

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

1 "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."



# Bloomberg Businessweek Contents



**"FIFA today  
is run like  
a dictatorship"**

p56

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

p74

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

p50

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

p96