



USA TODAY MONEY



Alicia Vikander USA TODAY

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MONEYLINE

DOWDUPONT SAYS LIVERIS TO LEAVE EXECUTIVE CHAIR

Longtime Dow Chemical chief executive Andrew Liveris, who led the company through the financial crisis and merger with rival DuPont, is stepping down. Liveris, 63, will give up his executive chairmanship in April and his role as director in July, when he officially retires, DowDupont said. Jeff Fettig, a longtime independent director, will become executive chairman. Jim Fitterling will lead the materials-science company, one of three distinct firms in next year's planned spinoff.

SOLOMON MAY BE NEXT IN LINE AT GOLDMAN SACHS

Goldman Sachs announced a pair of key management changes Monday that signal David Solomon is the successor to current CEO Lloyd Blankfein. Solomon, who joined Goldman as partner in 1999, will become sole president and chief operating officer when Harvey Schwartz leaves those posts effective April 20, according to Goldman Sachs. The news follows a report Friday in *The Wall Street Journal* that Blankfein, 63, would exit, although the timing is still uncertain.

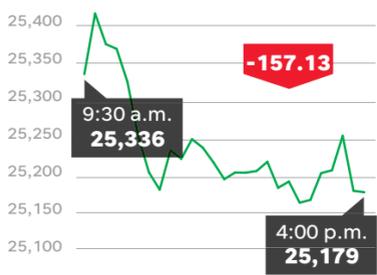


SPECIAL TO USA TODAY

SOUTHWEST TO ADD FIVE NON-STOP ROUTES IN FALL

Southwest Airlines will add five new non-stop routes to its schedule. Three new daily routes will include service from Houston's William P. Hobby Airport to Columbus, Ohio, and Louisville and service between Denver and Memphis (each begins Oct. 3). Two others — Oklahoma City-Nashville and Denver-El Paso — get Sunday-only non-stop service, starting Oct. 7.

Dow Jones Industrial Avg.



MONDAY MARKETS

INDEX	CLOSE	CHG
Nasdaq composite	7588.32	▲ 27.51
S&P 500	2783.02	▲ 3.55
T-note, 10-year yield	2.87%	▼ 0.02
Oil, light sweet crude	\$61.36	▼ 0.68
Gold, oz. Comex	\$1319.40	▼ 4.60
Euro (dollars per euro)	\$1.2336	▲ 0.0023
Yen per dollar	106.35	▲ 0.42

SOURCES: USA TODAY RESEARCH, MARKETWATCH.COM
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USA SNAPSHOTS®

Contrary to what one might expect, friend and family referrals decrease workers' salaries by about **\$1,600**

SOURCE: PayScale analysis of 53,000 workers
JAE YANG, KARL GELLES/USA TODAY



SXSW TAKES A SKEPTICAL LOOK AT TECH

After years of rah-rah-rah, big firms like Facebook now face backlash for having too much control

Rob Pegoraro Special to USA TODAY

AUSTIN — After years of being seen as a hothouse of exuberance about technology, this year's South By Southwest conference has soured a bit on the industry's prospects.

Social media in general, and Facebook in particular, have taken a beating in multiple panels, and one of America's foremost tech entrepreneurs used his SXSW talk to warn about the dangers of artificial intelligence.

A Friday evening session about Facebook's relationship with news publishers set the tone early on.

Facebook's news head Alex Hardiman said the company, having recognized that its News Feed had traditionally rewarded "stuff that did well in raw engagement and clicks," was trying to do better. Her fellow panelist, CNN host Brian Stelter, acknowledged that progress but challenged the social network to do more for quality journalism.

"Shouldn't we

Tesla's Elon Musk warned that AI should be used 'very carefully.'

AFP/GETTY IMAGES



have a bigger conversation about Facebook paying more directly for some of the quality journalism that's out there?" he asked.

"Everything is on the table," Hardiman responded.

After years of cheerleading by lawmakers and consumers, big technology is facing a backlash that even has its own term — techlash. The rapid growth of Facebook, Google and Amazon has fed fears that these companies control too much of the information that gets shared and, in Amazon's case, the goods and services consumers buy.

"The Web that many connected to years ago is not what new users will find today. What was once a rich selection of blogs and websites has been compressed under the powerful weight of a few dominant platforms," Sir Tim Berners-Lee, the inventor of the World Wide Web, wrote in an open letter Monday that proposed a regulatory framework to balance the interests of companies and Internet users. "This concentration of power creates a new set of gatekeepers, allowing a handful of platforms to control which ideas and opinions are seen and shared."

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Old brands learn new tricks to be cool again

Fila, Polaroid, Vans among many staging a comeback

Charisse Jones USA TODAY

To everyone who's ever felt like a misfit, take heart that what's out can become in, what's down can go up, and what's not so hot can become — well — cool.

Don't believe it? Once out-of-step brands such as Champion, Dr. Martens and Polaroid are having a moment as teens and twenty-somethings embrace trends and products that were last popular when their parents were young.

"They love heritage, they love the '80s," says Farla Efros, president of consultancy HRC Retail Advisory. "They feel it's different, and the brands frankly have done an incredible job at allowing this generation to customize and update and personalize them."

Many product lines have also succeeded at reinventing themselves by connecting with young fashion icons such as Kylie and Kendall Jenner. "That appeals to this group," Efros says. If celebrities are seen wearing a certain label or style, "people will flock."

Check out the brands and products that are back on top:

Champion

For years, the athletic clothing company was more popular with budget-conscious parents than their kids. Social media star and comic Kevin Fedricks, known to many as "KevOn-Stage," spoke recently about how uncool the brand once was in an online routine shared more than 7,000 times on Facebook.

But recently, the sportswear maker has become a hit with it girls Kim Kardashian West and younger sis Kylie Jenner. They are among the celebrities spotted wearing its sweat pants and tops, signs that the brand has officially arrived.



Add a funky edge to your wardrobe with these rugged combat boots, also known as "Doc Martens."

PABLO CUADRA/GETTY IMAGES

Dr. Martens

The combat boots also known simply as "Doc Martens," for a time, went the way of the VCR and CD — something that you may have had lying around the house, but you weren't pulling out and using any more. But the rugged boot is revered once again for adding a funky edge to even the most dainty outfits.

Fila

Much like Champion, the cool people weren't always feeling sneaker maker Fila. But superstar Beyoncé has been photographed sporting the brand's name on a cropped top. The in-

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