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Cover Trail

How the cover gets made

1 "Cover is on Google in Europe. It's fighting a legal battle there amid antitrust and privacy concerns."

"So Europeans hate Google?"

"Actually, it's much more popular in Europe than in the U.S. But some industry competitors, publishers, and politicians are leading the cause."

"I knew they'd hate it. Every man, woman, and child in Europe ... disgusted by Google. Astounding."



2 "A violent WWII-style battle, but this time the enemy is IN the computer."

"I rarely say this, but that seems like an overstatement."

3 "Graffiti over Larry and Sergey as if painted by a precocious European rabble-rouser."

"Might be confusing."



4 "In America you throw tomatoes, but in Europe you'd throw baguettes and pasta—because that's what they eat there."

"Maybe food isn't the best way into a tech story."



5 "A glitch inside Google maps, and the type can be made of pasta."

"No pasta. Otherwise fine."

