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Cover Trail

How the cover gets made

1 "The cover line is 'The Silicon Valley Conspiracy.' We should probably include Jobs and Schmidt, and make it look ... conspiratorial."

"No problem."



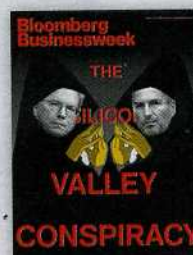
2 "Seems a little too straightforward."

"But it was inspired by the movie poster for Face-Off."

"I like it better now, but no."

3 "They're cackling maniacally because that's what evil people do."

"Mmm-hmm, I can see that."



4 "What if they were a combination of druids and Mr. Burns?"

"I don't mind cultish, but can we lose the robes?"

5 "So here's cultish, but not of a druidic strain—more of an Illuminati meets Masons feel."

"You seem to know a lot about cults."

"Let us speak no more of this."

