

# Bloomberg Businessweek

April 20 – April 26, 2015

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COVER: ANDREW BURTON/GETTY IMAGES

## Cover Trail

How the cover gets made

1 "The cover is on whether Hillary Clinton can effectively manage her campaign. The last one didn't go so smoothly."

"I am 100 percent confident we can find a photograph of her that is significantly more compelling than the thousands that have run on every news site, blog, magazine cover, and newspaper."

"You are?"

"No, I have no idea what to do."

"Well, if the idea is that disaster could happen at any moment, we could take the workplace safety signs that show the number of days since an accident and apply it to the campaign."

"Perfect. All-type cover."



2 "I think we need to see Hillary somehow."



3 "A teeny line drawing of her face?"

"Maybe a little more of her."



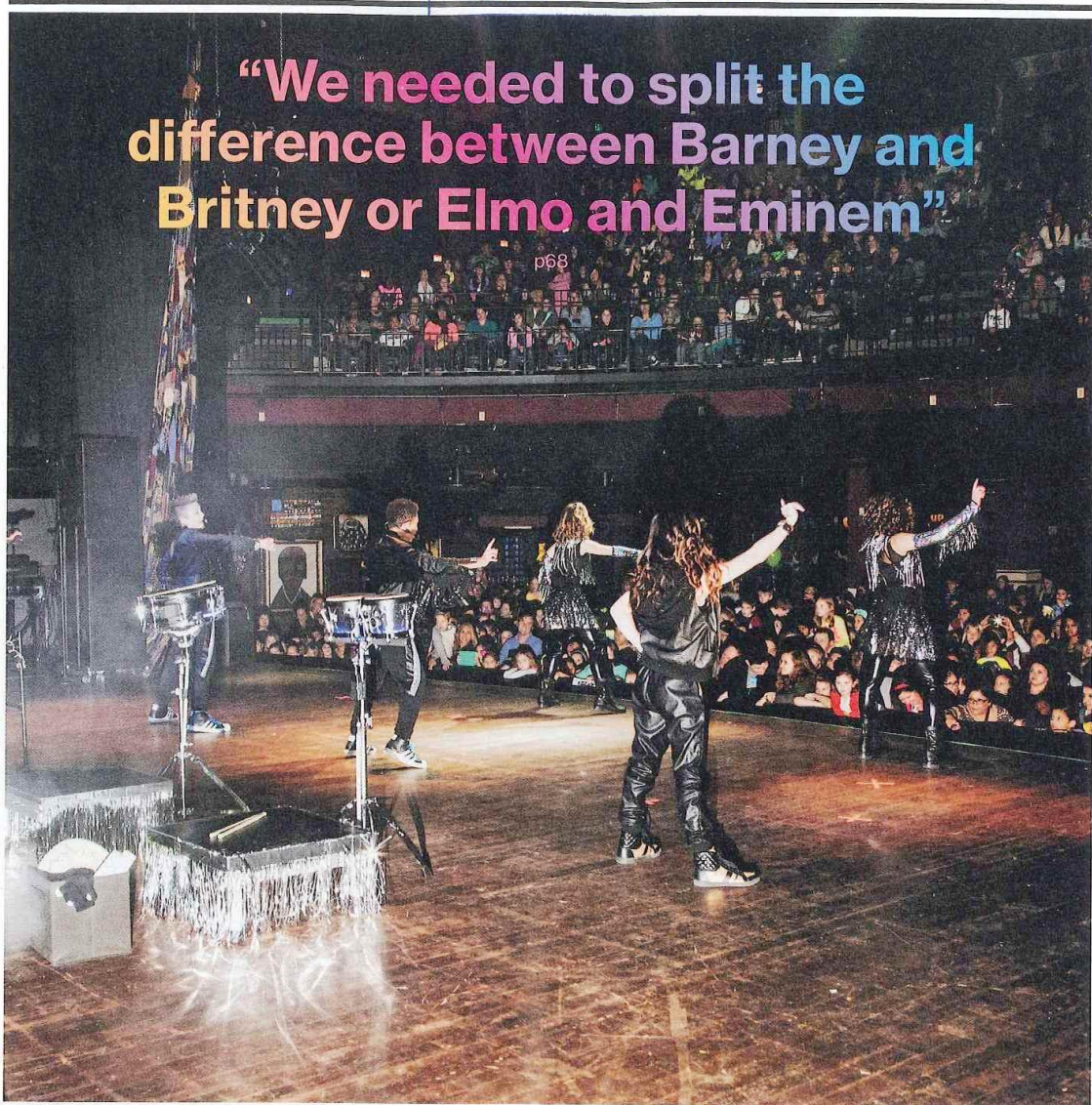
4 "You definitely wouldn't confuse her hair with Marco Rubio's."

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PHOTOGRAPH BY AMY LOMBARD FOR BLOOMBERG BUSINESSWEEK

**“I would tell the tough guys, ‘Go defeat that girl,’ and Kate would thrash them”**

p58

**“I kindly ask you not to exist”**

p64

**“Societally, we are ready to be in the moment and share your life with other people”**

p50