.

72. Syed Irfan Ashraf. (2012 August 17). Military-media relationship. *Dawn*, p. 7.
73. Mir Mohammad Ali Talpur. (2012 August 19). An embedded media. *Daily Times*, p. A6.
74. Abbas Nasir. (2012 August 25). Terminology of mass murder. *Dawn*, p. 7.

Society & Culture:

75. Mehtab S. Karim. (2012 August 04). Health-sector reforms. *Dawn*, p. 6.
76. Saleem Shaikh. (2012 August 07). Need to contain surging population. *Daily Times*, p. A7.
77. Javed Jabbar. (2012 August 12). Extending philanthropy. *Dawn*, p. 7.
78. Faisal Bari. (2012 August 17). Medical malpractice. *Dawn*, p. 7.

Politics:

79. Anees Iqbal. (2012 August 01). Future of parliamentary democracy and constitutionalism — II. *Daily Times*, p. A7.
80. Zubeida Mustafa. (2012 August 01). Are Pakistanis extremists?. *Dawn*, p. 6.
81. Fakhruddin Ebrahim and Ikram Sehgal. (2012 August 02). The task before. *The News*, p. 6.
82. Hasan Khan. (2012 August 02). Self-rule for Fata. *Dawn*, p. 6.
83. Madiha Sattar. (2012 August 03). Number of voters falls in most Sindh and Balochistan districts: Millions of voters may be unregistered because of lack of CNICs. *Dawn*, p. 2.
84. Fahim Zaman. (2012 August 03). Dawn special report: Electoral rolls leave out one in seven Pakistanis. *Dawn*, p.2.
85. Tahir Mehdi. (2012 August 04). The mechanics of an election. *Dawn*, p. 7.
86. Raza Khan. (2012 August 12). Local solutions. *The News*, p. III.
87. Atta-ur-Rahman. (2012 August)A different democracy August 25, 2012 The News P # 6
88. Zafar Hilaly. (2012 August 25). Pakistan's choices on North Waziristan. *The News*, P.7

General:

89. Atta-ur-Rahman. (2012 August 11). The water-car scam. *The News*, p. 6.
90. Sania Nishtar. (2012 August 15). Freedom under a shadow August 15, 2012 The News P # 6
91. Jamil Nasir. (2012 August 29). The right to information. *The News*, p. 6.
92. Javid Husain. (2012 August 29). Pakistan and global transformation. *The Nation*, p. 6.

New Books Added

Architecture:

1. Building surveys & reports, 4th ed. / by Douglas & Noy
Chichester: John Wiley & Sons, c2011
690.21 DOU-B
2. Reinforced concrete design of tall buildings / by Taranath
Boca Raton: CRC Press, c2010
691.3 TAR-R
3. Building construction handbook / by Mathur
New Delhi: SBS Publishers PVT Ltd, c2012
690 MAT- B
4. Classical architecture for the twenty first century: an introduction to design / by Gabriel
New York: W.W. Norton & Company, c2004
720.1 GAB – C
5. Futurescapes: designs for tomorrow's outdoor spaces / by Richardson
London: Thames & Hudson, c2011
712 RIC – F
6. Architecture / by Makstutis
London: Laurence king Publishing, c2010
720 MAK- A
7. Foundations of landscape architecture: integrating form and space using the language of site design / by Booth
Hoboken: John Wiley & Sons, c2012
712 BOO- F
8. A history of western architecture, 5th ed. / by Watkin
London: Laurence king Publishing, c2011
720 .94 WAT- M
9. Islamic architecture of Pakistan: an analytical exposition / by Ahmad
Islamabad: National Hijra council, c1990
297. 6509P AHM- I
10. Facades architectural details / by Braun
Berlin: Verlagshaus Braun, 2008
729. 1 FAC
11. Building construction illustrated, 4th ed. / by Ching
Hoboken: John Wiley & Sons, c2008
690. 022 CHI- B
12. Construction and detailing for interior design / by Plunkett
London: Laurence King Publishing, c2010
729 PLU- C
13. A practical guide on construction drawings and reinforcement detailing / by Shahid
Lahore: A-One Publishers, c2005
720. 284 SHA- P

14. Spaces architecture in detail / by Ojeda & Mccown
Gloucester: Rock Port Publishers, 2005
724. 7 SPA
15. Frank Lloyd wright inside and out / by Maddex
London: Pavilion Books, c2001
720. 92 MAD- F
16. Twenty buildings every architect should understand / by Unwin
London: Routledge, c2010
724. 6 UNW- T
17. Detail in contemporary bathroom design / by Mcleod
London: Laurence King Publishers, c2008
747. 78 MCL- D
18. Architectural acoustics / by Egan
New Delhi: Cengage Learning India, c2008
729. 29 EGA- A

Computer Science & Computer Engineering:

19. Design patterns explained: a new perspective on object – Oriented design, 2nd ed. / by Shalloway & Trott
New Delhi: Pearson, c2005
005.117 SHA- D
20. Database administration: the complete guide to practices and procedures / by Mullins
Boston: Pearson Education, c2002
005. 74 MUL- D
21. Engineering mathematics through applications, 2nd ed. / by singh
New York: Palgrave MacMillan, c2011
510. 2462 SIN- E
22. Autodesk 3ds max 2011: a complete guide / by Tickoo
New Delhi: Pearson, c2011
006. 696 TIC- A
23. Basic system analysis / by Pandey
New Delhi: S. Chand & Company, c2012
621. 392 PAN- B
24. Design Patterns: elements of reusable object oriented software / by Gamma [et al.].
New Delhi: Pearson education, c1995
005.117 DES-
25. Oracle database 11g: hands-on SQL and PL/ SQL / by Asnani
New Delhi: PHI Learning, c2010
005.369 ASN-O
26. Microsoft visio 2010 / by Helmers
New Delhi: PHI Learning, c2012
006.68 HEL-M
27. Distributed computing: fundamentals, simulations, and advanced topics, 2nd ed. / by Attiya & Welch
New Delhi: Wiley India, c2000
004. 36 ATT- D

28. Digital image processing and pattern recognition / by Pakhira
New Delhi: PHI Learning, c2011
621. 367 PAK- D
29. Virtual reality technology, 2nd ed. / by Burdea & Coiffet
Hoboken: John Wiley & Sons, c2003
006 BUR- V
30. Introducing the theory of computation / by Goddard
New Delhi: Jones & Bartlett Publishers, 2010
511. 35 GOD- I
31. A laboratory course for programming with java, 2nd ed. / by Dale
New Delhi: Jones & Bartlett Publishers, 2010
005. 276 DAL- L
32. PHP for the web, 4th ed. / by Ullman
New Delhi: Pearson Education, c2012
006. 76 ULL- P
33. 3G wireless networks, 2nd ed. / by Smith & Collins
New Delhi: Tata McGraw Hill, c2007
621. 38456 SMI- T
34. Introduction to distributed algorithms, 2nd ed. / by Tel
Cambridge: Cambridge University Press, c2000
005. 276 TEL- I
35. Microprocessors and interfacing / by Marriwala
New Delhi: S. K. Kataria & Sons, c2011
621. 3916 MAR-M
36. Web design, 2nd ed. / by Willard
New York: McGraw Hill, c2010
005.72 WIL- w
37. Oracle web center 11g Handbook / by Desbiens, Moskovits & Weckerle
New York: McGraw Hill, c2010
006. 76 DES- O
38. Mobile application security / by Dwivedi, Clark & Thiel
New York: McGraw Hill, c2010
005.08 DWI- M
39. Software security engineering / by Allen [et al].
New Delhi: Pearson, c2009
005. 8 SOF
40. Wireless network administration: a beginner's guide / by Soyinka
New York: McGraw Hill, c2010
004. 68 SOY- W
41. Iphone SDK programming / by Brannan
New York: McGraw Hill, c2010
005. 1 BRA- I
42. Oracle database 11g PL/ SQL programming workbook / by McLaughlin & Harper
New York: McGraw Hill, c2010
005. 369 MCL- O

43. Data Structures: abstraction and design using java, 2nd ed. / by Koffman & Wolfgang
Hoboken: John Wiley & Sons, c2010
005. 276 KOF- D
44. Digital logic and computer organization / by Rajaraman & Radhakrishnan
New Delhi: PHI Learning, c2009
004.22 RAJ- D
45. Core javaserver faces, 3rd ed. / by Geary & Horstmann
New Delhi: Pearson, c2011
005. 276 GEA – C
46. UML 2 and the unified process: practical object oriented analysis and design, 2nd ed. / by
Arlow & Neustadt
New Delhi: Pearson, c2005
005. 117 ARL- U
47. Ipad & iphone administrator's guide: enterprise deployment strategies and security
solutions / by Davis
New York: McGraw Hill, c2011
004. 1675068 HAR-I
48. People soft people tools : tips & techniques / by Mariion
New York: McGraw Hill, c2010
005. 3 MAR- P

Business Commuication:

49. Soft skills for everyone / by Butterfield
New Delhi: Cengage Learning India, c2010
658.45 BUT- S

Current Contents of Journals

Bloomberg BusinessWeek

Aug 6th – Aug 12th, 2012

Bloomberg Businessweek Contents

August 6 – August 12, 2012
Bloomberg Businessweek

Your ad here
For desperate marketers, everything's a billboard p73

Opening Remarks 6

Ben Bernanke has been the most radical Fed chief ever. Should he be doing even more?

