## Bloomberg Businessweek

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How the cover gets made

• "Not sure about this photo." "Let's at least try another shot."





@ "But it looks better smaller."







"Still too dramatic."



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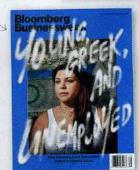
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6 "The headline pops better on the blue." "It's also the Greek flag colors."