

Bloomberg Businessweek Alert

A Preview of Bloomberg Businessweek's

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THIS WEEK:

COVER -- AMAZON'S HIT MAN: A Tale of Books, Betrayal, and The (Alleged) Secret Plot to Destroy Literature Larry Kirshbaum was the ultimate book industry insider until Amazon called

Also:

mystery Ship: China's Varyag by Paul Barrett The Adventures of Superfood Man by Peter Heller Why Would Anyone Want to Kill Pietro Ichino? by Stephan Faris The MBA Candidate Meets the Mad-as-Hell Electorate by Joshua Green

Bloomberg Businessweek writers available for interviews

AMAZON'S HIT MAN: A Tale of Books, Betrayal, and The (Alleged) Secret Plot to Destroy Literature By Brad Stone

In this week's cover story, senior technology writer Brad Stone reports on how Amazon is shaking up the staid, money-losing book publishing industry and creating high anxiety among the Big Six Publishers with its NYC-based book publishing division, and hiring of the ultimate publishing insider, Larry Kirshbaum. For the last ten years, book publishers enjoyed a fruitful relationship with Amazon.com when it was simply an online retailer. But Amazon's introduction of the Kindle, and the launch of Amazon Publishing, have threatened to cut the middlemen, traditional publishers, out of the equation. New York's insular book world is now feeling betrayed by their former colleague. With deep pockets and superior technology, Amazon is getting ready to change (and some argue, destroy) the future of books.

Read the full story:

<http://www.businessweek.com/magazine/amazons-hit-man-01252012.html>

## MYSTERY SHIP: CHINA'S VARYAG

By Paul Barrett

In 1985 the Nevskoye Planning and Design Bureau of the USSR began work on an aircraft carrier called the Varyag. In 1992 construction ceased and it was sold in a garage sale to the Chong Lot Travel Agency in Hong Kong. This spring it took its first voyage as the centerpiece of the emerging Chinese navy.

## THE ADVENTURES OF SUPERFOOD MAN

By Peter Heller

Darin Olien, who has traveled in the past two years to Peru, Indonesia, Costa Rica, Bhutan, and China in search of underappreciated fruits, nuts, and grains, may be the most aggressive hunter of superfoods on the planet. A superfood is "a natural food regarded as especially beneficial because of its nutrient profile or its health-protecting qualities. Millions of health-conscious Americans are now heeding the advice of superfood entrepreneurs.

## WHY WOULD ANYONE WANT TO KILL PIETRO ICHINO?

By Stephan Faris

Pietro Ichino, an Italian labor law professor whose most recent book, *Inquiry into Labor*, has won him political influence and death threats. The Ichino Plan is one of the hottest political issues and finds that Italian companies can't compete in a global economy until the country's labor regulations are reformed—a view that is gaining currency in the political Establishment.

## THE MBA CANDIDATE MEETS THE MAD-AS-HELL ELECTORATE

By Joshua Green

Mitt Romney has been criticized for the collateral damage inflicted by private equity firms and the preferential tax treatment given to those who have amassed fortunes running them. Rather than standing for what's best about business, Romney is being held up as typifying what's worst. That's tarnished the mythology of the businessman as President, and could force Washington to act against the very executives who are his most fervent supporters. Romney may even inadvertently bring about what liberal reformers have tried and failed to achieve for years: a tax code that imposes a much heavier share of the burden on people like him.

Read the full story :

<http://www.businessweek.com/magazine/the-mba-candidate-meets-the-madashell-electorate-01252012.htm>

## RIM's NEW CEO: WHAT, ME WORRY?

By Peter Burrows and Hugo Miller

When tech giants fall, they rarely get up again. If there are lessons to be learned from those exceptions, BlackBerry maker Research In Motion doesn't seem to be listening. The current plan is for RIM to continue investing in both hardware and software, scrapping its aging BlackBerry operating system for one called BlackBerry 10. So far, the outlook isn't encouraging on top of the fact that its PlayBook tablet has been a flop.

## CONVICTED CON MAN TELLS ALL!

By Karen Weise and Susannah Nesmith, with David Voreacos

“All Ponzi schemes do the same thing: They explode at the end,” says convicted con man Scott Rothstein. While his \$1.2 billion Ponzi scheme blew up in 2009, the debris is still falling to earth. In an attempt to get his 50-year sentence reduced, Rothstein is naming accomplices including his own uncle and detailing exactly how his scheme worked.

## HAVING THRIVED IN AMERICA, HYUNDAI TAKES ON EUROPE

By Chris Reiter

Hyundai has made its name selling quality cars that are priced less than the competition. They have used that combination successfully in the U.S., where it and Kia Motors, the sister brand it has controlled since 1998, have leapt to the No. 2 spot among foreign carmakers. In the U.S. last year, Hyundai and Kia sold 1.13 million vehicles—more than triple Volkswagen's 324,401. Now the carmaker is targeting Europe just as the region's debt crisis is making consumers more cost-conscious.

## CHINA'S NEXT BOSS COMES TO MEET THE DEBTORS

By Michael Forsythe and Dexter Roberts

Xi Jinping, Chinese Vice-President and heir apparent to President Hu Jintao, has spent years working with entrepreneurs and self-made men in Zhejiang. This province's capitalist spirit rubbed off on Xi and may provide some insight into how he plans to govern. All eyes will be on Washington, DC. when he visits the White House next month.