Bloomberg View Why Obama and Romney are mum on housing; a Berlusconi comeback p10

Global Economics 13

Plowing free trade under
Agriculture is a small part of Japan's economy. Yet its farmers have the clout to keep trade talks on hold

Smugglers struggle in Iran p14
The torch that sparked the European crisis p16
India in the dark p17
Tom Keene's EconoChat p17
The week ahead p18

Companies & Industries 20

Battling boycotts
The Web has made it tougher—not easier—for consumers to bully brands like Amazon

Do-gooder retailing goes mainstream p22
Merck's novel approach to a new sleeping pill: Stop the wake-up call p23
Briefs p24

Politics & Policy 26

The cliff we saw coming
The looming fiscal crisis should be no surprise. It was built into the Bush tax cuts a decade ago

Romney's Twitter nemesis p28
Boards keep a close eye on corporate campaign cash p29
Amtrak's grand plans p30
No crying in the cornfields p30
Charlie Rose/John McCain p31

Technology 33

Chinese invasion
Hackers with ties to Beijing are breaking into some very important computers

Unleashing the Web on diseases without cures p35
A nation's libido, Googled p36
Apple and Samsung square off in San Jose p36
Innovator: Green dyeing p37

Markets & Finance 40

An insider trader talks
Lawyer Matt Kluger fed tips on 30 mergers to two partners. After 17 years his luck ran out

A peer-to-peer financing boom online in China p42
Banking's no fun anymore p43
Canada goes shopping for European assets p44
Bid & Ask: A big nuke bet p45

Features 48

Fix This / Cyber Security
Our panel of experts reveals ways to better protect individuals, businesses, and government from cybercrime p48

Nogales's Narco Holes
Construction is booming in the twin border towns of Nogales. Under them, to be precise. A growing web of smuggling tunnels reflects the power and ingenuity of Mexico's Sinaloa cartel p56

Deep Fried Civil War
The Christian values of Chick-fil-A's founding family have triggered a backlash. They're also the fast-food chain's secret sauce p62

Etc. 67

Physician, Calm Thyself
An anger management pioneer helps doctors deal with the pressures of the job without blowing their stacks

Behavior Office workers flock to "fast-casual" restaurants like Chipotle and Pret A Manger. How they navigate the lunch-hour assembly line says a lot about them p70
Who Is John Galt? The quest to bring Ayn Rand-style libertarianism to Germany p72
Media As marketers fight for consumer eyeballs, everything is now a billboard p73
The Stack The third novel from Daniel Suarez, the Digital Era's Tom Clancy, is a pulpy thriller with a crucial warning about drones and the dangers of technology p74
Hard Choices Former Playboy CEO Christie Hefner on how the election of Barack Obama inspired her to leave her father's company and pursue social change p76

COVER: DAVID PARKINS (AFTER MILTON GLASER); THIS PAGE, FROM TOP: MATT STEWART/CATERS NEWS, JOHN MOORE/GETTY IMAGES, CHARLES DHARAPAK/AP PHOTO

Aug 13th – Aug 26th, 2012

17 AUG 2012

The Intervill Issue

Bloomberg Businessweek Contents

Opening Remarks

8

Parts of Europe are close to pulling themselves together. They just need to move faster

Bloomberg View Trading: The need for less speed; two candidates, no tax plan p10

Global Economics

13

The Google indicator
Central banks are looking at search terms for up-to-the-minute reads on economic trends

Generation R, for renters p14
Pension trouble in China p15
Japan's risky bond boom p16
Shadows over solar in India p17
Tom Keene's EconoChat p17
Rose/King Abdullah II p20

Companies & Industries

23

Mainland markdown
China's economic slowdown has retailers slashing prices to lure newly cautious shoppers

GameStop without games p24
Campbell's gets fancy p25
Sanofi's U.S.-style makeover draws howls in France p26
Briefs: Fallout from Chevron's refinery fire p28

Politics & Policy

30

All in for Obamacare
Maryland and other blue states race to make the sprawling health-care law a reality

From Evil Empire to Pentagon arms supplier p32
Republicans maneuver to lock up early votes p33
The Obama stump speech: Then and now p34

Technology

37

Algorithmic
A money manager for geeks p38

The Facebook breakout
Investors' animosity toward the social network is just as irrational as their pre-IPO euphoria

Investments, unsullied by human hands p38
Teaching startups to protect ideas before building them p40
Software that helps find you—even underground p41

Markets & Finance

43

Smarter credit scores
As banks ease back into consumer loans, credit bureaus work to get a better read on borrowers

America's richest retirees don't mind rain p44
MIST, the new BRIC? p45
Japan's rinse-and-repeat financial scandals p46
Bid & Ask: Best Buy buyout? p47

Portraits

1

 Alan Greenspan p64	 Bob Iger p62	 Rahm Emanuel p65
 Kay Krill p67	 Dave Eggers p70	 Mitt Romney p60
 Kazuo Hirai p96	 Eric Holder p90	 Ellen Kullman p94
 Nouriel Roubini p92	 Brian Roberts p76	And many, many more...

COVER: BEN BAKER/REDUX; THIS PAGE: ILLUSTRATION: PETER ARKLE; HEADS: BLOOMBERG (4); GETTY IMAGES (7)

Inspiring Meetings

Fortune
August 2012



FORTUNE

AUGUST 13, 2012 | VOLUME 166 | NUMBER 3

8 FIRST
Closer Look
 The Weber grill—made in America ... and sold in India. BY RYAN BRADLEY



10 FIRST
The Briefing
 Retail meets the iPad, the myth of bad gas, and more.



12 FIRST
Game Changers
 Patagonia founder Yvon Chouinard argues that we should create products that last. BY BRIAN DUMAINE

13 VENTURE
How I Got Started
 Why Ron Shalch spun off Au Bon Pain to bet on Panera. INTERVIEW BY BETH KOWITT

16 VENTURE
David vs. Goliath
 Meet three owners who created successful businesses from scratch. BY ELAINE POPELOT



17 VENTURE
Fastest-Growing Companies
 Illumina: The future of DNA. BY RICHARD MCGILL MURPHY

23 VENTURE
Second Act
 Bruce Lisman trades Wall Street for Main Street. BY DANIEL ROBERTS

24 CAREER
Field Test
 Leadership lessons at NASA's mission control. BY BETH KOWITT

27 TECH
Brainstorm Tech 2012
 Where the Fortune 500 and disruptors collide.

32 TECH
Mobility@Work
 Tablet- and smartphone-friendly workplaces. BY MICHAEL V. RAM

33 INVEST
Investor Interview
 Finding growth in barren times. BY AMY FELDMAN

36 INVEST
Wealth Adviser
 An unlikely way to boost your yield—dividend-paying stocks in emerging markets. BY JANICE REVELL

42 GAMES OF SKILL
When Words Collide
 At the D. Henry Pun-Off World Championships, there are no seaurchins. Because with friends like these, who needs anemones? BY DAVID WHITFORD



7 Editor's Desk
76 Bing!

CORRECTION
 In "The Rehab Roll-Up" (Game Changers, April 30), we incorrectly stated that Howard C. Samuels founded the Promises Malibu treatment center. It was founded by Richard Rogg. Fortune regrets the error.

OPINION

37
Allan Sloan
 My last word on the private equity political debate ... I hope!



38
Geoff Colvin
 Business's real problem: uncertainty, uncertainty, uncertainty.



40
Jack and Suzy Welch
 Looking for a great No. 2? Watch Romney choose his VP.



41
Erin Burnett
 Washington gets tough on Iran (sometimes).



Foreign Affairs

July – August 2012

FOREIGN
AFFAIRSJULY / AUGUST 2012
VOLUME 91, NUMBER 4

Comments

- Why Iran Should Get the Bomb** *Kenneth N. Waltz* 2
U.S. and Israeli officials have declared that a nuclear-armed Iran is a uniquely terrifying prospect, even an existential threat. In fact, it is the best possible outcome of the West's current standoff with the Islamic Republic. By creating a more durable balance of military power in the Middle East, a nuclear Iran would yield more stability, not less.
- Europe's Optional Catastrophe** *Sebastian Mallaby* 6
If the eurozone splinters, it will have been an avoidable disaster. After all, the European Central Bank has already gone to great lengths to shore up the continent's financial system. Now, the choice lies with Germany, which can save the monetary union if it allows for policies aimed at debt relief and growth, not just slashing deficits.
- The Cuban Missile Crisis at 50** *Graham Allison* 11
Fifty years ago, the Cuban missile crisis brought the world to the brink of nuclear disaster. Every president since John F. Kennedy has tried to learn from what happened back then. Today, it can help U.S. policymakers understand what to do—and what not to do—about Iran, North Korea, China, and presidential decision-making in general.
- Trading Up in Asia** *Bernard K. Gordon* 17
The Trans-Pacific Partnership, a massive multilateral trade agreement now in the works that focuses on the Asia-Pacific region, could add billions of dollars to the U.S. economy and solidify Washington's commitment to the Pacific. But if the Obama administration fails to calm critics of the deal, there is a growing possibility that it could collapse.



WMT LIBRARY

11 JUL 2012 ✓

Contents

Essays

Environmental Alarmism, Then and Now *Bjørn Lomborg* 24

Forty years ago, the Club of Rome produced a best-selling report warning humanity that its escalating wants were on a collision course with the world's finite resources and that the only way to avoid a crash was to stop chasing economic growth. The predictions proved spectacularly wrong. But the environmental alarmism they engendered persists, making it harder for policymakers to respond rationally to real problems today.

The Right Way Out of Afghanistan
Stephen Hadley and John Podesta 41

As the United States prepares to exit Afghanistan, it is focusing too much on security, overlooking the political elements of the transition, write two former senior U.S. officials. To leave behind a stable government in 2014, Washington needs to push harder for electoral reforms, negotiations with the Taliban, and a regional settlement involving Pakistan.

Obama's New Global Posture
Michèle Flournoy and Janine Davidson 54

Tough economic times are often met in Washington with calls for retrenchment. But for decades, write two former top Pentagon officials, long-term forward deployments of U.S. forces and robust alliances have guaranteed stability and uninterrupted trade, the very conditions the United States needs for economic prosperity. The Obama administration gets it.

How India Stumbled *Pratap Bhanu Mehta* 64

Just a few years ago, India seemed on the brink of becoming the world's next great power. Today, its future appears less certain. Although some have blamed the global economic recession, the real problem is domestic—namely, the centralized, secretive, and arbitrary political culture that pervades New Delhi.

Deterrence Lessons From Iraq *Amatzia Baram* 76

Debates about the possibility of containing a nuclear Iran often hinge on judgments of whether the regime there is rational. But as a wealth of recently released Iraqi documents about Saddam Hussein's tumultuous reign in Iraq show, even an arguably rational leader can be unreasonable—and very hard to deter.

How to Succeed in Business *Alexander Benard* 91

Unlike other economic powerhouses, the United States does little to help its own companies win business abroad, and that timidity has allowed China to devour market share in emerging economies. It is time for Washington to shed its hang-ups about lobbying on behalf of American firms and start taking commercial diplomacy seriously.

FOREIGN AFFAIRS · July/August 2012



Contents

Cleaning Up Coal *Richard K. Morse* 102

Coal combustion is the largest source of carbon dioxide emissions on the planet. But the fuel isn't going away anytime soon, since demand for it is ballooning in the developing world. So instead of indulging in quixotic visions of a coal-free world, policymakers should focus on supporting new technologies that can reduce how much carbon coal emits.

Reviews & Responses

Hegemony and After *Robert O. Keohane* 114

Yet another bout of worry about long-term U.S. decline has generated yet another countersurge of defensive optimism. What new books by Robert Kagan and Robert Lieber miss, however, is the critical role played by multilateral institutions in the perpetuation of the United States' global leadership.

Fixing Finance *Gillian Tett* 119

As the global financial sector has swelled, the gap between the rich and the poor has grown. Three new books—by James Galbraith, Robert Shiller, and Charles Ferguson—come down differently on how much banks are to blame for inequality and what the government should do about it. Pushing for more accountability would be a good place to start.

Reading Putin *Joshua Yaffa* 126

With Vladimir Putin back in power in Russia, understanding him is more important than ever. Two recent books attempt to unravel the mystery, adding new insight into the Russian leader's life and rule. But by trying to comprehend Putin through his personal history, they miss the true heart of the story: the state he built.

Confucius and the Ballot Box *Andrew J. Nathan* 134

Is culture to blame for the fact that only six of the 16 countries of East and Southeast Asia are functioning democracies? No, argues a new book, which aims to settle the long-running debate over democracy and "Asian values" by separating myths from facts and assumptions from evidence.

