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**Bloomberg**

# Weekend Edition



Welcome to the weekend! And to 2025.

This year's crop of investment outlooks from banks, advisers and asset managers is dominated by one guy: Donald Trump, whose anticipated policies are fueling both corporate optimism and anxiety about trade. Dig into the details with this week's most-read story: [\(Almost\) Everything Wall Street Expects in 2025](#).

What else is ahead? Like Trump, the future is unpredictable. But one thing we do know: Whoever purchased the \$1.26 billion Mega Millions winning ticket will need a tax accountant, an estate attorney [and a therapist](#).

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## Past as Prologue

Living in interesting times tends to drive interest in the times of yore — which may be why the history business is booming. In 2023, people in the UK and Ireland spent more on history books than at any point since Nielsen records began in 1998, and history reads are outselling politics books in the US. Will Dunn talked to historians and podcasters about why the present makes the past so enticing.



Weekend Essay

### The History Boom

Books and podcasts about the past are increasingly popular.

[Read the Story](#)

One history we can't get enough of: Gucci's. The luxury brand has been through plenty of ups, downs and drama, including one memorable murder for hire. But each crisis led to Gucci's next boom, argues *The House of Gucci* author Sara Forden. That should comfort incoming CEO Stefano Cantino, who will inherit a recent sales slump but also a dynamic backstory that showcases Gucci's capacity for turnarounds.



Next Chapter

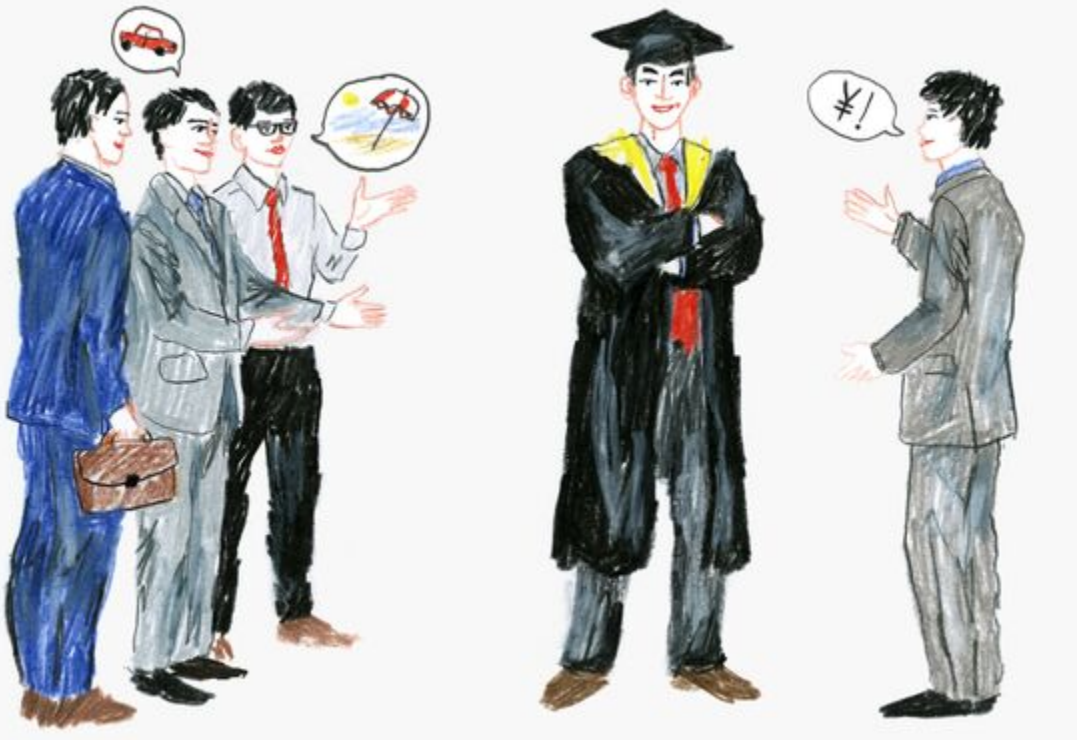
## Can Gucci Find Its Cool Again?

Sales are slipping, but don't count the luxury brand out yet.

[Read the Story](#)

History is also repeating in Japan, where companies are reviving a 30-year-old trend of providing subsidized housing for workers. It's a response to chronic labor shortages in the aging country, which faces a potential deficit of 11 million workers by

2040. Employers are so desperate that they're making job offers to students before they even graduate, including promises to pay off loans.



