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Cover Trail

How the cover gets made

1 "The cover story is on Marc Lore and his company, Jet.com, which will compete with Amazon when it launches."

"Hmm, a company that will take on Amazon. What do most people associate with Amazon?"

"A cardboard box on their doorstep."

"Right. Visually rich territory once again."



2 "A boot smashing a box."



3 "A smile being ripped off a box."



4 "Marc Lore looking like he's tearing himself out of a box."



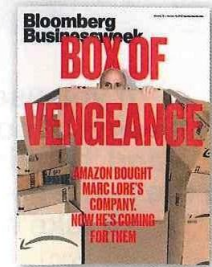
5 "Marc Lore coming out of a box."



6 "Marc Lore coming out of a box, surrounded by more boxes."

"This may actually be a case where more is better."

"Music to my ears."



“Americans think water should be free. ... But the philosophy in Israel is, if you want to have a garden or a pool, fine—pay for it!”

p48



PHOTOGRAPH BY ROSE GREENBERG FOR BLOOMBERG BUSINESSWEEK

“If you use the words ‘boring’ and ‘banking’ in the same sentence, I’ll take it”

p39

“People bring in stacks of games, and I’m like, ‘I sold you all these games.’ Not GameStop. Me personally”

p54

“Target throws workers a cracker, and top executives take the cake. Who can even spend \$47 million?”

p19