

Bloomberg Businessweek

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Cover Trail

How the cover gets made

Domestic

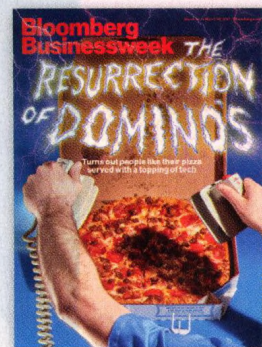
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"The cover's on Domino's. We go into how it got to be the leader in the pizza business."

"I'm going to go ahead and proclaim this to be the most important business story of the year. As a research assignment, I'm going to order the art department 20 pizzas—in order to understand the thesis of the story firsthand."

"Maybe you should photograph one of the pizzas?"

"I like the way you think."



International

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"Story's about the legal battle between Google and Uber over self-driving technology."

"Will this self-driving technology increase the speed of pizza deliveries?"

"It's time to move on."

