

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

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"The cover story is based on a pretty extraordinary interview with the deputy crown prince of Saudi Arabia, who is young and ambitious."

"We'll have to do some crazy illustration or something. Something conceptual."

"No, he'll sit for a photograph."

"What?"

"Yeah, they said fine. Come on down."

"I don't believe you."

"The photographer's already on his way."

"Well, it'll be really boring."

[Two days later]

"This can't be the prince."



"It is."



"But he's laughing!"



[Extremely long silence]

"I hope he turns out to be a good king."

