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Cover Trail

How the cover gets made

1

"The cover story is on Marc Lore and his company, Jet.com, which will compete with Amazon when it launches."

"Hmm, a company that will take on Amazon. What do most people associate with Amazon?"

"A cardboard box on their doorstep."

"Right. Visually rich territory once again."



2 "A boot smashing a box."

3 "A smile being ripped off a box."



4 "Marc Lore looking like he's tearing himself out of a box."



5 "Marc Lore coming out of a box."



6 "Marc Lore coming out of a box, surrounded by more boxes."

"This may actually be a case where more is better."

"Music to my ears."

