

Bloomberg Businessweek

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Cover Trail

How the cover gets made

Domestic Cover

1 "The story is about a controversial way to control Zika-carrying mosquitoes that may be tested in Florida."

"How does it work?"

"Male mosquitoes have been genetically modified so their offspring die before they mature. The process simply involves releasing them into Zika zones so they mate with infected females, therefore rendering them essentially unable to reproduce."

"Except for praying mantises, this sounds like the insect world's worst sexual encounter."



International cover

2 "We interviewed Cheng Wei, CEO of Didi. It's a wildly successful ride-hailing app in China. So much so that it overtook Uber there."

"Let's photograph him."



3 "That's certainly the pose of a man who just beat Uber at its own game."

