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① "Let's commission someone to create a street scene, with a crowd of people trying to get cabs on one side, a swarm of cabs ignoring them on the other. The headline could be something like 'Uber is reinventing the middleman.'"



② "Here's a rough done in-house."

"This could be terrible."

③ "We need a backup plan—let's commission someone to do a different idea."



④ "Think this looks great. Can you write a headline for it?"

"No."



⑤ "But the headline could be something about connectivity. 'Uber is connecting people to cars' or something"

"How's the other idea coming?"

⑥ "Looking pretty great, too."

"Just need to simplify the headline, and add more people. A lot more people. A ton of people."

