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How the cover gets made



Domestic Edition

1 "The UNC story focuses on Mary Willingham, the whistle-blower who brought the scandal to public attention."

"Doesn't exactly scream basketball."

"How about..."

...the mascot hiding his face in shame...

Bloomberg Businessweek



...unnamed blurry basketball player with type over...



Bloomberg Businessweek



...'F' grade basketball shirt."

2 "Yup."

No Class

International Edition



"Throw oil at the Stars and Stripes."