Bloomberg Businessweek

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Cover Trail

How the cover gets made

"Cover story is on the controversial head of FIFA, Sepp Blatter, who's up for reelection."

"What's controversial about him?"

"He's been called a dictator."

"Management is such a slippery slope. So we should make him a dictator—there are so many to choose from."

"We can be a little more subtle. Rather than make him a dictator, maybe paint him in the style of state-sanctioned North Korean portraiture?"

"Fantastic. We'll want to surround him with his loyal associates and subjects."

> Muhtar Kent

Sheikh Tamim bin Hamad

Vladimir Putin





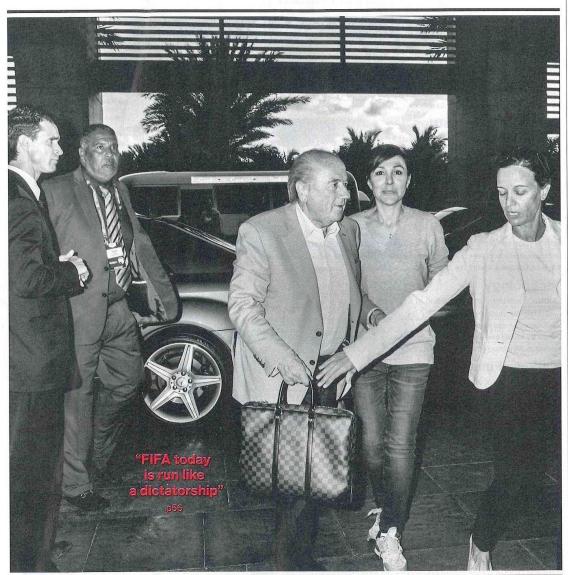
Lionel Messi Cristiano Ronaldo



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OVER ILLUSTRATION BY THE RED DRESS

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"High-performance people spend time with other high-performance people, and we talk about what works with each other"

"I have problems with shelters...I've done a lot of prison time and they always remind me of jail"

"Even though the odds are very low that you'll be eaten, carry your bear spray"

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