

● The Petrostate of America 31

● What really spooked markets 25

● Eddie Lampert's worst trade 27

Bloomberg Businessweek

October 22, 2018 ASIA EDITION

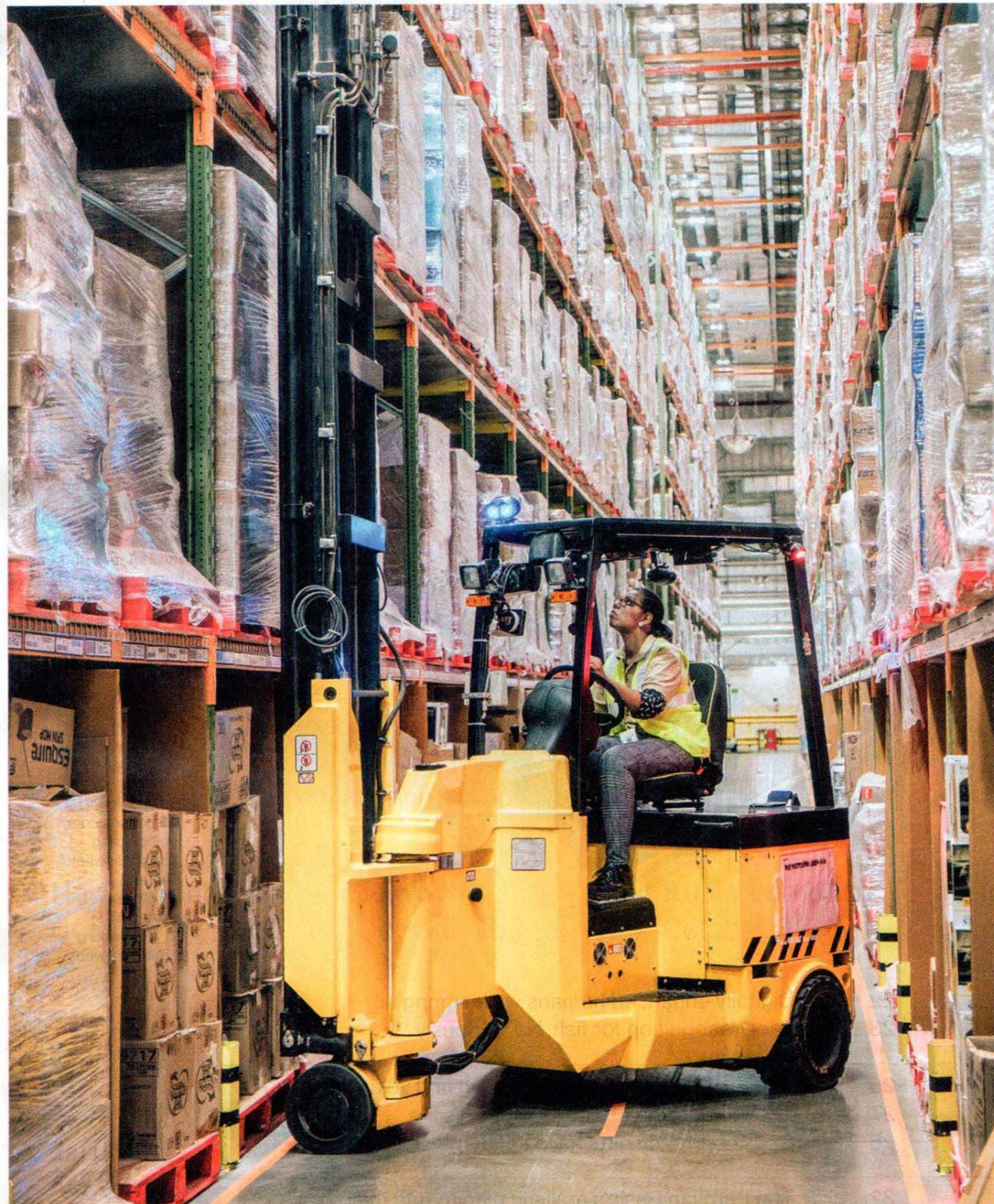
AMAZON'S QUEST TO WIN INDIA

**THE PRIZE IS
1.3 BILLION
CUSTOMERS —
AND WALMART
WANTS
THEM, TOO**

42

**THE
FUTURE
OF RETAIL
ISSUE**





◀ Amazon's fulfillment center near Bengaluru, India

FEATURES

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

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



How to Contact
Bloomberg
Businessweek

Editorial
212 617-8120
Ad Sales
212 617-2900
731 Lexington Ave.,
New York, NY 1002
Email
bwreader
@bloomberg.net
Fax
212 617-9065
Subscription Customer
Service URL
businessweekmag
.com/service
Reprints/Permissions
800 290-5460 x100
or email
businessweekreprin
@theygsgroup.com

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

Follow us on
social media

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



Cover:
Photograph by
Mahesh Shantaram
for Bloomberg
Businessweek