

How the cover gets made

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1 "Tim Cook agreed to talk to us about the last three years at Apple, including the development of the Apple Watch."

"Can we shoot him?"

"Yep."

"That's great! Why is it that so few people pose for our covers?"

"Let's just focus on the shoot."



2 "Power Tim."
"Too formal."



3 "Sporty Tim."
"This would be great for a running magazine."



4 "Shady Tim."
"Too ... shady."



5 "Friendly Tim?"
"Yes!"

