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"Nothing really says 'success' more than three-dimensional gold computer-rendered typography, does it?"

"That's the point. What is 'success,' anyway?"

"Well, in this case it's this weird gold typography the art department likes so much."

"Well, that's the point. It's supposed to look fake. Like 'success.'"

"Yes, I see how you got to that thought. But look, sit down. No, not on my lap. On that chair next to me. Is everything OK?"

"I feel like we're in an existentialist wormhole that isn't helping us illuminate the process of selecting our cover to the readers. That often it feels harder to explain why we made a cover than to actually make the cover."

"Yes, I've noticed."

"We just liked the gold type. OK?"

"OK. I'll love the gold type."

"OK. Can I go now?"

"Yeah. See you 'round."

