

Bloomberg Businessweek

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Cover Trail

How the cover gets made

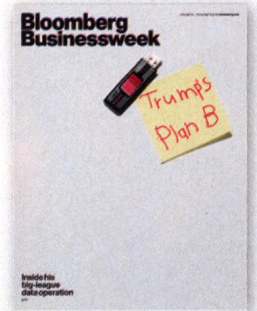
Domestic Cover

1
"We gained exclusive access to Trump's command center, where his staff is using voter data to make plans beyond the election."

"Wow. What's it like?
Is everything gold?"

"It's a white room with mostly men on laptops."

"Dreams crushed."



International Cover

1
"Twitter is selling user data because it doesn't have many other ways to grow."

"Everyone is obsessed with data, but it can feel like its main use is privacy violation and manipulation."

"Would you prefer that all social media be eradicated?"

"Sorry, could you repeat that? I was just regramming this amaaaazing avocado toast my bestie just posted."

