

The Economist

DECEMBER 17TH-30TH 2011

Economist.com

Europe, Britain and all that

America's fragile recovery

Make a new plan, Stans

Who's best at innovation?

The Higgs boson and the power of physics

Seven seconds that changed music

The man who made advertising sexy

Why the best beer is Belgian

The founding fathers' beliefs

The East India Company

Brazil's servant problem

South Korea: the one-shot society

Sun Tzu and the art of soft power

The joy of walking

Albrecht Dürer's business model

Coffee and revolution in Cairo

The admirable adventures of Anthony Knivet

The science of crowds

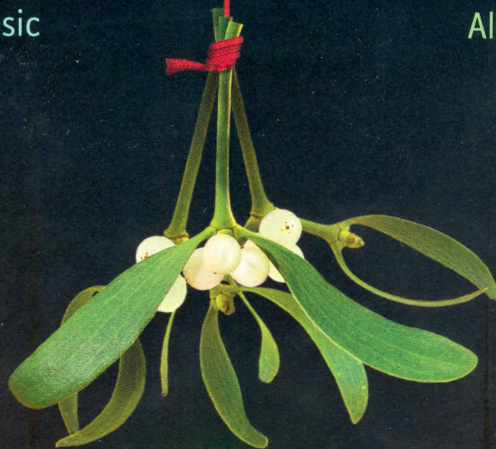
Why China fails at football

How Martin Luther went viral

A Downing Street Christmas story

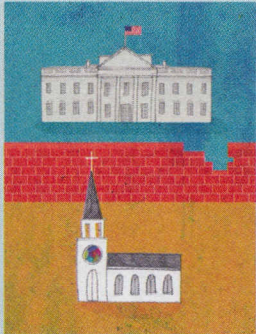
and...

In search of rare frogs





31 In search of India's rare frogs



35 The founding fathers' religious beliefs



47 Brazil's servant problem

52 The admirable adventures of Master Anthony Knivet

59 Why China fails at football



71 Sun Tzu and the art of soft power

77 South Korea: the one-shot society

9 The world this year

Leaders

- 13 **The European Union in disarray**
A comedy of euros
- 14 **America's fragile recovery**
A year of living pigheadedly
- 16 **Central Asia**
Make a new plan, Stans
- 18 **In praise of particle physics**
Higgs ahoy!

Letters

- 20 **On defence, Georgia, infrastructure, Africa, foie gras, Jesus, Greece, Europe**

United States

- 39 **American veterans**
A hard homecoming
- 40 **Winter strikes Chicago**
Shovel ready
- 42 **New Mexico's governor**
How to grab Latinos
- 44 **Lexington**
The Republicans flirt with fratricide

The Americas

- 57 **Argentina's president**
Cristina prepares to defy gravity
- 58 **Peru's government**
By the right, march
- 58 **Canada and climate change**
Kyoto and out

Asia

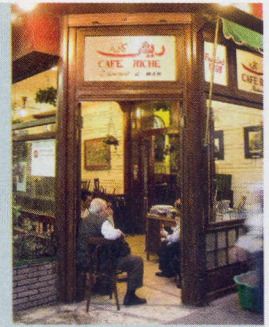
- 63 **Kazakhstan at 20**
Not-quite-eternal Nursultan
- 64 **Logging in Cambodia**
Dead wood
- 64 **China's economic planning**
Prudent and proactive
- 66 **India's political paralysis**
Gasping for breath
- 68 **A Delhi centenary**
Pomp and frolics

Middle East and Africa

- 81 **Africa's population**
Miracle or Malthus?
- 82 **South Africa**
Fat is bad but beautiful
- 82 **Syria's opposition**
Gaining ground
- 84 **Kenya and Dickens**
Great expectations

Europe

- 89 **The EU and the euro**
Game, set, mismatch
- 91 **France's presidential election**
Another Dominique
- 92 **Protests in Russia**
Putin the boot
- 92 **Belgian massacre**



85 Coffee and revolution in Cairo

93 How Martin Luther went viral

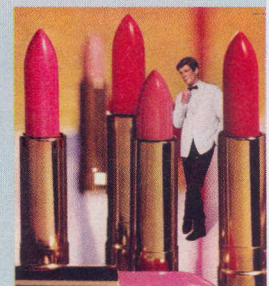


97 A Downing Street Christmas story

105 The joy of walking the Dales Way



109 Lessons from the East India Company



119 Ernest Dichter, the man who made advertising sexy



- 124 Why the best beer is Belgian



- 135 The strange but valuable science of crowds



- 141 Albrecht Dürer's business model



- 145 The Amen break: seven seconds that changed the face of music

Britain

- 101 **The coalition and Europe**
State of the union
- 102 **Threats to financial services**
Success and the city
- 102 **The view from Norway and Switzerland**
In with the out crowd
- 103 **Natural resources**
Mine what you wish for
- 104 **Bagehot**
How Britain could leave Europe

International

- 107 **Euphemisms**
Making murder respectable

Business

- 113 **French nuclear energy**
Under pressure
- 114 **Japan Inc shops abroad**
Have yen, will travel
- 115 **Avon boots out its boss**
Andrea's adieu
- 115 **Labour relations in America**
Boeing bullied
- 116 **Schumpeter**
Who's best at innovation?

Finance and economics

- 127 **The euro crisis**
Damned with faint plans
- 128 **European banks**
Staggering to the rescue
- 128 **Seasonal giving**
Keeping up with the Santas

- 130 **Buttonwood**
Snobbery towards commerce
- 132 **Economics focus**
One nation overdrawn

Science and technology

- 137 **The Higgs boson**
Fantasy turned reality?
- 138 **Climate-change summit**
A deal in Durban
- 140 **Body hair**
The not-so-naked ape

Books and arts

- 147 **Botticelli and his bankers**
Gold, God and forgiveness
- 148 **Fra Angelico**
Haloes and holiness
- 149 **The City of London**
Of word and bond
- 149 **Free will and the brain**
Who's in charge?
- 164 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at corporate defaults

Obituary

- 166 **Christopher Logue**
Possessed by Homer

Principal commercial offices:

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

Boulevard des Tranchées 18
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

For subscription service, please contact by telephone, fax, web or mail at the details provided below:

Telephone: 1 800 456 6086 (from outside the US and Canada, 1 314 447 8091)

Facsimile: 1 866 856 8075 (from outside the US and Canada, 1 314 447 8065)

Web: Economistsubs.com

E-mail: customerhelp@economist.com

Post: The Economist Subscription Services, P.O. Box 46978, St. Louis, MO 63146-6978, USA

Subscription for 1 year (51 issues)

United States	US\$138
Canada	CN\$189
Latin America	US\$270

The Economist

Volume 401 Number 8764

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

An Economist Group business



PEFC certified

This copy of *The Economist* is printed on paper sourced from sustainably managed forests certified by PEFC

www.pefc.org

