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Cover Trail

How the cover gets made

1 "The cover story is on Lenovo."

"What about Lenovo?"

"They basically bought a lot of technology no one wanted and built a profitable business."

"That doesn't sound very sexy."

"It's not."

"So ... do we need to show old ThinkPads and Motorola phones?"

"Yes."

"This just keeps getting worse."

"Might be good to have them in a trash can, to make them look even less desirable."

"You're suggesting a trash can full of unsexy tech garbage for the cover?"

"Yes."

"OK ... garbage cover ... sure. We'll get some garbage, put it in a trash can, and shoot it. Just that easy ... garbage cover ... it'll be great ... best garbage can cover ever."



2 "The raccoon totally saved it."