



# The Economist

JULY 4TH-10TH 2009

Economist.com

Relaunching Gordon Brown

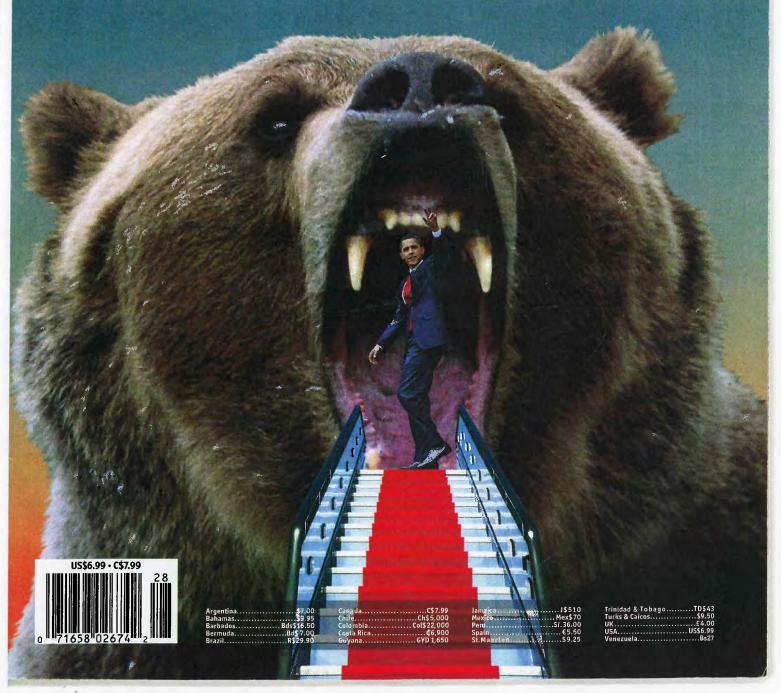
America's new green giant

Private schools beat the recession

Lexington: 13 grumpy years

Shrinking sheep

# Welcome to Moscow





The iPhone 3GS. With amazing new features like video recording and voice control, plus over 50,000 apps on the App Store. It's the fastest, most powerful iPhone yet.



# The Final Days of Michael Jackson Inside the battle for his money, his children and his legacy

# IIME

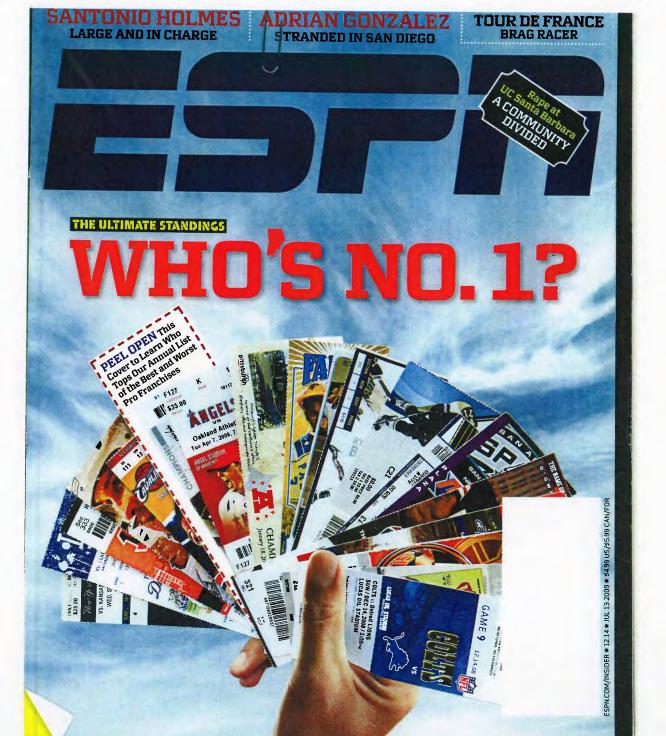
# Unfaithfully Yours

Infidelity is eroding our most sacred institution. How to make marriage matter again. By Caitlin Flanagan





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# Thanks a billion.

Over 1 billion downloads in just nine months. Only on the App Store.

**≰iPhone**3G

 $Copyright @ 2009 Apple Inc. All \ rights \ reserved. www.apple.com/uk. Wireless \ service \ plan \ required. App \ availability \ subject \ to \ change. Apps \ sold \ on \ App \ Store.$ 

# Best supporting apps.





### **E!** Online

Free • Let your iPhone put you front-and-center on the red carpet with up-to-the-minute news and photos of your favorite stars. Even watch video clips from your favorite E! shows.



### **Fandango**

Free • Want to see this year's nominated films for yourself? Find local movie theaters, watch previews and then skip the line by purchasing tickets right from your iPhone.



### Style.com

Free • Find out who's wearing whom on the awards stage. Browse through photos of all the looks, watch videos from the designers' runway shows and even vote on the "Look of the Day."



### Variety

Free • Get behind-the-scenes news during the big night with the latest stories, photos and videos from the same expert source that Hollywood insiders turn to.



