

# Bloomberg Businessweek

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"The story is on Emirates. The airline has flourished as a result of having business advantages most carriers don't, but it may be hitting a ceiling."

"Excellent. I shall gladly accept the challenge to create a cover for this article. To produce art that comes from the standpoint of a thoroughly informed individual, I must completely immerse myself in the world of Emirates. This immersion won't be for the crass purpose of pleasure, but for the dignified sacrifice that represents a total devotion to journalism. If you agree with this approach, I shall embark on my journey posthaste."

"What exactly are you saying?"

"Can you fly me Emirates first class to Dubai?"

"No."

