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1 "The cover story is about the process of designing the new iPhone."

"It's not really new, is it? Aren't they just adding an 'S' to it as an excuse to make people spend more money?"

"Actually, they've spent a staggering amount of time and resources working anxiously with the understanding that there's enormous expectation."

"Seems silly to stress out so much about something that should be relatively straightforward, like a phone. There are greater problems in the world that need our attention."

"What are you thinking for the cover?"

2 "The 'YAWN' represents people's high expectations."

"Is there a different way to express that?"



3 "This works."

"Piece of cake!"