Robespierre's Rules for Radicals *Patrice Higonnet* 140

Democratic revolutionaries always confront the same problem: how to replace the old order without replicating its flaws. The French revolutionary Maximilien Robespierre's failure to resolve that dilemma led to his own demise on the guillotine. But a new biography reveals that today's radicals might learn from Robespierre's mistakes.



Contents

National Insecurity

Paul D. Miller; Micah Zenko and Michael A. Cohen 146

Given the threats it faces, from nuclear-armed autocracies to terrorists, the United States cannot afford to scale back its military, argues Paul Miller. Micah Zenko and Michael Cohen reply that the danger of these challenges is vastly exaggerated and that an overly militarized foreign policy has not made the country safer.

Is Iraq on Track? *Antony Blinken; Norman Ricklefs; Ned Parker* 152

Iraq is hardly the failed state that Ned Parker portrayed in these pages, argues Antony Blinken, the U.S. vice president's national security adviser. Norman Ricklefs sees Iraq's politics becoming more moderate and less sectarian. Parker replies that despite these improvements, Baghdad still violates human rights and ignores the rule of law.

How Busted Is Brazil? *Shannon O'Neil; Richard Lapper; Larry Rohter; Ronaldo Lemos; Ruchir Sharma* 159

Brazil's rise never depended on the sale of commodities, and thanks to recent reforms, the country will continue to prosper, write Shannon O'Neil, Richard Lapper, and Larry Rohter. Ronaldo Lemos, meanwhile, claims that those reforms have not gone far enough. Ruchir Sharma responds that Brazil is indeed headed for trouble.

Measuring the Mafia-State Menace *Peter Andreas; Moisés Naím* 167

The link between crime and the state is neither as new nor as scary as Moisés Naím depicted it, argues Peter Andreas; after all, criminals have been corrupting governments for centuries. Naím responds that mafia states are unprecedented and worrisome.

Letters to the Editor 172

Including Jud Nirenberg on animal welfare, S. J. Deitchman on the Vietnam War, and Jamie Jones on the new space race.

The articles in Foreign Affairs do not represent any consensus of beliefs. We do not expect that readers will sympathize with all the sentiments they find here, for some of our writers will flatly disagree with others, but we hold that while keeping clear of mere vagaries, Foreign Affairs can do more to inform American public opinion by a broad hospitality to divergent ideas than it can by identifying itself with one school. We do not accept responsibility for the views expressed in any article, signed or unsigned, that appears in these pages. What we do accept is the responsibility for giving them a chance to appear.

THE EDITORS

FOREIGN AFFAIRS · July/August 2012




Harvard Business Review

July- August 2012

hbr.org

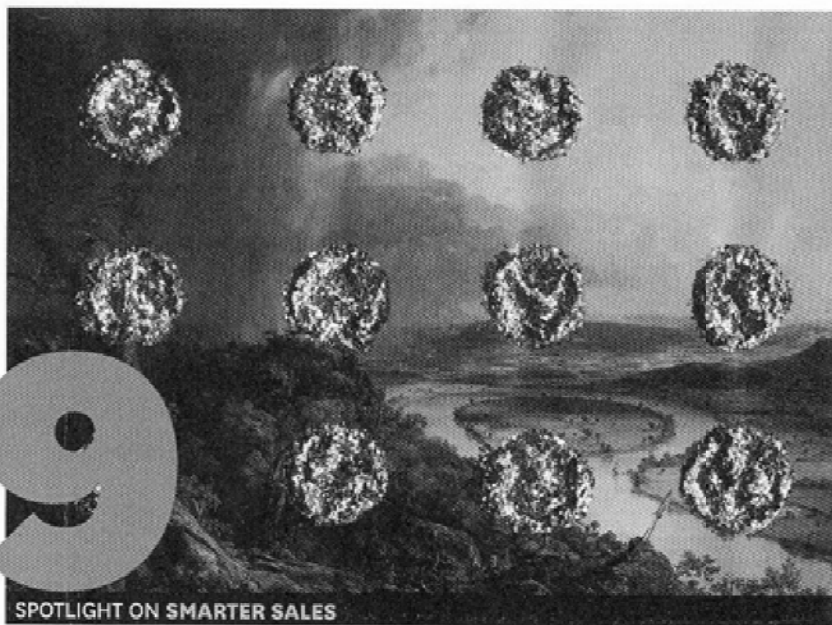
July-August 2012

11 JUL 2012



Contents

Cover Artist
Stephen Webster



59

SPOTLIGHT ON SMARTER SALES

60 The End of Solution Sales High-performing reps have a new strategy—they're selling insights and coaching customers on how to buy. *Brent Adamson, Matthew Dixon, and Nicholas Toman*

70 Motivating Salespeople: What Really Works How to get the most out of everyone on your sales force, from laggards to stars *Thomas Steenburgh and Michael Ahearne*

76 A Radical Prescription for Sales Are commissions working? *Daniel H. Pink*

78 Selling into Micromarkets A big data approach to optimizing sales *Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami*

88 Tweet Me, Friend Me, Make Me Buy Mastering the new art of social selling *Barbara Glanman and Kent Gregoire*

94 Teaching Sales Companies can—and should—play a dynamic role in increasing the pool of sales talent. *Suzanne Fogel, et al.*

101 The View from the Field Executives from Boston Beer, Ford, Pfizer, Walmart, IBM, and Eureka Forbes describe how they increased sales.

ABOVE
Chad Wys
Thomas Cole's
Oxbow with 12
Piles of Glitter on found
print, 2010
7.75" x 5.25"

HBR.ORG
Are you a
closer? Take the
test. [hbr.org/
closer-test](http://hbr.org/closer-test)

July-August 2012 Harvard Business Review 5

Features July–August 2012

48

THE BIG IDEA

What Good Are Shareholders?

A governance system that relies on shareholders to keep corporations on the straight and narrow is doomed to fail. *Justin Fox and Jay W. Lorsch*



110

Cultural Change That Sticks

Stop fighting your company's culture—and start working with and within it. *Jon R. Katzenbach, Hona Steffen, and Caroline Kronley*

118

Do You Know Your Cost of Capital?

You may think you do, but you probably don't. And the consequences of that misperception can be huge. *Michael T. Jacobs and Anil Shivdasani*



ONLINE TOOL
See how terminal-value growth assumptions affect a project's overall value. hbr.org/cost-of-capital

126

Points of Law: Unbundling Corporate Legal Services to Unlock Value

New ways to acquire legal services are fast emerging. Both corporations and law firms can benefit from renegotiating their traditional relationships. *Danny Ertel and Mark Gordon*

134

A Better Way to Tax U.S. Businesses

High rates and perverse incentives are pushing investments out of America. But a handful of changes could transform the U.S. tax system from an obstacle into an asset. *Mihir A. Desai*



43 HOW WE DID IT

DuPont's CEO on Executing A Complex Cross-Border Acquisition

After putting together an offer under intense time pressure, Kullman's team had to meet unusual regulatory and shareholder challenges to complete the deal. *Ellen Kullman*

141 THE GLOBE

The Growth Opportunity That Lies Next Door

A Brazilian beauty company's best prospects for expansion are close to home. *Geoffrey Jones*



The constraints of not knowing your true cost of capital

Departments July–August 2012

14 From the Editor
20 Interaction
25 Idea Watch

25 FIRST**Why Life Sciences Needs Its Own Silicon Valley**

An industry cluster for the field of human genomics could be a wellspring of innovation, diagnosis, and treatment. **PLUS** The constant job hopping of young managers, and the dearth of women in hot finance jobs

32 DEFEND YOUR RESEARCH**You'll Golf Better If You Think Tiger Has Used Your Clubs**

Why you can "catch" success from a star's equipment

34 VISION STATEMENT**Who Hangs Out Where?**

A snapshot of the activity and communities in several social sites

36 STRATEGIC HUMOR**COLUMNS****38 HAL BRIERLEY**

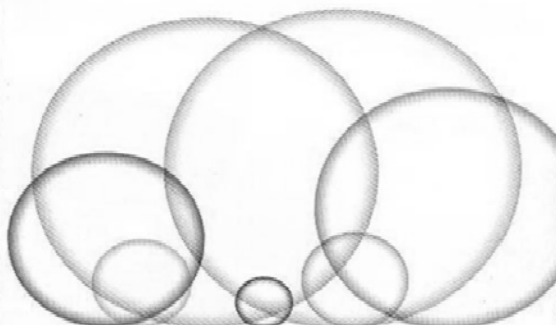
What should the next generation of airline and hotel loyalty programs look like?

40 CARL SCHRAMM

Let's do a better job of educating our entrepreneurs.



Nontraditional career paths page 147



One month's activity by U.S. users in virtual gathering places page 34



"Ready? OK, go." page 164

147 Experience

147 MANAGING YOURSELF**Disrupt Yourself**

Apply Clay Christensen's concept of disruptive innovation to your own career—using four simple principles. *Whitney Johnson*

153 CASE STUDY

Bonuses in Bad Times A Spanish retailer considers whether to pay out annual bonuses during a recession. *Daniela Beyersdorfer, Vincent Dessain, and Zeynep Ton*

158 SYNTHESIS

How companies can earn back our trust *Julia Kirby*

160 EXECUTIVE SUMMARIES**164 LIFE'S WORK**

Bela Karolyi The famed Olympic gymnastics coach explains how to groom champions.

