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How the cover gets made

"Cover's on the IUD gaining popularity as a form of contraception, thanks in part to a Buffett foundation."

"As in Warren Buffett?"

"Yes."

"Is there anything Warren
Buffett can't do? This means we can
finally put him on the cover. It's a
business magazine rite of passage.
Legitimacy at last."



"Well, he doesn't actually run the foundation, so maybe we should try an IUD on the cover."



• "Looks strange at that size."







● "OK, let's go back to Warren, but emphasize the idea that he's a feminist icon."

