

A guide to *The Economist*

The Economist

Why the smart money is on Hillary

Pakistan, on the edge

Chrysler: the great used-car sale

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Time to get rid of a few species

America's fear of China



What we cover, every week:

Find the articles you need to read, fast.

As a time-starved student or professor, you'll appreciate our expanded Table of Contents. It provides brief descriptions of every featured article, helping you zero in quickly on topics relevant to your studies. There's also an abbreviated Table of Contents at the beginning of each editorial section—perfect for finding the facts you need to formulate an opinion or argue a point.



This is the first page of the Table of Contents. It features a red header with the word 'Contents' in white. Below the header, there are several columns of text, each preceded by a small image. The images include a person in a suit, a group of people, and a person in a hat. The text is organized into sections, with sub-sections and individual article titles. The layout is clean and professional, with a clear hierarchy of information.



This is the second page of the Table of Contents. It continues the layout from the first page, with a red header and multiple columns of text. The images are smaller and more numerous, interspersed with the text. The overall design remains consistent, with a focus on readability and ease of navigation. The text is dense but well-organized, providing a comprehensive overview of the week's content.

- **The World This Week:** A 2-page summary of world events.
- **Leaders:** Articles on the most pressing current events of the week.
- **Letters:** Both challenging and congratulatory, readers' letters keep our editors on their toes.
- **Briefings:** An in-depth study of crucial issues of particularly timely importance.
- **United States:** See how the world views American politics, policies, people, leaders and culture.
- **International:** A forum to discuss global trends, institutions and issues, as well as compare the ways that different parts of the world react to global challenges.
- **The Americas:** Reports concerning Canada, Mexico and Latin America.
- **Asia:** Broad coverage from Australia to India, from Japan to Thailand.
- **Middle East and Africa:** Articles on the unfolding dramas in these highly volatile regions.
- **Europe:** Reports on the EU as well as all individual countries.
- **Britain:** Features on current political, economic and social issues.
- **Business:** First-rate coverage on business, economic and financial issues, including company and individual profiles.
- **Finance and Economics:** Reports on the world's economic trials, tribulations and valuations.
- **Science and Technology:** Features on scientific, medical and technological breakthroughs and discoveries.
- **Books and Arts:** Book reviews and reports on trends in the arts.
- **Obituary:** A final farewell to those who made a great impact on the world.
- **Economic and Financial Indicators:** Economic and financial statistics on 15 developed countries and the Euro area.
- **Emerging-Market Indicators:** Important statistics on 25 emerging economies, with additional data on niche topics.

Here's what makes *The Economist* the ideal weekly newsmagazine for professors and students:



THE WORLD

One-third of each issue of *The Economist* is devoted to coverage of major topical, political, financial and social issues. Six separate regions of the globe are spotlighted: United States, The Americas, Asia, Middle East and Africa, Europe and Britain.



UNITED STATES

With weekly in-depth discussions on topics uniquely American, see our country as you've never seen it before — from the outside in. It's an open forum on issues that affect you personally, financially, politically, environmentally, and ethically.



INTERNATIONAL

Our unique International section puts a different spin on news analysis, comparing the ways that different parts of the world react to global challenges like crime, epidemics and migration. Plus, enjoy a fresh perspective on a range of international concerns, from human rights to religion to arms proliferation.



BUSINESS

The Economist introduces you to business movers and shakers and explores financial markets, economic trends and management techniques through engrossing reports on everything from industrial production, to evolving business technology, to international corporate maneuverings and triumphs.



FINANCE AND ECONOMICS

Each issue of *The Economist* analyzes economic questions and crises, exploring currencies, banking, trade and more, and makes shrewd predictions to help investors protect themselves and even profit during uncertain times.



SCIENCE AND TECHNOLOGY

The Economist reports on today's scientific, medical, and technology breakthroughs to keep you on top of the headline-making discoveries. Learn more about everything from the environment, to biotechnology, to the latest probes into esoteric corners of physics and mathematics.



BOOKS AND ARTS

Enjoy book reviews and reports on trends in the arts, film, music and sport. Plus, stay informed with a monthly ranking of the world's biggest-selling books. *The Economist* celebrates art and artists — the best, the brightest, the avant-garde and the plain unusual.



BRIEFINGS

Explore important subjects that are both timely and topical. Recent briefings have covered America's housing market, the German automotive industry, investment diversification strategies, and India's superheated economy.



SPECIAL REPORTS

Approximately 20 times a year, *The Economist* publishes a Special Report spotlighting a specific country, industry or hot-button issue. These in-depth analyses cover topics like Offshore Finance, China's Regional Economic Role, Telecoms, The Green Economy and Iran.



TECHNOLOGY QUARTERLY

Four times a year, *The Economist* publishes TQ—a bound-in supplement analyzing new technology that is set to transform the world we live in. Recent editions have covered such topics as turning trees into biofuel, geo-engineering to combat global warming, how “haptics” brings the sense of touch into the digital realm, and using mobile-phone technology to improve transport planning, traffic control, and road layouts.

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From The Economist print edition

The trade team has agreed a freetrade deal with South Korea but also stepped back on Chinese paper. Is America's trade policy going backwards or forwards?



Trade deals are often conducted at the eleventh hour. This week's bilateral agreement with South Korea came even closer to the wire. The negotiators inked an accord 25 minutes before George Bush lost the right to send Congress new trade deals under the fast-track rules that both lawmakers' ability to amend them a close call, but for the white house a useful boost. After six years, Mr Bush's trade achievements are evident. The Doha round of global trade talks is floundering. Many of the dozen bilateral deals passed since 2000 are more about foreign policy than free trade. The biggest prize has been a regional pact with six small countries in Central America.

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- This week in The Economist is a five-minute podcast of selected stories from the current week's issue, available on Economist.com and at iTunes.



Leaders read it. Why?

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The New York Times

“*The Economist* is one of the most respected magazines in the world. Its serious approach is leavened by trenchant writing...”

The Observer

“A magazine that tells the world how it should be run.”

The Sunday Telegraph

“It is widely regarded as the smartest, most influential weekly magazine in the world.”

The Wall Street Journal

“It (*The Economist*) should be bound in leather and made required reading...”

Los Angeles Times

“One of the world’s most influential news magazines... it is required reading among movers and shakers from 10 Downing Street to the White House.”

Vanity Fair

“The magazine is probably read by more presidents, prime ministers, and chief executives around the world than any other... The positions it takes change the minds that matter.”



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