IN BRIEF

■ BofA whistleblowers make bank ● Aramco may go for a smaller IPO ● Bayer-Monsanto gets the EU OK

REMARKS

VIEW

We need an agency to clean 10 up toxic data spills

It's time to call out the idea of arming teachers for the cynical threat to kids' safety that it is

BUSINESS

TECHNOLOGY

12

FINANCE

Spotify remade 15 the music biz and nabbed 70 million paying subscribers. But can it make a profit?

Facebook's 2 billion 20 users are no longer in a forgiving mood

Jes Staley has 27 big ambitions for Barclays—and not much time

19 The king of streaming music sees itself as the next Netflix. It's not

21 A father-daughter startup digs deep into nuclear waste

29 Insider trading is rampant in Mexico's stock market. Enforcement, less so

America's first solar-24 powered city slowly rises in the Sunshine State

If only guitar maker Gibson 30 could shred its crushing debt load

34

ECONOMICS

POLITICS

SOLUTIONS/ **DATA PROTECTION**

The Fed may not 32 know much about inflation after all

Ex-con and former 37 coal baron Don Blankenship wants Joe Manchin's Senate seat

The EU's new data 42 privacy rules carry a hefty price tag for global companies

China's new central banker will wield tremendous economic power-but he'll do it with a shorter leash

Lobbyists quietly plan 39 to insert a Big Business wish list into a Nafta rewrite

The Austrian activist 44 who took on Facebook may soon be coming after your company

Russian oligarchs battle 41 over a Siberian metals company

Are the new EU regulations 45 a roadblock for your blockchain business?

46 Why is Huawei so scary?

"I've forgotten and forgiven": Prince Alwaleed on his detention

The nursing-home operator who wants to save Minnesota mining



PURSUITS



companies outlive their founders?

67 American cocktail drinkers get bitter

68 Add some new zing to your old bling



70 The Critic: It's getting easier to shop for flights. And airlines aren't happy about it

71 The One: Arccos 360 golf swing tracker

72 Game Changer: Thelma Golden, art curator, artist advocate

Correction:

"Washington's Most Controversial Restaurant" (Pursuits, March 19, 2018) stated that almost 70 percent of Washington's population voted for Hillary Clinton in 2016; in fact, more than 90 percent did. How to Contact Bloomberg Businessweek

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

bwreader @bloomberg.net

Fax 212 617-9065 Subscription Customer

Service URL businessweekmag .com/service

Reprints/Permissions 800 290-5460 x100 or email

businessweekreprints @theygsgroup.com

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

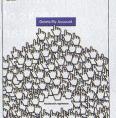
Follow us on social media

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

o tu£

attac

Bloomberg Businessweek



Cover: Illustration by 731

15



Taylor Swift

20



Mark Zuckerberg

30



B.B. Kina



Martha Graham



Bloomberg Businessweek (USPS 080 900) March 26, 2018 (ISSN 0007-7135) E Issue no. 4563 Published weekly, except one week in January, February, April, June, July, September, and December, by Bloomberg L.P. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Executive, Editorial, Circulation, and Advertising Offices. Bloomberg Businessweek, 731 Lexington Avenue, New York, NY 10022. POSTMASTER: Send address changes to Bloomberg Businessweek, P.O. Box 332, Haywards Heath, West Sussex, RH16 3FP UK. Businessweek, Subseaudardantsubs.com QST#1008327064. Registered for GST as Bloomberg L.P. GST #1229 9898 RT0001. Copyright 2018 Bloomberg L.P. All rights reserved. Title registered in the U.S. Patent Office. Single Copy Sales: Call 800 298-9867 or e-mail: busweek@mrmsinc.com. Educational Permissions: Copyright Clearance Center at info@copyright.com. Printed In Belgium CPPAP NUMBER 0414N68830