

On the cover
The rise of the on-demand economy poses difficult questions for companies, workers and politicians: leader, page 7. The availability of freelancers at a moment's notice is changing both the corporate world and domestic life, pages 15-18

The Economist online

Daily analysis and opinion from our 49 blogs, plus audio and video content, debates and a daily chart Economist.com/blogs

E-mail: newsletters and mobile edition Economist.com/email

Print edition: available online by 7pm London time each Thursday Economist.com/print

Audio edition: available online to download each Friday Economist.com/audioedition



Volume 414 Number 8919

Published since 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, Lima, Los Angeles, Mexico City, Moscow, New Delhi, New York, Paris, San Francisco, São Paulo, Singapore, Tokyo, Washington DC

6 The world this week

Leaders

- 7 The on-demand economy**
Workers on tap
- 8 Greece's election**
The euro's next crisis
- 9 Sri Lanka**
Last days of the Raj?
- 9 America and Cuba**
The new normal
- 10 Hacking corporate networks**
Losing the plot

Letters

- 12 On suburbs, the WHO, Ecuador, Germany, Lyndon Johnson**

Briefing

- 15 The future of work**
There's an app for that

Europe

- 21 Greece's political crisis**
Samaras's failed gamble
- 22 Turkey's future**
Forward to the past
- 22 Spanish politics**
Restless and resentful
- 23 Berlin's image**
Losing its cool?
- 24 Hungary**
Viktor goes to war
- 24 Ukrainian Bessarabia**
The unknown region

Britain

- 25 Tony Blair and Ed Miliband**
Don't go that way
- 26 Household wealth**
The balance-sheet boom
- 26 City Link**
Not a very merry Christmas
- 27 Inner-city gentrification**
So long, Soho
- 28 Bagehot**
The Green Party's limits

Middle East and Africa

- 29 Ebola's legacy**
After the passing
- 30 South Africa's electricity crisis**
Unplugged
- 30 Iran in Iraq and Syria**
Death of a general
- 32 Tunisia's new president**
Don't be ageist

United States

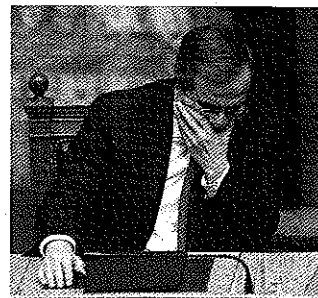
- 33 America's economy**
A happy new year
- 34 Cyber-security**
Is Kim Jong Un innocent?
- 35 Cop-killing in New York**
Blaming the mayor
- 35 The new Congress in numbers**
How politicians are unlike America
- 36 Lexington**
Ranchers v bison-huggers

The Americas

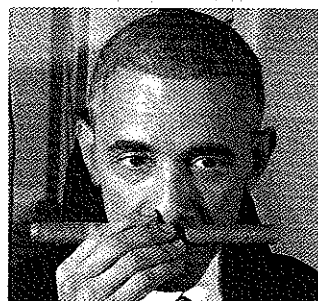
- 37 Brazil's economy**
Rough weather ahead
- 38 Corruption in Brazil**
The Petrobras scandal
- 38 Argentina's debt**
Let's not make a deal

Asia

- 39 Elections in Sri Lanka**
Down to the wire
- 40 Myanmar's Kachins**
Asserting identity
- 40 Air safety**
Flight QZ8501
- 41 Indonesia's marine policy**
Defence of fishing grounds
- 42 Banyan**
Is modern Asia like Edwardian Europe?



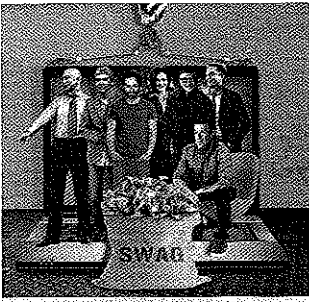
Greece Politics has returned to haunt Europe's single currency: leader, page 8. Brinkmanship in Athens, page 21. Europe's central bank may unleash its long-awaited programme of quantitative easing in early 2015, page 58. Spain faces a year of electoral turbulence, page 22



Cuba Barack Obama's loosening of America's embargo will pay dividends far beyond the island: leader, page 9. It chimes with a growing pragmatism in Latin America, for example in Brazil, page 37



Corporate hacking States should police corporate cyber-security more toughly—but react to breaches cautiously: leader, page 10. The attack on Sony's film studio highlights the headaches, page 34



Silicon sultans Today's tech billionaires have a lot in common with yesterday's robber barons, pages 52-54. How digital firms create products that get inside people's heads: Schumpeter, page 51



Farming Hardy investors are seeking a way to grow money by buying agricultural land, page 55



Office design How workers ended up in cubes—and how they could break free, page 45. Software that senses how you are feeling is being pitched to gadget-makers, page 48

China

- 43 The north-east**
A troubled renaissance

International

- 45 The office cubicle**
Inside the box

Business

- 47 Pharmaceuticals**
Going large with biologics
- 48 Consumer electronics**
Emotionware
- 49 Saudi manufacturing**
Making it in the desert kingdom
- 50 Italy's small food-makers**
Export or die
- 51 Schumpeter**
Habit-forming products

Briefing

- 52 Wealth in America**
Robber barons and silicon sultans

Finance and economics

- 55 Investing in agriculture**
Barbarians at the farm gate
- 56 Buttonwood**
2015: 2014 redux
- 57 Japan's economy**
Pump-priming
- 57 Influential economists**
Shifting clout
- 58 Euro-zone quantitative easing**
Coming soon?
- 59 Free exchange**
Green tape

Science and technology

- 60 Supersymmetry**
Come out, come out, wherever you are!
- 61 Cleaning waste water with algae**
Strange brew
- 61 Battery technology**
A whiff of brimstone
- 62 Forensic pathology**
Cold comfort farm

Books and arts

- 63 "Tristan and Isolde"**
Magical musical trickery
- 64 Globalisation of cotton**
Spinning tales
- 64 Armenia's genocide**
Seeing through fire
- 65 Undertaker's daughter**
Killer prose
- 65 Daily commute**
Travelling hopefully
- 66 Hans Fallada**
Right to write

- 68 Economic and financial indicators**
Statistics on 42 economies, plus a closer look at GDP forecasts

Obituary

- 70 Billie Whitelaw**
Her master's voice



Tristan and Isolde How Richard Wagner's musical trick still confounds after 150 years, page 63

Subscription service

For our full range of subscription offers, including digital only or print and digital combined, visit Economist.com/offers or call the telephone number provided below. Telephone: +44 (0) 845 120 0983 or +44 (0) 207 576 8448

Subscription for 1 year (51 issues)

Print only	
Euro-zone countries	€188
Denmark	DKR 1,399
Hungary	HUF 58,107
Norway	NKR 1,379
Poland	PLN 809
Sweden	SKR 1,636
Switzerland	SFR 255
Other Europe (ex UK)	€188
Middle East - GCC	US\$347, £243
South Africa	Rand 1,700, US\$175, £120
Middle East and Africa	US\$280, £196

Principal commercial offices:

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

Rue de l'Athénée 32
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



PEFC certified

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

