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Cover Trail

How the cover gets made

1 "Cover story is about Mattel losing the Disney Princess business. Hasbro will start to produce them."

"When we publish stories equally relevant to business leaders and 4-year-old girls, America wins. We should shoot the new Princess dolls mingling with Hasbro toys. What is Hasbro known for making?"

"Transformers and Avengers."

"Now I'm interested. There's really something for everyone here, and I've never said that before."



2 "Princesses mingling with Hasbro toys."

"What is Mr. Potato Head doing to Ariel? And what is going on between Belle and Iron Man!?"

"They're playing. This is how toys play. It's totally innocent—best not to ask too many questions and let nature take its course."

