## **Bloomberg Businessweek**

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How the cover gets made

"Cover is on Steve Bannon. He runs a right-wing website and is making a successful career of taking down politicians."

"How does he do that?"

"One way is that he's effective at distributing his message through other news outlets."

"Interesting! I look forward to reading about all his points of view in our magazine with an open and easily influenced mind."

"Yes. We all shall, We shall certainly all read everything Steve Bannon has to say in our magazine."

> "So where did we shoot him? At his house?"



\*Looks like all my family portraits.\*

"I'm sure. Also, this is mostly just about Bannon."

"This still feels like it's maybe 50 percent about Bannon. It's mostly about Bannon."

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