

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

### Domestic Cover

1 "The cover is on the Republican National Convention."

"When is that happening, again?"

"As we speak."

"Right, right. We have a photographer there, we definitely do. Totally on it."

(To photography director)  
"Hey, so, did we send a photographer to the convention? Or can we send someone really, really soon, do you think? Seems like something we should shoot."

"There's been a photographer in Cleveland for days. I mentioned this several times, but I think you were playing *Pokémon Go*."

"You're my rock."



### International Cover

1 "We have a great story about a newspaper in Turkey that's attempting to survive Erdogan."

"That makes me feel sorta guilty about complaining about the free coffee here. It is pretty bad, though."