Hiba

July – September 2012

DMT Library

04 JUN 2012 ✓

VOLUME 09 ISSUE 02

CONTENTS

COVER STORY

07 FOOD FOR THOUGHT
Label: Muslim, Type: Secular


08 MAIN FEATURE
Hope after 9/11 - Globally
9/11 - More Than a Decade Later

12 REFLECTION
Pity The Nation


14 POINT OF VIEW
The Real Criminals

16 GROUND REALITIES
Conversion of Yvonne Ridley to Islam

08



21



KNOWLEDGE

19 DID YOU KNOW?
The "Happening" City of Samarkand

20 WORLD IN FOCUS

21 READER'S VOICE

22 EXPERT'S OPINION
Ramadan - Scriptural vs. Cultural

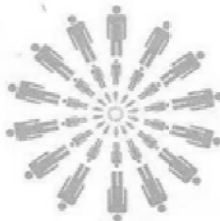
SOLUTIONS

25 Hiba's TOP FIVE
Top Five Ways to Prepare for Laylatul-Qadr

26 LESSONS IN LOVE
Your Circle of Influence

28 PARENTING
Learning to Let Go.

26



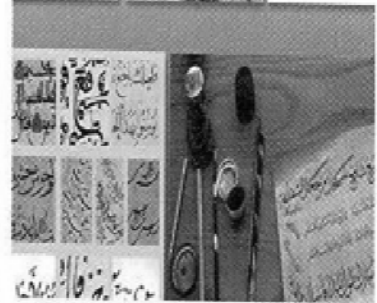
Hiba VOLUME 09 ISSUE 02 01

CONTENTS

VALUES

- 31 ONCE UPON A TIME**
The Slave's False Claim

- 32 RAMADAN SPECIAL**
Khushu Salah
Eid dawn the memory lane
Ramadan - Healthy and Hearty



MEN'S PERSPECTIVE

- 37 ENJOY YOUR LIFE**
Be Observant and Complimentary

- 38 THE FAMILY MAN**
Stand Up for Justice

- 40 ON THE STREET**
Basheer: A Friend's Forewell

45

LIFESTYLE

- 43 SPECIAL REPORT**
LiveDeen

- 45 EDUCATION**
Arabic Calligraphy - Vehicle for the Word of Allah

- 47 HEALTH**
Treating Dengue the Herbal Way

- 48 REVIEWS**
The Prophet's ﷺ Method of Correcting
People's Mistakes
The Freedom of Opinion in Islam

National Geographic

August 2012

WMT Library

VOL. 222 • NO. 2
AUGUST 2012

07 AUG 2012

NATIONAL GEOGRAPHIC

*Just boil a few in a cup of
tea, and all that ails you
will be healed.*
page 118

FEATURES

30 Life After Wounded Knee
Still deeply affected by the massacre, the Oglala Lakota find new hope in old ways.
By Alexandra Fuller
Photographs by Aaron Huey

68 What a Dive!
Gannets can plunge into the sea at 70 miles an hour and go as deep as 50 feet.
By Jeremy Berlin
Photographs by Andrew Parkinson

76 East Side Story
The "other London" gets ready for its role as venue for the Summer Olympics.
By Cathy Newman
Photographs by Alex Webb

98 Chasing Lightning
Tim Samaras zips along with a 1,600-pound camera, aiming to snap the birth of a bolt.
By George Johnson
Photographs by Carsten Peter

114 Tibetan Gold
Wormlike *yartsa gunbu* is part fungus, part larva—and for those who find it, pure profit.
By Michael Finkel
Photographs by Michael Yamashita



DEPARTMENTS

Editor's Note
Letters

VISIONS
Your Shot

NOW

- Phone Booth Makeovers
- Rays at Risk

NEXT

- Mapping a City's Energy
- A Python's Growing Heart
- Evolution of Animal Size

NG Connect
The Moment
Flashback

On the Cover
Built from surplus gas pipes and only 11,000 tons of steel, London's Olympic Stadium may live on after the 2012 Games with its upper tier removed.
Photo by Jason Hawkes

FOR SUBSCRIPTIONS, GIFT MEMBERSHIPS, OR CHANGES OF ADDRESS, CONTACT CUSTOMER SERVICE AT NGMSERVICE.COM OR CALL 1-800-NGSLINE (647-5463). OUTSIDE THE U.S. AND CANADA PLEASE CALL +1-813-979-8845.

Contributions to the National Geographic Society are tax deductible under Section 501(c)(3) of the U.S. tax code. Copyright © 2012 National Geographic Society. All rights reserved. National Geographic and Yellow Border: Registered Trademarks & Marcas Registradas. National Geographic assumes no responsibility for unsolicited materials. Printed in U.S.A.

PRINTED ON 100% PEFC-CERTIFIED PAPER

 Please recycle.

OFFICIAL JOURNAL OF THE NATIONAL GEOGRAPHIC SOCIETY

Scientific American

August 2012

15 AUG 2012
10.8.12
LIBRARY
#795

WMT Library

ON THE COVER

SCIENTIFIC AMERICAN
Black Holes
Heart's
Milky Way

Black holes suck in matter, but they also cause some of the material swirling around them to zoom off at close to the speed of light across far distances in the galaxy, where it affects stars and planets. The matter strewn by the Milky Way's black hole apparently even accounts in some ways for life on Earth. Image by Ken Brown, Mordolthic Studios.

SCIENTIFIC AMERICAN

August 2012 Volume 307, Number 2



40

FEATURES

ASTROPHYSICS

22 The Benevolence of Black Holes
If it weren't for that matter-eating beast at the center of the Milky Way, our comfortable Earth wouldn't exist.
By Caleb Scharf

NEUROSCIENCE

28 The Joyful Mind
Neuroscientists are teasing out the brain circuits that give us pleasure and also play a role in addiction and depression.
By Morten L. Kringelbach and Kent C. Berridge

EVOLUTIONARY BIOLOGY

34 New Life for Ancient DNA
Genetic material from fossils tens of thousands of years old has revealed surprising clues to how the woolly mammoth's body coped with the cold.
By Kevin L. Campbell and Michael Hofreiter

CLIMATE

40 Lakes on Ice
Scientists are studying how water pools and drains atop Greenland's ice sheet. The findings could help predict how much sea levels will rise.
By Sid Perkins

ATMOSPHERIC SCIENCE

42 Deadly Rays from Clouds
Common thunderstorms emit powerful blasts of gamma rays and x-rays—and even antimatter.
By Joseph R. Dwyer and David M. Smith

EDUCATION

48 Building a Better Science Teacher
A few key changes in teacher training would vastly improve children's love of science. *By Pat Wingert*

HEALTH

56 Quiet Little Traitors
Cells in the human body once thought to keep us healthy may instead do damage. *By David Stipp*

BIODIVERSITY

62 Which Species Will Live?
Like battlefield medics, conservationists today have to decide which creatures to save and which to let go.
By Michelle Nijhuis

BACTERIOLOGY

68 Phage Factor
To fight drug-resistant microbes, Vincent Fischetti is enlisting viruses that attack bacteria.
Interview by Brendan Borrell

August 2012, ScientificAmerican.com 1



SCIENTIFIC AMERICAN

DEPARTMENTS

3 From the Editor

4 Letters

6 Science Agenda

Science education standards for all. *By the Editors*

7 Forum

Intense competition among scientists is undermining progress. *By Arturo Casadevall and Ferric C. Fang*

8 Advances

Safer drugs for kids. Heirloom tomato chemistry. Mind-boggling metamaterials. Cell phone-charging viruses. High-jump physics. Hacker-ready computer chips.

19 The Science of Health

Osteoporosis screening is flawed. *By Deborah Franklin*

21 TechnoFiles

The failures of Apple's talking software illustrate why integrated AI isn't everywhere. *By David Pogue*

72 Recommended

Truthful rocks and Noah's flood. The nature of consciousness. Yawning, hiccupping and beyond. How to tell good science from bad in education. *By Anna Kuchment*

73 Skeptic

Free will is not a myth. *By Michael Shermer*

74 Anti Gravity

What we do for the love of astronomy. *By Steve Mirsky*

75 50, 100 & 150 Years Ago

76 Graphic Science

Eye-popping injury statistics of Olympic athletes. *By Mark Fischetti*

ON THE WEB

The Science of the Olympics

As competitors from around the world face off in London, we take an in-depth look at sports psychology, the limits of human performance, and the tactics—both legal and illicit—today's athletes use to gain an edge.

Go to www.ScientificAmerican.com/aug2012/olympics

Scientific American (ISSN 0036-8733), Volume 307, Number 2, August 2012, published monthly by Scientific American, a division of Nature America, Inc., 75 Varick Street, 9th Floor, New York, N.Y. 10013-1917. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Canada Post International Publications Mail (Canadian Distribution) Sales Agreement No. 4002584, Canadian BN No. 127387652R, TVQ/218059275 TQ0001, Publication Mail Agreement #4002584. Return undeliverable mail to Scientific American, P.O. Box 817, Stn Main, Markham, ON L3P 8A2. Individual Subscription rates: 1 year \$39.97 (USD), Canada \$49.97 (USD), International \$61 (USD). Institutional Subscription rates: Schools and Public Libraries: 1 year \$72 (USD), Canada \$77 (USD), International \$84 (USD). Businesses and Colleges/Universities: 1 year \$330 (USD), Canada \$335 (USD), International \$342 (USD). Postmaster: Send address changes to Scientific American, Box 3187, Harlan, Iowa 51537. Reprints available: write Reprint Department, Scientific American, 75 Varick Street, 9th Floor, New York, N.Y. 10013-1917; fax: 646-563-7138; reprints@SciAm.com. Subscription inquiries: U.S. and Canada (800) 333-1199; other (345) 248-7844. Send e-mail to sacust@sciencemag.com. Printed in U.S.A. Copyright © 2012 by Scientific American, a division of Nature America, Inc. All rights reserved.

Spider

August 2012

WMT Library

SPIDERZONE

SPIDEA

Music tech

Volume 15 / Number 165
August 2012
Rs. 50/-
Registration Number SS-996
www.spider.tm
www.facebook.com/SpiderMagazine
www.twitter.com/spidermagazine

SPIDEA

Volume 15 / Number 165
August 2012
Rs. 50/-
Registration Number SS-996
www.spider.tm
www.facebook.com/SpiderMagazine
www.twitter.com/spidermagazine

Event | 45

Cover Story
Music Maestros 30
Insight on how to benefit from advances in music technology.

Distorted Reality 33
Faisal Baig shares his views on layering tracks and shaping tones to get massive sounds.

Home Studio Fundamentals 36
Step by step guide on what to buy and how to use it while setting up a home studio.

Songs of the Soil 39
A collection of regional folk-music websites.

Netting the Rock 42
An analysis on the effect internet has had on television.

Ed's note 15
From the Editor's desktop

Newsbytes 19
Newsworthy stories and happenings from around the world.

Your Say 25
Criticism, appreciation and suggestions from our readers.

Modern Mela 45
Detailed coverage on Social Media Mela 2012.

In the News 50
A compilation of news applications on various mobile platforms.

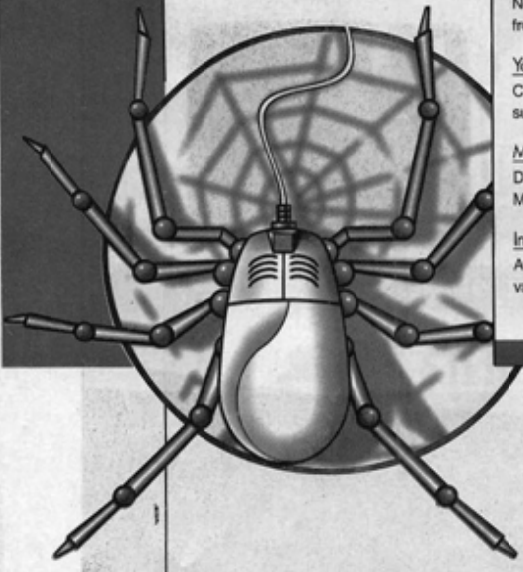
Gaming Ammo 52
Hands-on review of a custom-made gaming PC.

Game Hub
The Amazing Spiderman 55
Complete challenges and fight super villains as Spider-Man slings through New York City.

Spec Ops: The Line 57
Time to enter a world where gravity can be defied.

System Shock 2 59
Flashback to 1999 when Electronic Arts released this sci-fi action RPG.

@play 61
Games slated for release this month.



07 AUG 2012

Inspect-a-gadget | **52**




Official Censorship 62
The scale of government involvement in regulating the internet

Bookish Tendencies 64
Meet the founders of Kitabain.com and The Readers Club.

