

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

1

"Story's on Yahoo!, which was recently put up for sale."

"How much is it worth?"

"As of today, minus \$8 billion."

"So it's free then? I'd like to place a bid!"

"It's more complicated than that. The price will depend on what it does with its tech assets and various foreign investments. The management is also in question. I would suggest you read the story to understand the full complexity of—"

"Wow! A giant worthless tech company is up for sale. Why don't we do a fake e-commerce page."



2

"It's a little confusing, also hard to read."

"Legibility is very early Aughts."

"No, it isn't."



3

"This is better, but I don't think we need the tree."

"I spent four hours photoshopping that."

