

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

① "It's our first Showbiz Issue!"

"What's in it?"

"Among other things, we looked at Disney's new *Avatar* theme park, talked to Robert De Niro and Jane Rosenthal about the future of film, and photographed the latest *WrestleMania*."

"Sounds exciting! It's really an issue full of firsts. We've never done covers showing an artificial alien rainforest, a Hollywood icon, or a muscular, half-naked man whose job it is to simulate the beating of other half-naked muscular men."

"We should all be proud."

