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How the cover gets made

• "Is the headline going to be "Inside Amazon'?" "No."





• "Looks like his head is on a stake."
"Let's try something different with the headline."

● "Not sure where to look here." "It should probably be more straightforward."





"It's clearer."
"Looks like
what you'd
find in the
supermarket
checkout
aisle."
"But I like those
magazines."



G "It's better, but still a little too shouty."



o "The black and gray soften it up a bit." "And the logo pops more this way. The logo must always pop. Always."