

Bloomberg Businessweek

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Cover Trail

How the cover gets made

1
"The cover is our special Investing Issue."

"There is no other topic I look forward to more, alas. I've found the dividends on my own portfolio to be vexing, and I'm eager to be elucidated on how to correct this, posthaste."

"What do you suggest for a creative approach?"

"Well, if the point of the content is to perhaps correct some of the things that readers may be doing wrong, may I suggest we create something that embodies the essence of 'wrong' in the investment world?"

"Please, go on."

"I propose we take the classic illustration representing savings, which is a human inserting coins into a bank in the shape of a swine, and we invert it. Now the human is the bank, and the swine has whimsically taken on the traits of the human."

"May I dare to state that this is genius and take this opportunity to boldly announce that I am honored to be your creative collaborator."

(laughter, followed by Champagne toast)

"I fear to say that our challenges may not be over. We have yet to address the issue of typography. The delicate balance between letterforms and image could very well jeopardize our campaign if not executed with the utmost precision!"

"Fear not, for I have already consulted with the best typographers in the world, searching for a font that is the quintessential embodiment of 'fun.' Furthermore, I have taken this font and had it painstakingly redrawn to our demanding specifications, sparing no expense."

"I may be exposing my woeful ignorance, but I see no difference between the original font and the redrawn version."

"That, good sir, is because the best design is the one you do not see."

(more laughter, affirming handshake)



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PHOTOGRAPH BY CHRIS BUCK FOR BLOOMBERG BUSINESSWEEK

“Do we really think that technology from the 1970s is what we should be going to Mars with?”

p37

“Ninety percent of the people who trade lose. They’re degenerates. I’m trying to give structure to junkies”

p84

“People will say, ‘How the hell did that old man get so fast?’”

p44