Dispatch

## 'Like Playing Chicken'

Japanese companies are in a perk war for young workers.

[Read the Story](#)

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## Dispatch

### Sudan

At a wedding on the outskirts of Port Sudan, women in radiant dresses danced as Hassan Habanai, the 35-year-old groom, was hoisted on his friend's shoulders, a golden moon hanging from his forehead to symbolize hope for a better future. For



Hassan and his bride, the event was more than a celebration of marriage: It was also a [show of resilience in the face of a war](#) that is ravaging the country, even as it is overshadowed by conflicts in the Middle East and Ukraine.



Photographer: Eduardo Soteras Jalil/Bloomberg

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## Investing on Faith

“As stewards of what we believe are God’s dollars, it’s our job to speak Biblical truth to corporate power.”

**Robert Netzly**

*CEO of Inspire Investing, a faith-based ETF manager*

Emboldened by the rightward shift of US politics, a coalition of conservative Christian investors are starting to use their shareholder clout to counter progressive corporate policies. There’s now \$500 billion in investments spread across faith-based private funds and state pension funds that can be brought to bear on company behavior.

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## Weekend Plans

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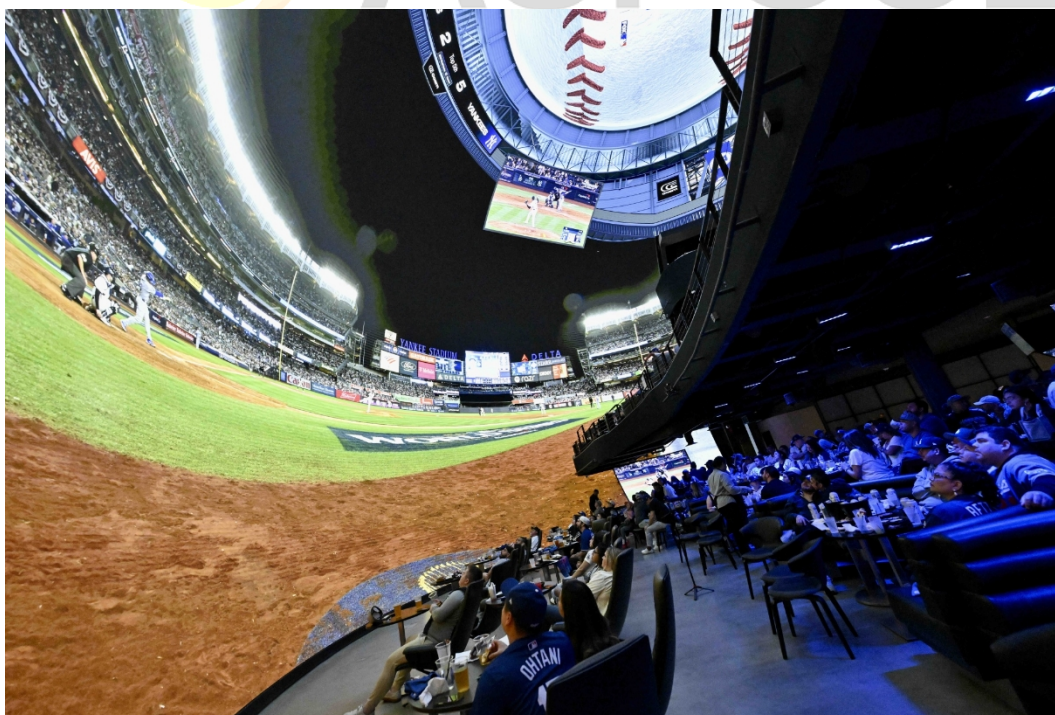
**What we're saving for:** BlackRock's iShares Bitcoin Trust, which [arguably had the best debut in ETF history](#). IBIT's success was a turning point for Bitcoin, bringing crypto skeptics into the fold.

**What we're driving:** a “super-hybrid.” As electric car adoption falters in the US, automakers have a great option for the EV-curious: cars that [can go 40-50 miles](#) on a charge, but have a gasoline safety net.

**What we're questioning:** retirement. So are China's young people, many of whom are fed up with a pension system known to provide generous payouts to those in government, but [unclear benefits to the private-sector rank and file](#).

**What we're stressing:** Guam. For years, there have been signs that Chinese hackers are infiltrating the island's civilian infrastructure. But Guam's underresourced private companies seem unable — or even unwilling — [to confront the threat](#).

