



**"IN  
ORDER TO  
MONEY  
LAUNDER,  
YOU  
NEED TO  
HAVE  
DIRTY  
MONEY  
TO START  
WITH.  
I ALWAYS  
HAD  
CLEAN  
MONEY"** p56



**"Despite the things that  
people read in the headlines,  
the world is getting  
better. ... Still, it's not getting  
better fast enough"**

p46

**"When a  
techie falls,  
everyone is  
secretly happy"**

p68

**"If you're alive  
today, you're probably  
going to end up having  
at least one electronic  
attachment"**

p34

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## Cover Trail

How the cover gets made

1 The story is on Elon Musk. He's beginning to invest in building tunnels, which he believes is an important business to be in.

2 "What will that man think of next? We can Photoshop him inside a hole."



3 "Looks great."

4 "Now we just need a headline. How about 'Elon Musk's Big Drill'?"

"No."

"'Orifice Complex'?"

"No."

"'Tunnel of Musk'?"

"No."

"'Elon's Big Opening'?"

"You seem unusually invested in this headline."

"As always, I want to make sure we represent the story with clarity and taste."

