

# Bloomberg Businessweek

September 21 — September 27, 2015

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## Cover Trail

How the cover gets made

1 "The cover story is about a derivatives trader who manipulated Libor."

"I have no idea what you just said, but I'm already bored to tears."

"Did you read the story?"

"It's sooo long."

"Give it a try, just this once."

"If you insist."

(Two hours later)

"WOW, that's insane. Super nuts. Is that true about the blanket?"

"Maybe let's focus on the cover."

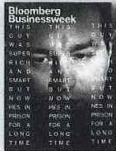


2 "Big money, big type."

"The headline's a little confusing."

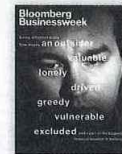
3 "Dark and moody."

"It's very moody, but I can't read any of that."



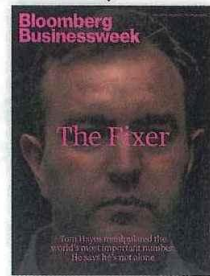
4 "Dark, moody, yet extremely legible."

"I can read the words now, and I like it less."



5 "Back to cover, with pink type."

"Better, but could be simplified."



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**“To make  
their dreams  
come true,**

**they need sweat and  
perseverance.**



**Most Chinese girls, because  
the economy is developed  
and the quality of life is high,  
lack discipline.”** p22

**“The best  
interface  
is no  
interface”**

p50

**“Well, that’s sort  
of ironic that you’re  
firing me, given that you  
were involved in it  
up to your eyeballs”**

p54

**“I’m a superdandy,  
but obviously  
I can’t go to a  
construction site  
in Armani pants”**

p79