### **IMDb**

Free • The largest collection of movie, TV, and celebrity information is now available on your iPhone. Browse actors' photos and filmographies, crew credits, plot summaries, box office results, and more.

Want to follow your favorite stars? See what they're wearing? Or catch their movies? With over 100,000 apps on the App Store, there's an app for just about anything. Only on the iPhone and the nation's fastest 3G network.





# App cum laude.





Free • Easily stay in touch with your college buddies even when you're not on campus. Keep friends updated on what you're up to, post summer photos, and chat from virtually anywhere.



# **Career Builder**

Free • Get the inside track on what jobs are available in the real world. The country's largest job site has over 1.5 million listings where you can upload your resume and apply to jobs straight from your iPhone.



# Mint.com

Free • When it's time to become more financially responsible, Mint can help. Stay on top of your bank accounts, student loans, and credit cards when you're out and about so you always know what you can afford.



# Rentals.com

Free • Whether you're moving to a new city or just a new apartment, Rentals.com uses your iPhone's GPS to help you easily find housing in your area. Preview photos, and check out prices with just a few taps so you can find your home sweet home.



# LinkedIn

Free • Connect with over 60 million professionals worldwide with one of the largest and most respected professional networking sites. Keep your contacts up-to-date, make new connections, and be completely prepared for interviews.



# Hostelworld

Free • Taking a break to travel the world? Sleep well knowing you're not stretching your wallet with Hostelworld.com. Search affordable hostels, read reviews, look through photos, and book rooms in over 170 countries all in one place.

From keeping in touch to finding a job, there are all kinds of apps on the App Store to help you through graduation and beyond. Only on the iPhone and the nation's fastest 3G network.





# Solving life's dilemmas one app at a time.

### **Facebook**

Free • If you love Facebook, you'll love having it on your iPhone, where you can check status updates, tag photos and post comments just about anywhere.

## **Bank of America**

Free • Now you can manage your banking on your iPhone. Check your balance, pay bills, transfer funds and even find the closest ATM when you're on the go.

## Urbanspoon

Free • Can't decide where to eat? Just shake your iPhone and it'll tell you what restaurants are nearby, how good the reviews are and if it's in your price range.

## Shazam

Free • Ever hear a song and wonder who sings it? Just hold your iPhone up to the music and, in seconds, you have the name, artist and album, plus a link to iTunes so you can get it for yourself.

# Asphalt4

\$9.99 • In the mood for a car chase? Good thing your iPhone doubles as a steering wheel in this high-speed racing game. Even race your friends with its Wi-Fi multiplayer mode.

# Bloomberg

Free • Staying on top of the world's markets is easier when you have the most respected source for financial news and analysis right on your iPhone.

## Remote

Free • Still looking everywhere for that remote? Now all you need is your iPhone to access all the music in your iTunes library – and play, pause, skip and shuffle – from any room in your house.

# Sudoku

\$1.99 • One of the most challenging and addictive logic games is now easy to play anywhere, with thousands of different grids and a variety of skill levels.

# QuickVoice

Free • Need to remember a grocery list or an important lecture? Use your iPhone to record voice-memos, classes or anything else you don't want to forget.

# AIM

Free • One of the most popular ways to stay connected is right on your iPhone. Send instant messages, update your buddy list and more – everywhere you go.



# **AP Mobile News**

Free • Even when you're on the go, you won't miss a story. With the Associated Press on your iPhone, you'll get breaking news, photos and videos from the same source the world's newspapers do.

## eBay

Free • Don't miss your chance to win that hard-to-find item. Your iPhone lets you search for new stuff and place that last-minute bid, even when you're nowhere near your computer.

## Mandarin

\$6.99 • Need a translator? Lonely Planet, the world's leading travel company, offers phrase books in a variety of languages, each with audio playback so you can hear it before you say it.

# Flight Status

\$4.99 • Not sure when your plane is leaving? Stay up to date on thousands of flights and airports from all corners of the globe with the touch of your finger.

# Loopt

Free • Staying in touch with friends can be tough. Unless you have Loopt, which uses an interactive map to tell you where they are and what they're up to.

# **Spore**

\$7.99 • Whether you're trying to survive evolution or just another long meeting, this highly anticipated game will test how far you'd make it in the primordial ooze.

The best phone on the nation's fastest 3G network gets even better, with over 10,000 apps from the App Store. iPhone users have already downloaded over 300 million, in every category from games to business.





# Apple's iPhone ranks highest among business users.

- J.D. Power and Associates



With the iPhone's 3G speed, enterprise support, and hundreds of amazing business apps from the App Store, it's no wonder J.D. Power and Associates ranked Apple "Highest in Customer Satisfaction with Business Wireless Smartphones."



Apple received the highest numerical score among business smartphones in the proprietary J.D. Power and Associates 2008 Business Smartphone Customer Satisfaction Study. Study based on 1,417 responses measuring 6 manufacturers and the satisfaction of business smartphone users. Proprietary study results are based on experiences and perceptions of users surveyed August-September 2008. Your experiences may vary. jdpower.com. 3G not available in all areas. Wireless service plan required. 1-800-MY-APPLE or www.apple.com. 2008 Apple Inc. All rights reserved.

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