

How the cover gets made

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1 "Cover story is on Amazon. It started leasing its own jets for deliveries to rely less on third-party carriers."  
 "Wow. Typical Bezos power move. First he gets a *Star Trek* cameo, and now this. It's been a big year for him. What are you thinking for the cover?"



2 "A dense fleet of Amazon planes dropping packages."  
 "It looks like they're carpet-bombing us."



3 "A plane made out of an Amazon box."  
 "Fun project for a third grader, but maybe not for the cover."



4 "Bezos flying."  
 "This is marginally better than the other two."  
 "I aim to impress."

