

## Bloomberg Businessweek Alert

A Preview of Bloomberg Businessweek's December 1-7, 2014 Issue

On newsstands Friday, November 28th

Bloomberg Businessweek writers are available for interviews

## COVER: [VIDEO GAME AVENGER](#) -- ONE WOMAN'S CRUSADE TO VAPORIZE GAMING'S GROSSEST TROLLS by Sheelah Kolhatkar



### [THE STARTUPS OF NAZARETH](#)

by Drake Bennett

### PHOTO ESSAY: [BORDER LINES -- TRACKING UNAUTHORIZED MIGRANTS FROM ABOVE](#)

by Kirsten Luce

### LEARNING THE EBOLA HANDSHAKE

by Clair MacDougall

### THE GHOSTS OF BHOPAL

by Paul M. Barrett

### [IT'S NOT THE END OF THE WORLD FOR R.E.M.](#)

by Hugo Lindgren

See how this week's cover was

made: <http://buswk.co/CoverTrail49>

Stories will be posted on Businessweek.com throughout the day.

All stories will be online by 11:59pm ET today, Wednesday,

November 26th

### WHAT DO VIDEO GAMES HAVE AGAINST WOMEN? by Sheelah Kolhatkar

Bloomberg Businessweek's Sheelah Kolhatkar interviews media critic Anita Sarkeesian, the woman at the forefront of the fight against disturbing depictions of women in video games, from blockbusters such as *Grand Theft Auto* and *Call of Duty* to obscure titles like *Splatterhouse* and *MediEvil 2*. Sparking widespread debate, Sarkeesian has spent the last two years putting together a scholarly criticism of video games as a medium through a series called "Tropes vs Women in Video Games," published on her website *Feminist Frequency*. The series tapped something that was waiting to explode. And it might change an industry that's now larger than Hollywood by some measures. **Read the full story here:** <http://buswk.co/Sarkeesian49>

### THE STARTUPS OF NAZARETH by Drake Bennett

Israel boasts the second-largest collection of fledgling tech companies in the world, after Silicon Valley. Israeli programmers and engineers—and the security software, biomedical devices, and agricultural technologies they create—enjoy a reputation for ambition and technological ingenuity. Israel's tech sector has grown despite intense conflict. During a bloody period this summer—when 4,500 Hamas rockets were launched at Israel, the Israeli Defense Forces invaded the Gaza Strip, and more than 2,000 Palestinians and 70 Israelis were killed—the pace of investment in Israeli startups actually increased. *Bloomberg Businessweek's* Drake Bennett explores what it's like to be an Arab entrepreneur in a divided Israel. **Read the full story here:** <http://buswk.co/ArabTech49>

PHOTO ESSAY: [BORDER LINES -- TRACKING UNAUTHORIZED MIGRANTS FROM ABOVE](#) Photographs by Kirsten Luce, introduction by Karen Wiese

In October, photographer Kirsten Luce joined agents on eight helicopter flights as they looked for evidence of crossings in the Valley, and took a series of stunning photographs of the wild, low-tech processes of tracking migrants. Snaking along the southern tip of Texas, the wide floodplain of Rio Grande Valley has become the busiest point for illegal crossings along the U.S.-Mexico border—and it may get busier still if Obama, as expected, puts an end to millions of potential deportations. *See the photo essay here:* <http://buswk.co/BorderLines49>

#### **THE GHOSTS OF BHOPAL by Paul M. Barrett**

On Dec. 3, 1984, the worst industrial accident in history unfolded in India when an enormous 40-ton plume of poisonous gas escaped from a Union Carbide insecticide plant in Bhopal, India. Beyond sullyng the reputation of multinational corporations, the episode left a sobering legal legacy: the U.S. judiciary's unwillingness to grapple with the onerous side effects of under-regulated industrialization. *Bloomberg Businessweek's* Paul Barratt asks: How much have things changed since? Would we react differently to a comparable disaster today?

#### **LEARNING THE EBOLA HANDSHAKE by Clair MacDougall**

Liberia was already dealing with falling commodities prices when Ebola hit. Now, the future for many small businesses in the West African nation is uncertain. One struggling fast-food restaurant, Monroe Chicken, provides a glimpse of the virus's economic damage and the hazards faced by small enterprises amid the crisis.

#### **PLANE SPOTTING by Julie Johnsson and Britton Staniar**

Etihad Airways' first 787 Dreamliner, parked outside Boeing's plant in Everett, Wash., is an object of desire among planespotters for a new, secrecy-shrouded paint scheme. It has been in thousands of photos by plane enthusiasts, making it tough for Boeing to hide problems.

#### **PREORDER APPS SIGNAL THE END OF THE COFFEE LINE by Olga Kharif**

Starting in December, around 150 Starbucks stores in Portland, Ore. will start using a new preorder app that gives customers a pickup time. Fast-food chains including McDonald's, Taco Bell, Pizza Hut, Domino's Pizza, Subway, and Dunkin' Donuts are using, testing, or developing similar apps. These apps could cost stores about \$25,000 to implement but increase traffic by as much as 30 percent. *Read the full story here:* <http://buswk.co/PreorderApps49>

#### **MODERNIZING THE MILITARY'S PX by Maud Doyle**

In the past five years, the military's Exchange Service, a store that provides everything a soldier might need or want, tax-free and often at a deep discount, has seen a steady decline in sales as troop levels have fallen. Now, as the U.S. winds down combat operations in Afghanistan, the Exchange is trying to reinvent itself for customers based at home—with the help of turnaround artist Tom Shull who brought Barneys out of bankruptcy.

#### **PAYDAY LOANS MOVE ONTO THE RESERVATION by Zeke Faux**

Payday loans—costly, short-term advances for those with poor credit—are illegal in North Carolina and about a dozen other states. That's driving online lenders to Indian reservations, where tribes say sovereign immunity shields them from state interest rate regulations.

#### **IT'S NOT THE END OF THE WORLD FOR R.E.M. by Hugo Lindgren**

Years after its last album, 1990s icon R.E.M. has managed to carve out a lucrative niche by targeting die-hard fans with a \$99 set of six DVDs called REMTV. It's a quirky product, yet makes perfect sense as a natural evolution of their unorthodox business strategy. *Read the full story here:* <http://buswk.co/REM49>  
*Watch our video, "The B-Sides of R.E.M.'s Peter Buck," here:* <http://buswk.co/REMvideo49>