Mango Mania 66
A mango lover's guide to buying the best mangoes while abroad.

Netropolis 67
Your monthly dose of entertaining websites

15 Must-have Gadgets 73
A list of the coolest gadgets to own

Internet and Urdu 76
Can Urdu survive in the age of internet?

Women Voices in Cyberspace 78
How some women are using internet as a medium to reach out to the world.

Cranky Criticism 81
The futility of criticising social media.

Social Grace 82
Like all social forums, social media has some ethics as well.

ISP Index 86
A list of Wi-Fi hotspots and ISPs for consumer broadband internet.

Game Hub | **55**



73 | Gadgets & Gizmos



Scan barcode for our details

The Economist

August 4th 2012

Contents

The Economist August 4th 2012 3



On the cover
Who's afraid of Huawei?
Leader, page 9. Worries that China's telecoms behemoth poses a special threat to the security of other nations limit its growth, pages 18-20. Emerging-market companies are trying to build global brands: Schumpeter, page 55. Modern supply chains are speeding industrialisation: Free exchange, page 61

The Economist online

Daily analysis and opinion from our 19 blogs, plus audio and video content, debates and a daily chart Economist.com/blogs

E-mail newsletters and mobile edition Economist.com/email

Print edition: available online by 7pm London time each Thursday Economist.com/print

Audio edition: available online to download each Friday Economist.com/audioedition

The Economist

Volume 404 Number 8796

First published in September 1843 to take part in "a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress."

Editorial offices in London and also: Atlanta, Beijing, Berlin, Brussels, Cairo, Chicago, Hong Kong, Johannesburg, Los Angeles, Mexico City, Moscow, New Delhi, New York, Paris, San Francisco, São Paulo, Singapore, Tokyo, Washington DC

6 The world this week

Leaders

- 9 Chinese multinationals
Who's afraid of Huawei?
- 10 India's infrastructure
Blackout nation
- 10 The Olympic tickets fiasco
Bring on the touts
- 11 Mitt Romney abroad
Gaffes and choices
- 12 Rwanda
A painful dilemma

Letters

- 14 Fracking, gun laws, robots,
the music industry, Milton Friedman, plurals,
academic publishing, Kim Jong Un's wife

Briefing

- 18 Huawei
The company that spooked the world

Asia

- 21 India's electricity problems
An area of darkness
- 22 Papua New Guinea
Land of the unexpected
- 22 A church scandal in Singapore
Reaping what they sow
- 23 Thai politics
Giving Thaksin a run for his money
- 24 Demography in Japan
Generational warfare

China

- 25 The battle of Shaanxi's oil-wells
There was blood
- 26 The balance of payments
BoP until you drop
- 28 Banyan
The meaning of Bo and Gu

United States

- 29 The housing market
Pulling its weight at last
- 30 The Federal Housing Administration
When loans turn sour
- 31 Texas and the tea party
The looming battle
- 31 Health reform and the election
A hard sell
- 32 Infrastructure in California
Moonbeam dreams
- 33 Transport and taxation
A penny saved
- 33 Bath salts
The synthetic scare
- 34 Lexington
Meddling for morality

The Americas

- 35 Quebec's election
None of the above, please
- 36 Oil theft in Mexico
Black gold on the black market
- 36 Mining in Colombia
Digging deeper

Middle East and Africa

- 37 Syria
Any alternative to chaos?
- 38 Syria's jihadists
On the way
- 38 The Kurds
Hedging their Syrian bets
- 39 Egypt's government
The revolutionaries get a few Morsels
- 39 Ethiopia
If Meles goes too...
- 40 Congo and Rwanda
A new sphere of influence?

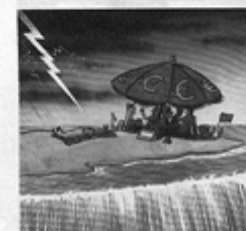
07 AUG 2012



India's power failure Massive power cuts show that a lack of reform is beginning to hurt ordinary people: leader, page 10. Their impact on the country, page 21



Mr Romney's holiday The Republican contender's foray abroad did not go smoothly, but it offered Americans a genuine alternative: leader, page 11. Ted Cruz, a tea-party favourite, moves a step closer to the Senate, page 31. Republicans are for states' rights—when it suits them: Lexington, page 34



September in the euro zone Europe's leaders are hoping for a quietish August. But the autumn will bring a storm: Charlemagne, page 44

» Contents continues overleaf

4 Contents

The Economist August 4th 2012



The battle of Shaanxi's oil-wells There are shades of the film 'There Will Be Blood' in the story of how a Chinese private-sector oil boom became a state one, page 25



Five years on Half a decade after the economic crisis began, the euro-area risks Japanese-style economic stagnation, page 56. In America, investors help turn the housing market into a source of growth, page 29



Libor lawsuits The onslaught of cases tied to the rate-fixing scandal gains force, page 59

Europe

- 41 **Russian politics**
Alexei Navalny charged
- 42 **Serbia's government**
New guard, old guard
- 42 **Romanian politics**
Basescu v Ponta, continued
- 43 **German economists**
In a momentous tiff
- 43 **Foreign workers in Sweden**
Berry-pickers, unite!
- 44 **Charlemagne**
Une rentrée chaude

Britain

- 45 **A year after the riots**
Like a bad dream
- 46 **Women and the Olympics**
In the closet
- 47 **Bagehot**
Boris Johnson, serious man

International

- 48 **Political parties**
Lonely at the top
- 49 **Regulating the arms trade**
One more heave
- 49 **Communism still rules**
A different medal count

Business

- 51 **American universities**
The college-cost calamity
- 52 **Recruiting interns**
All work and no pay?
- 53 **Business and religion**
God, Mammon and Chick-fil-A
- 54 **Facebook**
Work in progress
- 55 **Schumpeter**
Wannabe global brands

Finance and economics

- 56 **The global crash**
Japanese lessons
- 57 **Buttonwood**
Bond binge
- 58 **The Greek economy**
Promises, promises

- 59 **Soaring grain prices**
Corn on the cusp
- 59 **Suing the banks**
Blood in the water
- 60 **Private equity's mega-deals**
Too big to veil
- 61 **Free exchange**
Supply-chain fragmentation

Science and technology

- 62 **Extra-terrestrial life**
Closer to encounter
- 63 **The Fundamental Physics Prize**
Back to basics
- 64 **Athletic performance**
Faster, higher, no longer

Books and arts

- 65 **Revolution in the Arab world**
The twilight of the dictators
- 66 **America and the Middle East**
Tricky territory
- 66 **Running in the wild**
Away from it all
- 67 **New documentary**
The mystery of the sugar man
- 67 **The question of existence**
Why not?
- 68 **Treasures from the Han dynasty**
They took it with them
- 72 **Economic and financial indicators**
Statistics on 42 economies, plus our poll of forecasters

Obituary

- 74 **Captain Lakshmi**
Fighting for India



The limits of human performance Research into what the human body can manage suggests that the era of broken records may be coming to an end, page 64

Principal commercial offices:

25 St James's Street, London SW1A 1DG
Tel: 020 7836 7000

Boulevard des Tranchées 35
1206 Geneva, Switzerland
Tel: 41 22 566 2470

750 3rd Avenue, 5th Floor, New York, NY 10017
Tel: 1 212 541 0500

40/F Central Plaza
18 Harbour Road, Wanchai, Hong Kong
Tel: 852 2585 3888

Other commercial offices:

Chicago, Dubai, Frankfurt, Los Angeles,
Paris, San Francisco and Singapore

Subscription service

For our latest subscription offers, visit
Economist.com/offers
You can also subscribe by mail, telephone
or fax at the details provided below:

Telephone: +65 6534 5166

Facsimile: +65 6534 5046

Web: Economist.com/offers

E-mail: Asia@subscriptions.economist.com

Post: The Economist

Subscription Centre,

Tanjong Pagar Post Office

PO Box 671

Singapore 910817

Subscription for 1 year (52 issues)

Hong Kong HK\$1,680 Thailand US\$230

Australia AS\$365 Japan Yen 34,500

Malaysia US\$180 India US\$123

Singapore S\$365 New Zealand NZ\$390

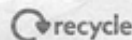
Other countries Contact us as above

An Economist Group business



PEFC certified

This copy of The Economist
is printed on paper sourced
from sustainably managed
forests, recycled and controlled
sources certified by PEFC
www.pefc.org



August 11th 2012

Contents



On the cover
A controlled break-up of the euro would be hugely risky and expensive, but so is waiting for a solution to turn up: leader, page 9. Our "Merkel memorandum" outlining how the euro area might be dissected, pages 19-22. The new Greek government's gargantuan task, page 45. The far right on the rise, page 43. Mario Draghi buys time, page 62. A spate of new European currencies would help one British firm, page 48

The Economist online

Daily analysis and opinion from our 19 blogs, plus audio and video content, debates and a daily chart Economist.com/blogs

E-mail: newsletters and mobile edition
Economist.com/email

Print edition: available online by 7pm London time each Thursday
Economist.com/print

Audio edition: available online to download each Friday
Economist.com/audioedition

The
Economist

Volume 404 Number 8797

First published in September 1843 to take part in "a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress."

Editorial offices in London and also:
Atlanta, Beijing, Berlin, Brussels, Cairo,
Chicago, Hong Kong, Johannesburg, Los Angeles,
Mexico City, Moscow, New Delhi, New York, Paris,
San Francisco, São Paulo, Singapore, Tokyo,
Washington DC

6 The world this week

Leaders

9 The euro

Tempted, Angela?

10 High-frequency trading

Wait a second

10 North Korea

Loosen your belts

13 Pensions

Social security with Chinese characteristics

14 British politics

Suicide pact

Letters

15 On Europe's entrepreneurs, Mitt Romney, India's blackout, logarithms and algorithms

Briefing

19 Breaking up the euro area

The Merkel memorandum

Asia

23 North Korea

Where the sun sinks

24 Corruption in India

In Vinod we trust

24 Japan and eels

Slip-sliding away

25 Politics in Fiji

Election gambits

26 Banyan

Indonesia's sitting duck

China

27 Pensions

Fulfilling promises

28 The trial of Gu Kailai

Going quietly

United States

29 The Romney campaign

Battle stations

30 The economy

No miracle cure

30 Higher education in California

One state, two systems

31 Municipal broadband

The need for speed

32 Demography

Virility symbols

32 Recreational vehicles

Home on the road

33 An Arizona race

When insurgents are incumbents

34 Lexington

How not to manage the energy boom

The Americas

35 Telecoms in Brazil

The next big blackout?

36 Venezuela's army

The vote that counts

36 Fishing in Chile

Net profits

Middle East and Africa

37 Egypt, Israel and Sinai

A tricky triangle

38 The struggle for Syria...

An ever-lonelier leader

39 ...and its diverse rebels

Who will come out on top?

