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Cover Trail

How the cover gets made

Bloomberg Businessweek



1 "They need to be bigger on the cover."

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2 "Too big! Too big! Back away... farther... farther." "I love this picture."

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3 "Oh, look, I have a pair of shoes just like Jony Ive's." "Comfy?" "Yes, they are. Thanks."

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4 "What about the cover line?" "Well... what would *Mad* magazine do?"

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5 "Next we have to turn the back page into a Fold-in." "I'll call Al Jaffee."