

Bloomberg Businessweek

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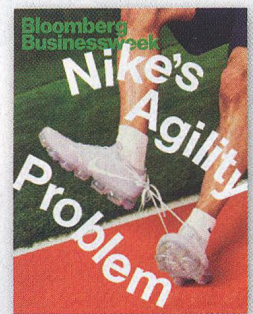
Cover Trail

How the cover gets made

1

"Cover is on Nike. They're rethinking their business strategy when it comes to sneaker releases as Adidas makes gains in the market."

"There's such an overwhelming stream of unsettling news, it's nice to be able to pivot to a classic company story featuring an iconic and, to many, beloved brand."



2

"Looks great."

"Job well done by all."

3

[May 16, 5:30 p.m.]

"Oh God, did you see the—"

"Yes."

"We're going to have to change—"

"Yes."

"This is never going to end, is it?"

"Your guess is as good as mine."

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If America were a company

Would you keep this CEO?

