

**“This shoe is
a bit polarizing,
and that’s what
we wanted.”**

**We want to
push people into
a new space”**
p42

**“Does this mean
investors don’t
appreciate the staff
yoga room?”**
p48

**“The Chinese government
realized what was happening,
and they weren’t so sure this
is a good thing for mining
companies to suddenly become
game companies”**
p54

**“You want to put
your name on as many
trophies as possible.
I like to keep it
as simple as that”**
p59

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Cover Trail

How the cover gets made

1 "Cover is on Nike. They're rethinking their business strategy when it comes to sneaker releases as Adidas makes gains in the market."

"There's such an overwhelming stream of unsettling news, it's nice to be able to pivot to a classic company story featuring an iconic and, to many, beloved brand."



2 "Looks great."

"Job well done by all."

3 [May 16, 5:30 p.m.]

"Oh God, did you see the—"

"Yes."

"We're going to have to change—"

"Yes."

"This is never going to end, is it?"

"Your guess is as good as mine."

Bloomberg Businessweek

If America were a company

Would you keep this CEO?