

Bloomberg Businessweek

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Cover Trail

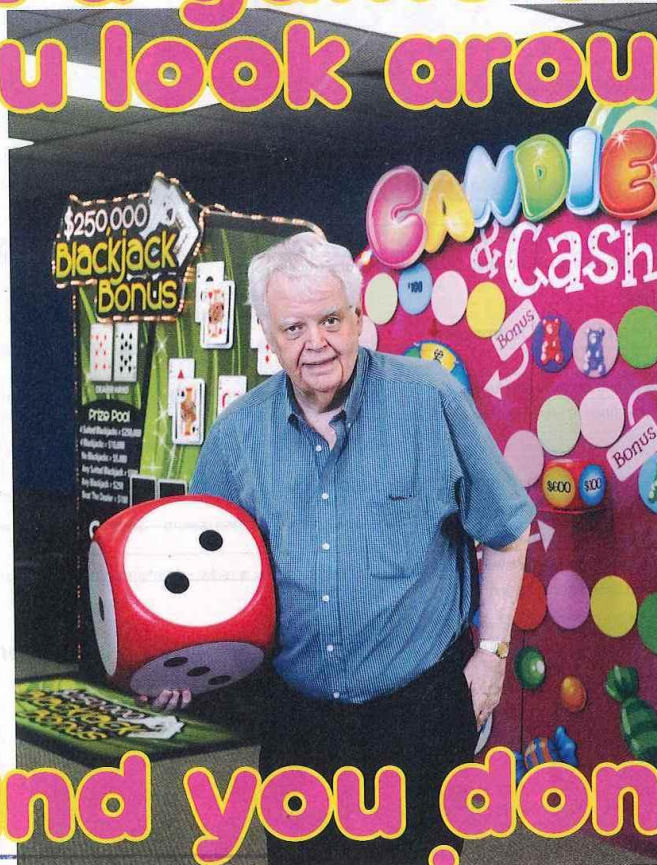
How the cover gets made

1 "The cover story is about GM developing a driverless car."
 "How are they doing with that?"
 "The technology still isn't perfect, and they have competitors like Tesla and Google to consider."
 "So sounds like everything is great. What could possibly go wrong?"
 (Silence)
 "What should we do for the art?"
 "Think it would be interesting to imagine what the experience would be like from inside a driverless car?"
 "That can be done."



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**"If you sit down
at a game and
you look around**



**and you don't
see any pigeons,
you're it"**

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**"We picked up
the seeds but lost
the watermelon"**

p12

**"They come out and
dance in the streets when
it rains, they hug our pilots
and say, 'Do it again'"**

p54

**"Apple is off the scale
in terms of secrecy.
They're completely
out of the loop"**

p33