39 The Niger Delta

Still a dangerous mess

42 South Africa

Gang warfare

Europe

43 Europe's far right

Culture matters more

44 France's National Front

Dédiabolisation

45 The euro and Greece

Postcard from the edge

46 Turkish politics

The Alevis opening

46 Italian politics

The gloves are off

Britain

47 The London Olympics

Games theories

48 De La Rue

Cash machine

50 Bagehot

Glory, hope and the London games

The Economist August 11th 2012 3

15 AUG 2012



Mitt Romney Inside the Republican candidate's Boston headquarters, the mood is defiantly upbeat, page 29. Comparing his policies for recovery with Barack Obama's, page 30. Why neither of the candidates has quite the right approach to the new energy boom: Lexington, page 34



The Olympics What Britain's politicians can learn from the success of the London games, page 47. The longer-term effect of a country's unexpectedly golden triumph: Bagehot, page 50



North Korea Time to give a little encouragement to the hints of economic reform: leader, page 10. A closed regime shows signs of greater openness—but not to everyone, page 23. A new book looks at the possibility of change, page 71

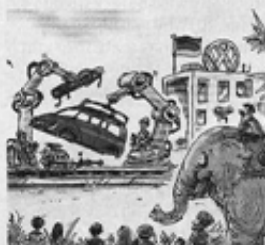
» Contents continues overleaf

4 Contents

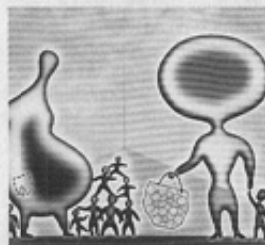
The Economist August 11th 2012



Standard Chartered The threat to an emerging-markets bank from American regulators, page 59



India's factories The country is seeing a surge in manufacturing. But not in the way many hoped, page 53. The graft goes on, page 24



Fertility and inequality In poor countries a lower birth rate is usually good for growth. But it can also increase inequality: Free exchange, page 63. American fertility is now lower than that of France, page 32. China's great jump forward in pensions still needs refinement: leader, page 13. Providing security to an older population, page 27

International

- 51 **Notaries**
Breaking the seals
- 52 **Fake ID cards**
Identity crisis

Business

- 53 **Manufacturing in India**
The masala Mittelstand
- 54 **Drinking at work**
Down the hatch!
- 54 **Sharp and Hon Hai**
Law of the jungle
- 55 **Pfizer cops a plea**
Taking its medicine
- 55 **Electric power**
A boost for gas turbines
- 56 **Summer camps**
Going global
- 57 **Over-the-top phone services**
Joyn them or join them
- 58 **Schumpeter**
The other Arab spring

Finance and economics

- 59 **Standard Chartered**
My dollar, my rules
- 60 **Buttonwood**
Equity markets
- 61 **Automated trading**
Knight Capital's narrow escape
- 61 **The microeconomics of complaining**
Making moaners pay
- 62 **Investing in Brazil's infrastructure**
The road forsaken
- 62 **The euro crisis**
Draghi's plan
- 63 **Free exchange**
Fertility and inequality

Science and technology

- 65 **Climate change**
Bell weather
- 66 **Human evolution**
Ask the family
- 67 **Repurposing drugs**
Virtually there
- 67 **Falling onto Mars**
Curiosity lands successfully

Books and arts

- 68 **New fiction**
Delinquent dining
- 69 **ExxonMobil**
Oozing success
- 69 **Drugs policy**
Reefer madness
- 70 **New fiction from Palestine**
Beyond the barbed wire
- 71 **North Korea**
The worst place on earth
- 71 **American essays**
Master of the form

- 76 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at corporate earnings

Obituary

- 78 **Gore Vidal**
Apollo descending



The best summer novel Take "The Dinner" to the beach, page 68, and savour the life of Gore Vidal: obituary, page 78

Principal commercial offices:

25 St James's Street, London SW1A 1BS
Tel: 020 7830 7000

Boulevard des Tranchées 16
1206 Geneva, Switzerland
Tel: 41 22 566 2470

750 3rd Avenue, 5th Floor, New York, NY 10017
Tel: 1 212 512 0500

40/F Central Plaza
18 Harbour Road, Wanchai, Hong Kong
Tel: 852 2585 3888

Other commercial offices:

Chicago, Dubai, Frankfurt, Los Angeles, Paris, San Francisco and Singapore

Subscription service

For our latest subscription offers, visit Economist.com/offers. You can also subscribe by mail, telephone or fax at the details provided below:

Telephone: +65 6534 5186

Facsimile: +65 6534 5066

Web: Economist.com/offers

E-mail: Asia@subscriptions.economist.com

Post: The Economist
Subscription Centre,
Tanjong Pagar Post Office
PO Box 671
Singapore 900671

Subscription for 1 year (51 issues)

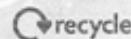
Hong Kong	HK\$ 1,680	Thailand	TH\$230
Australia	A\$365	Japan	¥34,500
Malaysia	MY\$180	India	US\$123
Singapore	S\$365	New Zealand	NZ\$190
Other countries	Contact us as above		

An Economist Group business



PEFC certified

This copy of The Economist is printed on paper sourced from sustainably managed forests, recycled and controlled sources certified by PEFC. www.pefc.org



© 2012 The Economist Newspaper Limited. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of The Economist Newspaper Limited. Published every week, except for a year-end double issue, by The Economist Newspaper Limited. The Economist is a registered trademark of The Economist Newspaper Limited.
M.I.C.A. (P) No. 088/09/2002 PPS 677/11/2012 (S2384)

August 18th 2012

Contents

The Economist August 18th 2012 3



On the cover
People are not just people. They are an awful lot of microbes, too: leader, page 9. Looking at human beings as ecosystems could change medicine, pages 62-64

The Economist online

Daily analysis and opinion from our 19 blogs, plus audio and video content, debates and a daily chart Economist.com/blogs

E-mail: newsletters and mobile edition
Economist.com/email

Print edition: available online by 7pm London time each Thursday
Economist.com/print

Audio edition: available online to download each Friday
Economist.com/audioedition

The Economist

Volume 404 Number 8798

First published in September 1843 to take part in "a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress."

Editorial offices in London and also: Atlanta, Beijing, Berlin, Brussels, Cairo, Chicago, Hong Kong, Johannesburg, Los Angeles, Mexico City, Moscow, New Delhi, New York, Paris, San Francisco, São Paulo, Singapore, Tokyo, Washington DC

6 The world this week

Leaders

- 9 **Modern medicine**
Microbes maketh man
- 10 **Paul Ryan**
The man with the plan
- 10 **Egypt's president**
Brothers in charge
- 11 **Brazil**
A moment of truth for Dilma
- 12 **Banking reform**
Sticking together

Letters

- 14 **House of Lords, cyber-security, universities, narconomics, Jews, plurals**

Briefing

- 19 **The Catholic church in America**
Earthly concerns

Asia

- 23 **ASEAN in crisis**
Divided we stagger
- 24 **History wars in North-East Asia**
Ripping yarns
- 24 **Afghanistan**
The worm turns
- 25 **Australia and asylum-seekers**
Julia's about-turn

China

- 26 **Xinjiang**
Fast and loose
- 27 **Tibetan blogging**
Tweets from the plateau
- 27 **Domestic violence**
Beaten but unbowed
- 28 **Banyan**
China, Olympic victim?

United States

- 29 **The Republican ticket**
The Ryan roadshow
- 30 **Medicare reform**
A healthy difference
- 31 **Domestic terrorism**
The benefits of hindsight
- 31 **Carbon capture**
Going underground
- 32 **Education**
Extreme couponing
- 32 **Social impact bonds**
Being good pays
- 33 **Lexington**
Proposing Vice-President Ryan

The Americas

- 34 **Brazil's economy**
Dilma changes course
- 35 **Rio de Janeiro's Olympics**
The countdown starts
- 36 **Argentina's capital**
Tunnel vision
- 36 **Mexico's presidential handover**
The waiting game

Middle East and Africa

- 37 **Iran and sanctions**
When will it ever end?
- 38 **Iran and China**
The latest invasion
- 39 **The Gaza Strip**
A building boom
- 39 **Egypt's president**
New broom in action
- 40 **Lagos**
Destroying a slum
- 40 **South Africa and its Zulus**
Zuma's kingdom

Europe

- 41 **German economy**
Europe's tired engine
- 42 **French politics**
Liberté, égalité, fermeté?
- 43 **Poland and the euro**
Augustinian delay
- 43 **Turkey's Kurds**
Violent times
- 44 **Spanish savers**
Unhappy holidays
- 44 **Italian politics**
Court closures



The man with the plan
Mitt Romney's choice of Paul Ryan as his running-mate is risky for him but good for America: leader, page 10. The Ryan roadshow, page 29. Mr Ryan is everything Mr Romney isn't: Lexington, page 33



Gaza's building boom
The territory may be set for a dramatic revival, page 39

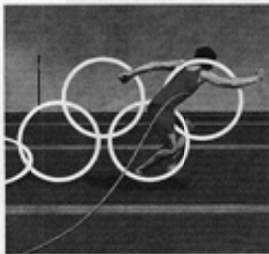


Generation Xhausted
Forget the "sandwich generation". These days others deserve more pity: Bagehot, page 48

» Contents continues overleaf

4 Contents

The Economist August 18th 2012



China, Olympic victim?
The London games revealed some of the insecurity plaguing a confident, rising China: Banyan, page 28



India The country's public-sector banks are sitting on something unpleasant, page 56. Rakesh Jhunjhunwala, India's Warren Buffett, page 58



The origin of specie Theories about where money comes from say something about where the dollar and euro are going: Free exchange, page 61

Britain

- 45 **Higher education**
The best years of their lives
- 46 **The Olympic legacy**
Carrying the torch
- 46 **Train franchises**
The railway children
- 48 **Bagehot**
Generation Xhausted

International

- 49 **Islam and technology**
The online ummah
- 50 **Preaching and practising**
Muslim rituals
- 50 **Islam and alcohol**
Tipsy taboo

Business

- 51 **Consumer goods in Africa**
A continent goes shopping
- 52 **Avon in South Africa**
Cosmetics make a difference
- 53 **The New York Times**
A new boss from the BBC
- 53 **Eike Batista**
A magnate battered
- 54 **The economics of self-storage**
The golden hoard
- 54 **South Korea's music industry**
Export or starve
- 55 **Schumpeter**
The silence of the Bollygarchs

Finance and economics

- 56 **Indian banks**
Hold your nose
- 57 **Standard Chartered v New York**
An unsettling settlement
- 57 **Universal banking**
Together, forever?
- 58 **Rakesh Jhunjhunwala**
Law of the Jungle

- 59 **Derivatives exchanges**
Open deck
- 59 **Slovenia's economy**
Next in line
- 60 **Global house prices**
Searching for solid ground
- 61 **Free exchange**
On the origin of specie

Science and technology

- 62 **The human microbiome**
Me, myself, us

Books and arts

- 65 **Change under Obama**
"The New New Deal"
- 66 **Julia Child**
American foodie
- 66 **Nell Freudenberger**
Marital bliss
- 67 **Pat Barker**
Revisiting the war
- 67 **Rockcreek Park thriller**
Beltway drama
- 68 **Wildlife in Africa**
Apes and Ivory

- 72 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at global business confidence

Obituary

- 74 **Bernard Lovell**
British astronomer



"The New New Deal" A good new book examines what Barack Obama's stimulus package really achieved, page 65

Principal commercial offices:

25 St James's Street, London SW1A 1HS
Tel: 020 7830 7000

Boulevard des Tranchées 16
1206 Geneva, Switzerland
Tel: 41 22 566 2470

750 3rd Avenue, 5th Floor, New York, NY 10017
Tel: 1 212 541 0500

60/F Central Plaza
18 Harbour Road, Wanchai, Hong Kong
Tel: 852 2585 3888

Other commercial offices:

Chicago, Dubai, Frankfurt, Los Angeles,
Paris, San Francisco and Singapore

Subscription service

For our latest subscription offers, visit Economist.com/offers.
You can also subscribe by mail, telephone or fax at the details provided below.

