

Bloomberg Businessweek

September 14 — September 20, 2015

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COVER PHOTO ILLUSTRATION BY ZBI; PHOTO, COURTESY APPLE

Cover Trail

How the cover gets made

1 "The cover story is about the process of designing the new iPhone."

"It's not really new, is it? Aren't they just adding an 'S' to it as an excuse to make people spend more money?"

"Actually, they've spent a staggering amount of time and resources working anxiously with the understanding that there's enormous expectation."

"Seems silly to stress out so much about something that should be relatively straightforward, like a phone. There are greater problems in the world that need our attention."

"What are you thinking for the cover?"



2 "The 'YAWN' represents people's high expectations."

"Is there a different way to express that?"



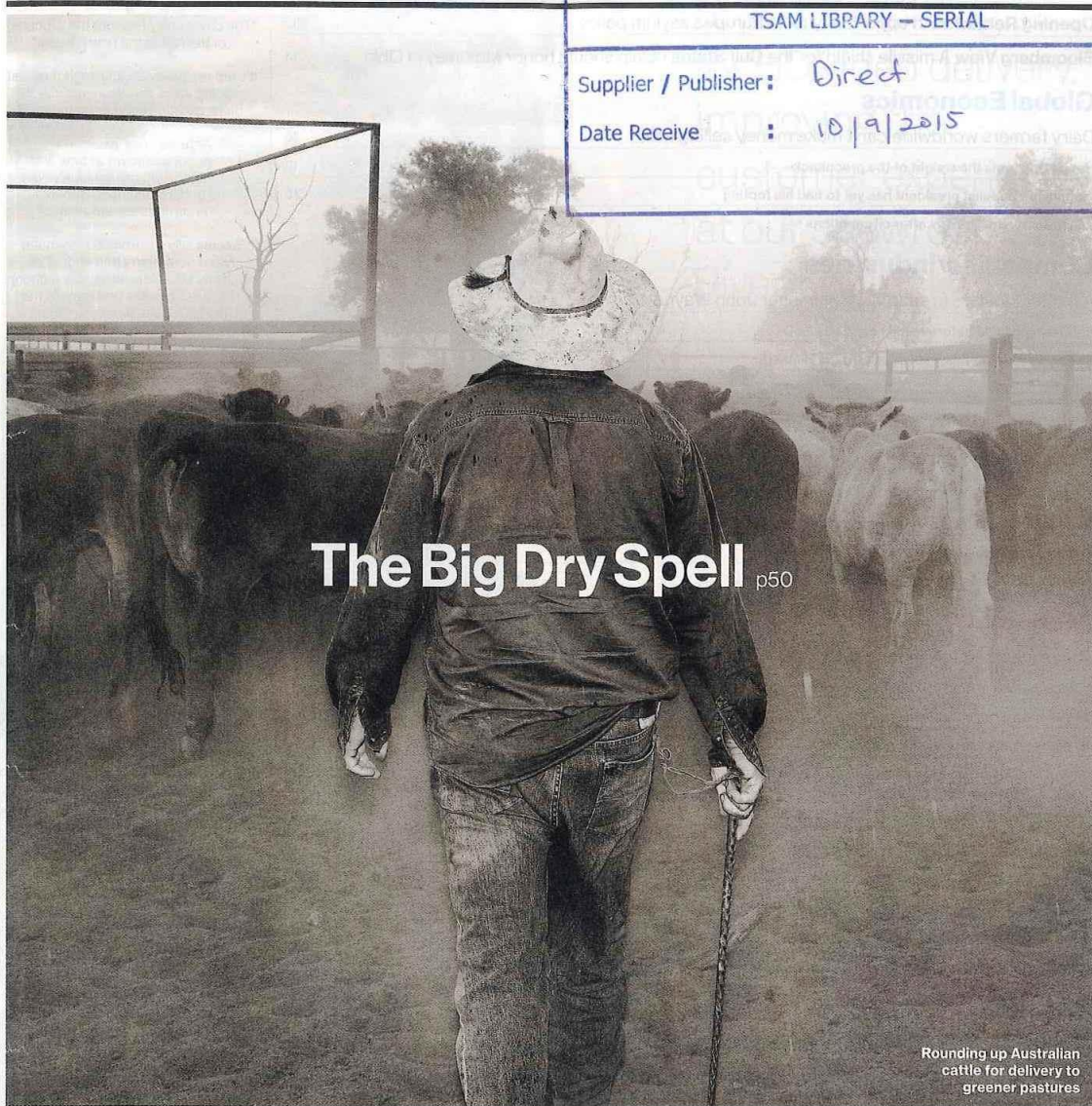
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The Big Dry Spell p50

Rounding up Australian
cattle for delivery to
greener pastures

PHOTOGRAPH BY ANTOINE BRUY FOR BLOOMBERG BUSINESSWEEK

**“Let’s do it,
Bonghitters!”**

p63

**“If you need to solve a
particular problem, usually
the best person in the
world already works here”**

p46

**“I told him that
ministers can’t
behave like that”**

p20