

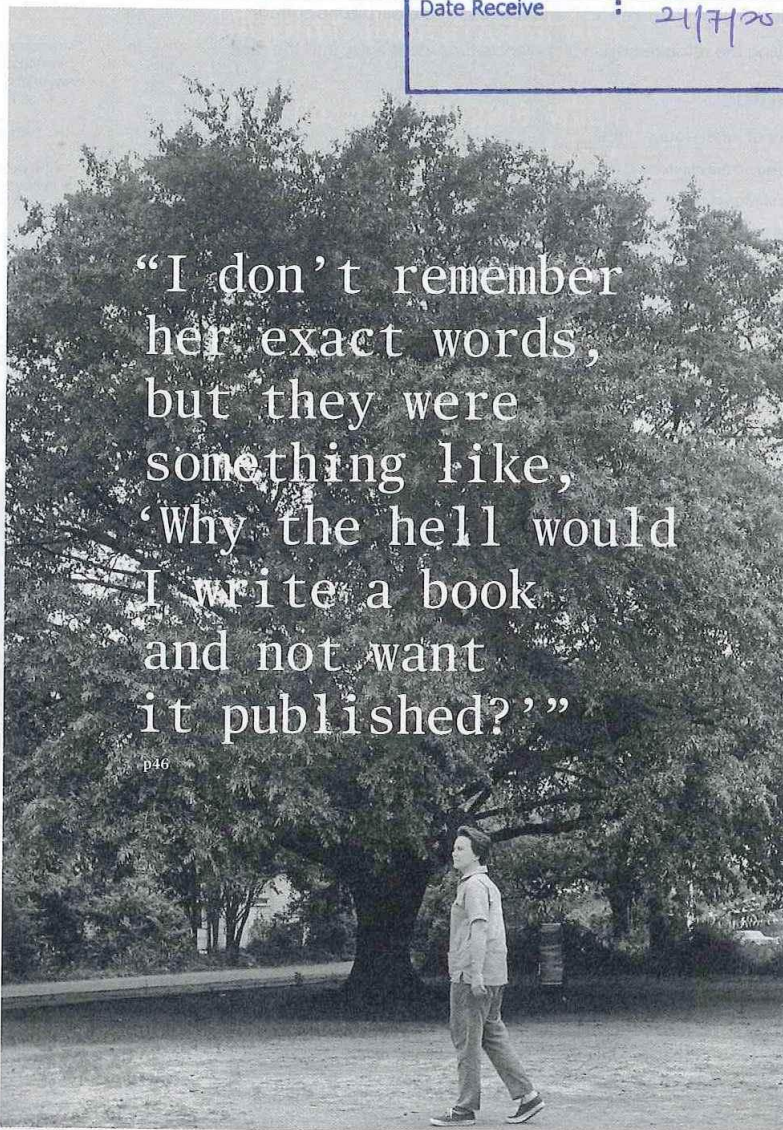
**Bloomberg
Businessweek**
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“I don’t remember her exact words, but they were something like, ‘Why the hell would I write a book and not want it published?’”

p46

“The problem isn’t Greece, the problem is Europe”

p8

“When you’re able to swipe back and forth and put lettuce on or off your product, you start to feel like you’re in control”

p20

“We’re not cool with the millennials. We seem tired and old”

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Bloomberg Businessweek

July 13 – July 19, 2015

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ILLUSTRATION BY ALLISON COLPOYS

Cover Trail

How the cover gets made

Domestic Cover

① "The cover is on Harper Lee and investigates rumors that her lawyer may be taking advantage of her in her old age."

"Who's Harper Lee?"

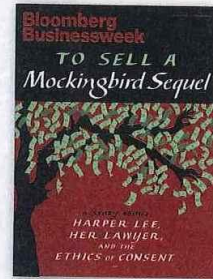
"She wrote one of the most famous books in the world, *To Kill a Mockingbird*."

"Oh, I love that one. For the cover let's do Katniss Everdeen giving a lawyer the middle finger."

"You're thinking of *Mockingjay*."

"Right, right. OK, I have no idea what to do for this cover."

"We could reinterpret the original *Mockingbird* book jacket."



International Cover

② "The story is on China's market bubble."

"We could just do type and make it look like a bubble."

"Got anything else?"

"No."

