## Bloomberg Businessweek

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Innovation: A coffee maker tough enough for a construction site

What I Wear to Work: Shoshana Fisher sticks with black, so nothing clashes with her skull tattoo

How Did I Get Here? For Intel executive Danielle Brown, a funny thing happened on the way to medical school



How the cover gets made

## 0

"The cover story is on how the tobacco industry is investing in new technologies for delivering nicotine."

"So they want to be more like a Silicon Valley startup, but with the purpose of creating something addictive and potentially destructive?"

"I suppose so."

"Sort of like Twitter."



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