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Cover Trail

How the cover gets made

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"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."

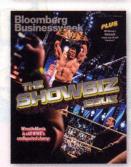
"We should all be proud."





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R: AVATAR: PHOTOGRAPH BY STEPHEN WILKES FOR BLOOMBERG BUSINESSWEEK. DGRAPH BY MATTHEW SALACUSE FOR BLOOMBERG BUSINESSWEEK. WWE: PHOTO

COVER