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Cover Trail

How the cover gets made

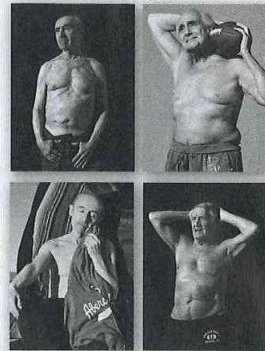
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"The cover story is about the decline of Abercrombie & Fitch and the departure of its former CEO."

"It's a sad world when headless images of shirtless, ripped men no longer connect with young consumers."

"Yes, it's a real global tragedy."

"On the other hand, this gives us the opportunity to run our first shirtless man on the cover."

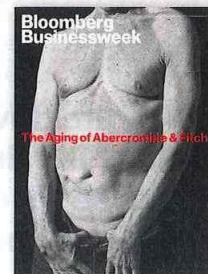


2
"This represents that Abercrombie is aging."

"Um...!... I think..."

"We all age; it's natural. We can only hope that when we're 80 we can still be fabulous enough to model for the cover of a magazine."

"I appreciate your concern about my mortality. I'm actually thinking we should triple the print run in Florida and Arizona."



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“Mike indelibly linked his entire persona, his soul, to this brand’s image. He even tried to make himself look like his customers. He used to run around in ripped jeans and a T-shirt. He had plastic surgery” p46

“Why are drivers striking? It’s simple—because we can’t make money”

p12

“When Hungarians realized that the free market would not bring freedom but responsibility, they turned against it”

p58

“You have to take out a loan to stay on the Internet, and I am only partially kidding”

p52