Telephone: +65 6534 5166

Facsimile: +65 6534 5066

Web: Economist.com/offers

E-mail: Asia@subscriptions.economist.com

Post: The Economist
Subscription Centre,
Tanjong Pagar Post Office
PO Box 671
Singapore 910817

Subscription for 1 year (51 issues)

Hong Kong HK\$1,990 Thailand US\$250

Australia A\$365 Japan Yen 34,500

Malaysia US\$200 India US\$123

Singapore S\$365 New Zealand NZ\$390

Other countries Contact us as above

An Economist Group business



PEFC certified

This copy of The Economist is printed on paper sourced from sustainably managed forests, recycled and controlled sources certified by PEFC.

www.pefc.org



© 2012 The Economist Newspaper Limited. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of The Economist Newspaper Limited. Published every week, except for a year-end double issue, by The Economist Newspaper Limited. The Economist is a registered trademark of The Economist Newspaper Limited. Publisher: The Economist. Printed by Times Printers (in Singapore).
M.L.C.A. (P) No. 088/09/2012 PPS 677/11/2012(023860)

August 25th 2012



Contents

28 AUG 2012 ✓

The Economist August 25th 2012 5

On the cover
Too much about Mitt Romney is far too mysterious: leader, page 11. His path to the presidency may require still more reinvention, pages 20-22. Incumbency and early attacks may yet trump the moneybags of the right: Lexington, page 33. A moronic remark about rape startles America, page 30

The Economist online
Daily analysis and opinion from our 19 blogs, plus audio and video content, debates and a daily chart Economist.com/blogs
E-mail: newsletters and mobile edition Economist.com/email
Print edition: available online by 7pm London time each Thursday Economist.com/print
Audio edition: available online to download each Friday Economist.com/audioedition

The Economist
Volume 404 Number 8799
First published in September 1843
to take part in "a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress."
Editorial offices in London and also: Atlanta, Beijing, Berlin, Brussels, Cairo, Chicago, Hong Kong, Johannesburg, Los Angeles, Mexico City, Moscow, New Delhi, New York, Paris, San Francisco, São Paulo, Singapore, Tokyo, Washington DC

8 The world this week

Leaders

11 The presidency
So, Mitt, what do you really believe?

12 The Horn of Africa
Bye-bye big man

12 Japan and China
Barren rocks, barren nationalism

13 The euro crisis
The Finn red line

14 Mobile-money services
Let us in

Letters

16 On Paul Ryan, the euro zone, Japan, Ofcom, lunchtime drinking, the long jump

Briefing

20 Mitt Romney's chances
The changing man

Asia

23 India's north-east
A neglected crisis

24 Australia's economy
Hitched to the China wagon

25 The press in Myanmar
Up to a point, Lord Copper

25 An arrest in Vietnam
Touchable after all

26 Banyan
Pakistan's nuclear profusion

China

27 China and Japan
Relations on the rocks

28 Chinese justice
Punishing the powerful

28 Nationalism in Hong Kong
Patriot games

United States

29 Crime in cities
America's safer streets

30 The Todd Akin affair
Grenades and stilettos

31 America and China
Working partners

31 Atheism
Growing disbelief

32 Immigration law
Out of the shadows

33 Lexington
Attack and defence

The Americas

34 Ecuador and Julian Assange
Deserving each other

35 Antitrust law in Brazil
A champion for choice?

36 Canada's First Nations
More pow than wow

36 The Dominican Republic
Medina's turn

Middle East and Africa

37 Ethiopia's prime minister
The man who tried to make dictatorship acceptable

38 Somalia's government
Baby steps

39 South Africa's mines
In the pits

40 Syria's rebels
More than they can chew

Europe

41 Norway and terrorism
From hero to knave

42 European tax diplomacy
A Swiss-German deal?

42 Angela Merkel
A critic writes

43 The Dutch election
Leftward tilt

44 Romanian politics
The fight over the judiciary

44 Italy's public finances
The boat-tax war



China v Japan Both countries should turn to pragmatism, not stridency, in dealing with island spats: leader, page 12. An outbreak of anti-Japanese protests in China, page 27; Hong Kong is angry too, page 28. Maritime disputes explained, page 49. A timely meditation on Japan's past, page 66



Horn of Africa The lessons for Africa's most troubled region from the career of its most able ruler: leader, page 12. The legacy of Meles Zenawi in Ethiopia, page 37. Somalia's new parliament, page 38



India's Muslims Violence in distant Assam boils over in the rest of the country—and Muslims from the north-east are frightened, page 23

» Contents continues overleaf



Back to Top

38

6 Contents

The Economist August 25th 2012



The euro Finland has least to gain from a grand bargain to save the single currency: leader, page 13. The Finns are being hard-nosed because they face their own hardship, page 56. The Dutch are angry too, page 43. Meanwhile, Ciao austerity, page 44



Airlines Everyone else in the travel business makes money off them. The big carriers are trying to fight back, page 50



Computer viruses Soon, the bugs in your laptop may assemble themselves from other bits of code, page 63

Britain

- 45 **Unhealthy Glaswegians**
No city for old men
- 46 **Scotswomen and independence**
Just say yes
- 47 **Bagehot**
The law of averages

International

- 48 **Singletons**
The attraction of solitude
- 49 **Maritime disputes**
Make law, not war

Business

- 50 **The airline business**
The ineluctable middlemen
- 51 **The future of printers**
A fight for survival
- 52 **Apple**
The tech giant's challenge
- 53 **Parcel pick-up services**
Delivering the goods
- 53 **Education technology**
Another click on the wall
- 54 **Innovation in Africa**
Upwardly mobile
- 55 **Schumpeter**
Women in business

Finance and economics

- 56 **Finland and the euro crisis**
Northern gripes
- 57 **One-firm economies**
The Nokia effect
- 57 **Mexico's stock exchange**
Elektric shock
- 58 **Swiss private banks**
Bär's leap
- 59 **China's economy**
Teenage angst

- 59 **Fannie Mae and Freddie Mac**
Back to black

- 60 **Inflation in India**
Who cares about the price of onions?
- 61 **Free exchange**
R&D spending

Science and technology

- 62 **Terrestrial ecology**
NEON light
- 63 **Computer viruses**
A thing of threads and patches
- 64 **Genetic damage and paternal age**
Father figures
- 64 **Repairing voices**
Good vibrations

Books and arts

- 65 **The first Vietnam war**
Hope and hubris
- 66 **Japanese history**
Selective memory
- 66 **"The Queen of Versailles"**
All fall down
- 67 **Stories of espionage**
Spies like her
- 67 **Modernism in literature**
Rumble and roar
- 68 **André Brinks's new novel**
Promises, promises
- 68 **The Venetian roots of modern finance**
By the numbers

- 72 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at farmland prices

Obituary

- 74 **Winnie Johnson**
A mother's duty



Next week
We publish our Technology Quarterly, with reports on self-driving cars, laser weapons, new approaches to solar lighting, high-tech loos and much more

Principal commercial offices:
25 St James's Street, London SW1A 2DG
Tel: 020 7330 7000

Rue de l'Athénée 32
1206 Geneva, Switzerland
Tel: 41 22 556 2470
250 3rd Avenue, 5th Floor, New York, NY 10007
Tel: 1 212 541 0500
60/F Central Plaza
88 Harbour Road, Wanchai, Hong Kong
Tel: 852 2585 3888

Other commercial offices:
Chicago, Dubai, Frankfurt, Los Angeles,
Paris, San Francisco and Singapore

Subscription service

For our latest subscription offers, visit
Economist.com/offers
You can also subscribe by mail, telephone
or fax at the details provided below:

Telephone: +65 6534 5566
Facsimile: +65 6534 5066
Web: Economist.com/offers
E-mail: Asia@subscriptions.economist.com
Post: The Economist
Subscription Centre,
Tanjong Pagar Post Office
PO Box 673
Singapore 900673

Subscription for 1 year (51 issues)
Hong Kong HK\$ 1,800 Thailand US\$250
Australia AS\$365 Japan Yen 34,500
Malaysia US\$200 India US\$123
Singapore S\$365 New Zealand NZ\$390
Other countries Contact us as above

An Economist Group business



PEFC certified
This copy of the Economist
is printed on paper sourced
from sustainably managed
forests, recycled and controlled
sources certified by PEFC
www.pefc.org



© 2012 The Economist Newspaper Limited. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of The Economist Newspaper Limited. Published every week, except for a year-end double issue, by The Economist Newspaper Limited. The Economist is a registered trademark of The Economist Newspaper Limited.
Publisher: The Economist. Printed by Times Printers (in Singapore).
ALLC.A. (P) No. 088/06/2012 PPS 673/12/2012(02288)

Time

Vol.180, No. 07 2012

TIME

VOL. 180, NO. 7 | 2012

2 | Inbox
BRIEFING
5 | Verbatim

6 | LightBox
An Aurora victim

8 | World
Romney gaffes;
Ebola in Uganda

10 | Olympics
Jordyn Wieber's
redemption; Iceland's
handball obsession

14 | United States
Mark Halperin's
Between the Lines
on a Tea Party victory
in Texas

15 | Economy
The turboprop
renaissance

16 | Business
The true cost of
cheap clothes

18 | Health & Science
How drought makes
peaches sweeter

19 | Milestones
Gay Talese on
Gore Vidal

COMMENTARY
**20 | The Curious
Capitalist**
Rana Foroohar on the
tools of the Fed

21 | In the Arena
Joe Klein on
campaign ads
in Ohio

ON THE COVER:
Photograph by
Oded Balilty—AP
for TIME



*Soldiers inside an African Union armored vehicle in Afgoye, Somalia.
Photograph by Dominic Nahr—Magnum for TIME*

FEATURES

22 The New Jerusalem
How ultra-Orthodox Jews
became the fastest-growing
population in Israel
by Karl Vick

28 Sister Act
As a troubled Jamaica turns 50,
Prime Minister Portia Simpson Miller
plans for the next half-century
by Tim Padgett

32 The Outsourced War
U.S.-funded efforts in Somalia
are turning a corner in the
fight against jihadism
by Alex Perry

38 The Big Dry
The creeping disaster of drought could
be here to stay *by Bryan Walsh*

BUSINESS
42 | Management
Why employee-
owned U.K. retailer
John Lewis is on a roll

THE CULTURE
46 | Environment
Making cycling
safer and easier will
encourage its growth
in the U.S.