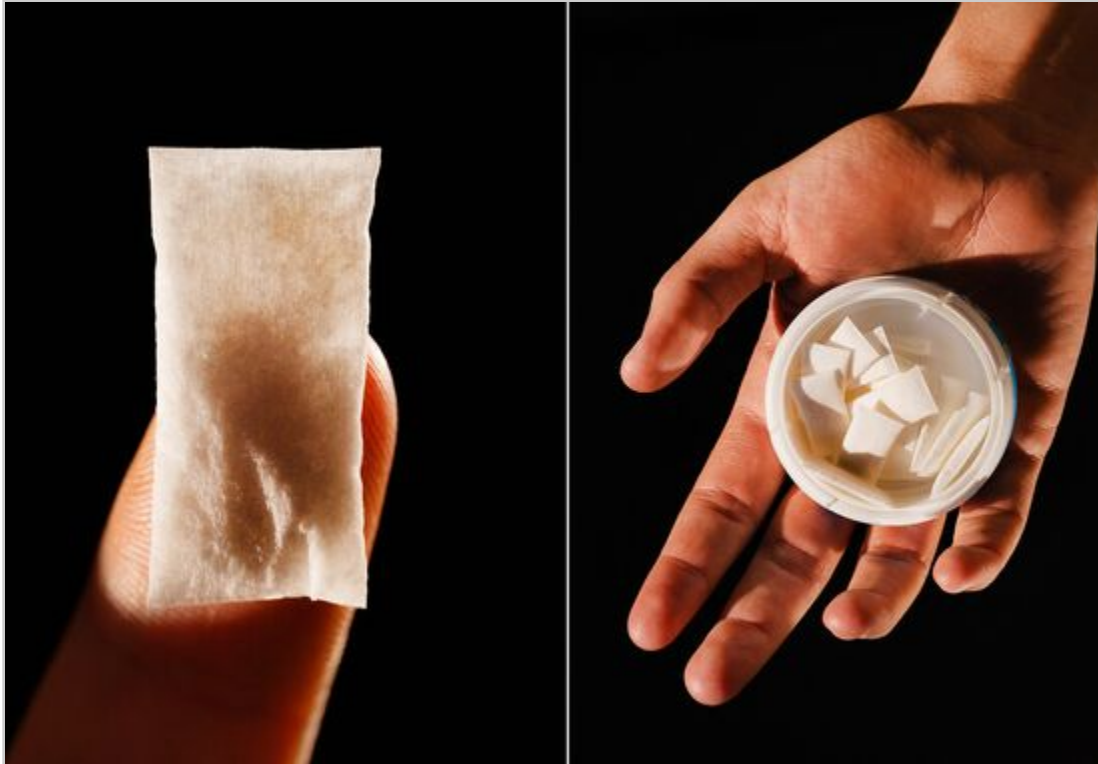
**What we're considering:** a trip to Cosm. Like a demi-sized version of the Las Vegas [Sphere](#), Cosm uses streaming technology and vast curving LED screens to deliver [views that rival the best seats in live sports](#).



Dodgers fans watch Game 4 of the 2024 World Series at Cosm Los Angeles. *Photographer: MediaNews Group/Pasadena Star-Ne*

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## One Last Thing



**“I didn’t see this coming. I don’t know anyone who did.”**

Zyn pouches are the first nicotine product to hit a cultural nerve since the ill-fated Juul. Although they’ve been available in the US for a decade, the brand took off recently, with sales almost doubling last year. That boom has little to do with marketing from parent PMI, and everything to do with legions of unofficial “Zynfluencers.”

[Read the Story](#)

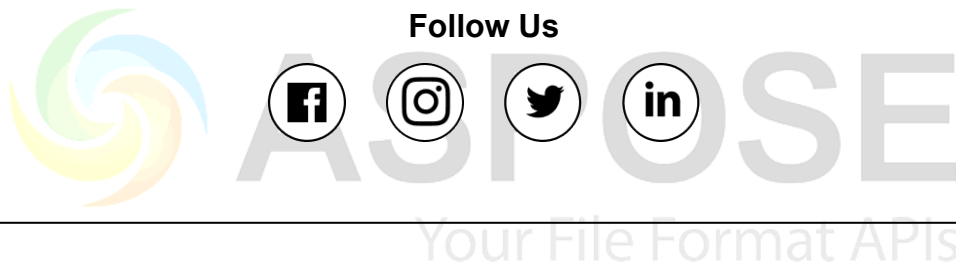
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