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We did a few dozen versions of this cover. Not a lot of difference between them. There wasn't really a sequence, just a lot of not being sure what we wanted.



"Like this one."



"Like this one. The tape needs to match the one we use inside, though."



"He's not Xerox CEO."  
"Looks like a Bill Gates Monopoly game."  
"That's actually a good idea for a board game."  
"I don't agree."



"Looks like we've just caught Bill Gates walking out of the bathroom."  
"I love that."



"You 100 percent sure you don't want Barbara Walters on the cover? Just want you to be SURE."  
"I'm fairly certain, yes."