49 | Books
Kurt Andersen talks
about his novel
True Believers

52 | Travel
Bound for the
Edinburgh Festival?
Here's where to stay
and dine

55 | Essay
The Olympics are on
course, but Britain
lacks direction

56 | 10 Questions
Beach-volleyball star
Misty May-Treanor



TIME Asia is published by TIME Asia (Hong Kong) Limited. Four double issues a year are published. Each counts as two of 54 issues in an annual subscription. TIME Asia may also publish occasional extra issues. © 2012 Time Asia (Hong Kong) Limited. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the U.S. and in the countries where TIME magazine circulates. Member, Audit Bureau of Circulations. Subscribers: If the postal services alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. CUSTOMER SERVICE AND SUBSCRIPTIONS: For 24/7 service, please visit our website: time.com/asiacustomerservice. You may also contact our Customer Services Center at (852) 3128-5688, or email enquiries@timeasia.com or write Time Asia (Hong Kong) Limited, 30/F, Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong. (In Japan, enquiries can be made to 0120-666-238 or enquiries.japan@timeasia.com or Roppongi Hills P.O. Box 58, Minato-ku, Tokyo 106-6134.) Mailing list: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please contact our Customer Services Center. TIME Asia is edited in Hong Kong and printed in Singapore and Hong Kong. Singapore MCA (P) No. 157/09/2011. Malaysia MCM permit no. PPS 678/03/2013(622933).

TIME August 13, 2012

1

Vol.180, No. 08 2012

TIME

VOL. 180, NO. 8 | 2012

4 | Inbox

BRIEFING

5 | Verbatim

6 | LightBox
Attacks in Syria

10 | World
Pussy Riot trial in Russia; an Egyptian border attack; Greece's immigration crackdown

12 | United States
Mark Halperin on negative advertising

13 | Milestones
Farewell to Robert Hughes, TIME's legendary art critic

COMMENTARY

17 | In the Arena
Joe Klein on Obama's reducing the long-term deficit



Jessica Ennis of Great Britain competes in the long jump on her way to a gold medal in the heptathlon at the Olympics. Photograph by Lee Jin-man—AP

THE CULTURE

44 | Art
A show inspired by "truthiness," the blurred boundary between fact and imagination

46 | Music
A young R&B star's new album thrives on a spirit of full disclosure

47 | Books
Simon Armitage connects with his inner troubadour

48 | Travel
Five great reasons to check out Jordan's fabled ruins of Petra

FEATURES

18 Ground Control
With the Curiosity rover on Mars, there's serious science ahead
by Jeffrey Kluger

24 Mongolia's Challenge
Thanks to vast mineral deposits and aggressive neighbors, modern Mongolia is finding its way *by Hannah Beech*

30 Power Women
The London Games have taken female athleticism to the next level
by Bill Saporito

35 Your Ad Here
Will placing corporate logos on NBA jerseys bring cash to the court?
by Josh Sanburn

36 Local Is the New Global
What the rise of localnomics means for the future of U.S. business *by Rana Foroohar*



ON THE COVER:
Photo-Illustration by Joe Zeff Design for TIME.
Mars landscapes: NASA

TIME Asia is published by TIME Asia (Hong Kong) Limited. Four double issues a year are published. Each counts as two of 54 issues in an annual subscription. TIME Asia may also publish occasional extra issues. © 2012 Time Asia (Hong Kong) Limited. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the U.S. and in the countries where TIME magazine circulates. Member, Audit Bureau of Circulations. Subscribers: If the postal services alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. CUSTOMER SERVICE AND SUBSCRIPTIONS: For 24/7 service, please use our website: time.com/asiacustomerservice. You may also contact our Customer Services Center at (852) 3128-5888, or e-mail enquiries@timeasia.com or write Time Asia (Hong Kong) Limited, 30/F, Oxford House, Taksoo Place, 979 King's Road, Quarry Bay, Hong Kong. (In Japan: enquiries can be made to 0120-966-239 or enquiries@timeasia.com or Roppongi Hills P.O. Box 58, Minato-ku, Tokyo 106-6134.) Mailing list: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please contact our Customer Services Center. TIME Asia is edited in Hong Kong and printed in Singapore and Hong Kong. Singapore MICA (P) No. 157/09/2011. Malaysia KPDN permit no. PPS 678/03/2013/0229333.

Newsweek





August 3rd 2012

WMT Library 28 JUL 2012

Newsweek

contents

AUGUST 3, 2012

U.S. SOCIETY PAGE 22 KOOHHAAS PAGE 32 SHOPPING ART PAGE 38

PERISCOPE

- 8 **NEWS GALLERY**
- 10 **COMPASS**
The Stationary State
By Niall Ferguson
- 11 **AVIATION**
Boeing's Thin Skin
By Clive Irving
- 12 **LAW AND POLITICS**
My Most Famous Students
By Laurence Tribe
- 14 **MY FAVORITE MISTAKE**
Jerry Weintraub
- 15 **PERSPECTIVES**

FEATURES

- 16 **Secrets of the Vatican**
A series of leaks have exposed chaos at the heart of the Pope's empire.
By Peter Popham and Barbie Latza Nadeau

The leaks have been loudly condemned by the Vatican, and the man blamed for them may end up in jail.

—VATICAN SECRETS 16

- 22 **Generation Screwed**
'Boomer America' never had it so good. As a result, today's young Americans never had it so bad.
By Joel Kotkin
- 28 **The Horror Below Decks**
What you should know before boarding a cruise ship.
By Eve Conant and Barbie Latza Nadeau

CULTURE

- 32 **DESIGN** Rem Koolhaas.
- 38 **ART** The recession spenders.
- 44 **BOOKS** Lionel Shriver.
- 46 Reading Murakami.

PLUS

- 48 **THE CITY** Sydney.

ON THE COVER:
Photo by Alberto Pizzoli—AFP.

AUGUST 3, 2012 | 5

August 10th 2012

04 AUG 2012

Newsweek

contents

AUGUST 10, 2012




GOVERNANCE PAGE 15



THE ASSADS PAGE 26



CORNELL TECH PAGE 40

PERISCOPE

8 NEWS GALLERY

10 ECONOMY
The British Are Drinking
By Peter Popham

12 COMPASS
Facebook Won't Save Us
By Niall Ferguson

14 MIDDLE EAST
The War America Abandoned
By Peter Beinart

15 GOVERNANCE
The Cost of Corruption
By Melinda Liu

18 PERSON OF INTEREST
Elisabeth Badinter

WORLD ON A PAGE
Oprah's Faux Pas and More
By Tunkou Varadarajan

20 MY FAVORITE MISTAKE
Amar'e Stoudemire

Women—whose subservience has been a pillar of traditional Saudi society—have become the chief proponents of change.
—REBELLION BEHIND THE VEIL 22

FEATURES

22 The Rebellion Behind the Veil
Thousands of Saudi women are daring to challenge the status quo at home.
By Karen House

26 Syria's Fake First Family
My notorious Vogue interview with Mrs. Assad, the first lady of hell.
By Joan Juliet Buck

34 Foreigners at the Gates
China's long and contradictory relationship with outsiders is coming to the fore—and it's turning ugly.
By Duncan Hewitt

CULTURE

38 KUNG FU The Shaolin brand.

40 TECHNOLOGY Silicon Island.

46 ART Artist Without Borders.

PLUS

48 THE CITY Medellín.

ON THE COVER:
Illustration by Minhaj Ahmed Rafiq.

AUGUST 10, 2012 | 5

August 17th 2012

WMT Library 15 AUG 2012

Newsweek

contents

AUG. 17, 2012




SYRIA PAGE 28



BRITAIN PAGE 34

PERISCOPE

8 **NEWS GALLERY**
10 **NATIONALIST**
The frayed AmPak relation.
By Shuja Nawaz
12 Washington's Whipping Boy.
14 A Big Hug for Hugo.
16 **WORLD ON A PAGE**
18 **HEALTH** Ebola.
20 **MY FAVORITE MISTAKE**
21 **PERSPECTIVES**

FEATURES

22 **Darkness at Noon**
Power cuts are a part of daily life in India.
By Dilip D'Souza
24 **What Caused the Blackout?**
A top adviser to New Delhi on the search for answers.
By Ron Moreau
27 **Lights Out**
India's massive blackout is just the beginning.
By Niall Ferguson

'India's electricity grid is so dilapidated that 27 percent of the power it carries is lost as a result of leakage and theft. And a quarter of the population doesn't have access to electricity at all.'
—INDIA PAGE 22

CULTURE

40 **HISTORY** Shakespeare's London.
42 **WINE** Stalin's favorite red.
44 **TRAVEL** Swimming.
46 **VALUES** The code of real aristocrats.
47 **ICON** Gore Vidal.

PLUS

48 **THE CITY** San Francisco.

ON THE COVER:

By Minhaj Ahmed Rafi.

AUGUST 17, 2012 | 5

August 17th- 24th 2012

Library
17 AUG 2012

Newsweek

contents

AUG. 24 & 31, 2012




BEST PLACES TO EAT PAGE 44

WORLD ON A PAGE PAGE 14

PERISCOPE

8 NEWS GALLERY

10 U.S. POLITICS
A 'Mayors' Party?
By Michael M. Thomas

11 MIDDLE EAST
The Iranian Hand.
By Mike Giglio

12 ECONOMY
Europe's Other Sick Man.
By Daniel Gross

13 TECHNOLOGY
Intelligent Email.
By Maya Baratz

14 PERSON OF INTEREST
Russia's Viktor Ivanov.
WORLD ON A PAGE
By Tunku Varadarajan

16 MY FAVORITE MISTAKE
Novelist Nicholas Sparks.

17 PERSPECTIVES

FEATURES

18 To Unfriend Al Qaeda
Many Taliban are sick of their old allies. But how do they get out?
By Sami Yousafzai and Ron Moreau

Unless Mullah Omar's group completely severs its ties to Al Qaeda, the war in Afghanistan will continue indefinitely, regardless of the promised U.S. withdrawal.

—TO UNFRIEND AL QAEDA PAGE 18

42 Egypt's Happy Oasis
As the country struggles to boost tourism after the Arab Spring, all eyes are on the thriving resort of El Gouna.
By Sana Butler

44 Best Places to Eat
We gathered 53 luminary chefs to help us highlight the 101 hottest eateries around the world.

CULTURE

56 SPORTS Usain Bolt's sly bravado.

58 FILM This Year's Amélie?

60 BOOKS What the Dickens!

62 TV The hottest new political drama.

64 BACK STORY American Idol.

ON THE COVER:
AREF KARIMI—AFP

AUGUST 24 & 31, 2012 | 5