

THE NEW YORKER MAY 20, 2013

14 GOINGS ON ABOUT TOWN

35 THE TALK OF THE TOWN

Hendrik Hertzberg on data and terror; James Surowiecki on Rana Plaza.

Susan Orlean 44 AMERICAN CHRONICLES

The Walking Alive

The future of treadmill desks.

Ian Frazier 50 OUR LOCAL CORRESPONDENTS

Form and Fungus

Can mushrooms replace plastics?

John Seabrook 64 DEPT. OF TECHNOLOGY

Network Insecurity

Cyber crime's inexorable rise.

72 PROFILES Michael Specter

Inherit the Wind

Airborne turbines for cleaner energy. Nathan Heller 80 ANNALS OF HIGHER EDUCATION

Laptop U

The Ivy League's online push. Rebecca Mead 92 A REPORTER AT LARGE

The Sense of an Ending

A new direction in dementia care.

Ben Marcus 104 FICTION

"The Dark Arts"

IMAGINED INVENTIONS

Gary Shteyngart Mindy Kaling

48 Just Drive 62 Leaning In

Margaret Atwood

78 Cat's Robo-Cradle

Karen Russell

Jonathan Nolan

86 Vision Quest 98 Poker Face

Emily Nussbaum

THE CRITICS

114 ON TELEVISION

The "Mad Men" malaise. BOOKS

Briefly Noted

Paul Bloom

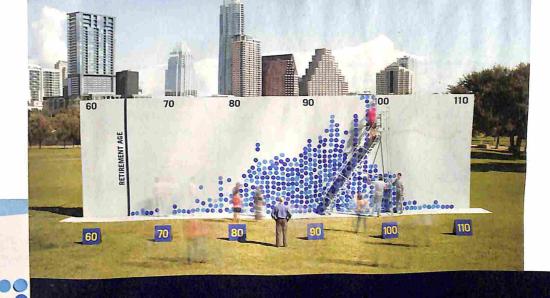
18 A CRITIC AT LARGE

Anthony Lane 122 THE CURRENT CINEMA

"Star Trek Into Darkness," "Stories We Tell."

www.newyorker.com

Continued on page 6





Reginald, 28



Let's get ready for a longer retirement.

A typical American city. 400 people. And a fascinating experiment. We asked everyday people to show us the age of the oldest person they've known by placing a sticker on our chart. Living proof that we are living longer. Which means we'll all need more money to live in retirement. Talk to your financial professional about our guaranteed retirement income solutions that can help provide the money you need for Day One of retirement and beyond.

TALK TO YOUR FINANCIAL ADVISOR OR VISIT BRINGYOURCHALLENGES.COM

RETIREMENT | INVESTMENTS |

INSURANCE



© 2013. PRUDENTIAL FINANCIAL, INC., NEWARK, NJ, USA. ALL RIGHTS RESERVED. 0240037-00001-00

