

WHAT WE'RE DOING

WHAT WE'RE NOT

EATING SNACKS

PepsiCo says in its earnings that Frito volume is up but soft-drink volume is down. Luckily it markets both.

DRINKING SODA

DRIVING OLD PRIUSES

Demand is so hot for the Toyota model that it can't keep up—so drivers are ponying up more for used models than for new ones.



DRIVING NEW PRIUSES

HAVING SEX

Eli Lilly and Pfizer posts gains for erectile-dysfunction drugs Cialis and Viagra, but sales for smoking-cessation drug Chantix go up in smoke. Blame those after-sex cigarettes.

QUITTING SMOKING

BUYING IPHONES

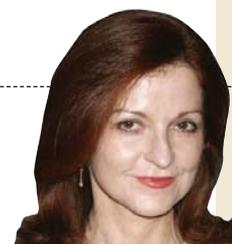


AT&T sees its traditional base eroding, but it just can't keep those iPhones in stock.

USING LANDLINES

READING STEPHANIE MEYER

Amazon's profit doubles in the second quarter vs. the same period last year, while the New York Times' profit falls 82%.



READING MAUREEN DOWD

NANCY KASZERMAN

GOING TO THE MOVIES



"Iron Man" and "Indiana Jones" boost Viacom's film division 35% in the second quarter, but its cable ad sales are up only 1%, lower than the company's forecast of 3% to 4%.

WATCHING MTV

GETTING COFFEE FROM MCDONALD'S

The Golden Arches credits java for lifting breakfast sales; Starbucks shutter stores and lays people off.

GETTING IT FROM STARBUCKS

PLAYING 'ROCK BAND'

Electronic Arts reports brisk sales for its music video game but says preorders for its popular sports franchise are surprisingly slow.

PLANNING TO PLAY 'MADDEN NFL 09'

ORDERING FROM THE DOLLAR MENU

The McDonald's bargain menu accounts for nearly 15% of sales—but the chain is trying to get consumers to order pricier items.



BULKING UP ON BIG MACS

KNITTING PONCHOS

Martha Stewart Living Omnimedia posts a 5% gain in second-quarter revenue. A Deloitte study finds that nearly half of consumers will spend \$100 less on back-to-school this year.

BUYING BACK-TO-SCHOOL CLOTHES

DINING ON MAC AND CHEESE

Families are gathering around the dinner table, as Kraft posts higher-than-expected earnings, but they're not eating so good in the neighborhood, as Applebee's same-store sales fall 1.7% in the second quarter.

DINING AT APPLEBEE'S