## Bloomberg Businessweek

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How the cover gets made

"The story is about the Colonial Pipeline, specifically the implications of accidents like the explosion in Alabama."

"The implications are generally good, right? Fire provides warmth, and Lord knows it gets chilly this time of year. Trees just take up valuable space, so it's a quick and easy way to clear some land. And the oil industry is stable to the point of being boring. This at least shakes things up a bit."

"Have you purposefully avoided reading the story?"

"I'm just trying to stay positive."

