

# Bloomberg Businessweek

February 9 – February 15, 2015

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PHOTOGRAPHS BY JAMIE CHUNG FOR BLOOMBERG BUSINESSWEEK

## Cover Trail

How the cover gets made

1 "The cover story is about RadioShack—it's about to go out of business after decades of struggle."

"That's not surprising, but it's still sad. My dad used to buy a lot of weird gadgets and electronic parts there. Maybe we should create a sad gallery of weird gadgets and electronic parts in their honor."

2 "Sad banana plugs."



3 "A sad cordless soldering iron."



4 "An AM/FM pocket radio. I find this particularly heart-wrenching."



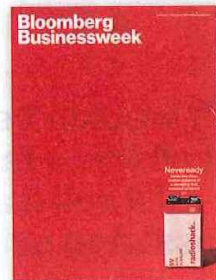
5 (Deep sigh)



6 "This one probably says it all."



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**“PEOPLE FIND US ONLINE AND WILL LITERALLY WIRE ME  
A MILLION DOLLARS WITHOUT EVER HAVING MET”** p71

**“I wouldn’t even  
call this a failure.  
I’d call it an  
assisted suicide”**

p54

**“After experiencing  
mental-health services this  
way, I can never imagine  
a consumer going back—it’s  
insanely convenient”**

p50

**“You’re seeing  
science standards  
held hostage  
to political  
machinations”**

p32