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Cover  
Trail

How the cover gets made

1 "Cover story is on Amazon. It started leasing its own jets for deliveries to rely less on third-party carriers."

"Wow. Typical Bezos power move. First he gets a Star Trek cameo, and now this. It's been a big year for him. What are you thinking for the cover?"



2 "A dense fleet of Amazon planes dropping packages."

"It looks like they're carpet-bombing us."



3 "A plane made out of an Amazon box."

"Fun project for a third grader, but maybe not for the cover."



4 "Bezos flying."

"This is marginally better than the other two."

"I aim to impress."

