

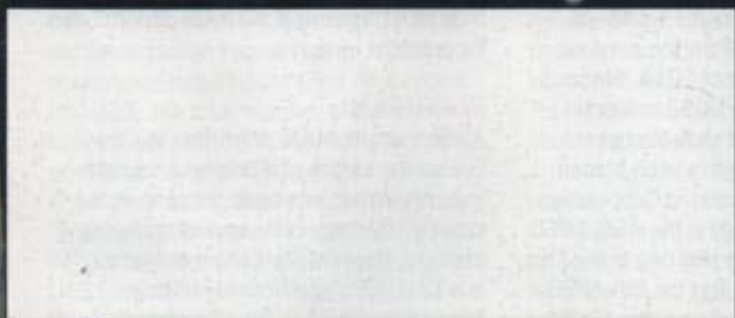
Bloomberg Businessweek



TIM

COOK'S

APPLE



The exclusive story behind
the making of the Apple
Watch—and the revolution
in the company's culture

“Who knows, maybe you can charge

\$400 for a shirt”



p87

“People don’t realize that fax machines are still around in this day and age, but they are”

p45

“If you had a choice of applying for a job at a place where a worker had just lost a hand vs. one where no amputation has occurred, which would you choose?”

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“The NFL is so used to being able to shape a narrative that Goodell forgot for a moment that people actually pay attention to the facts”

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Cover Trail

How the cover gets made

1 "Tim Cook agreed to talk to us about the last three years at Apple, including the development of the Apple Watch"

"Can we shoot him?"

"Yep."

"That's great! Why is it that so few people pose for our covers?"

"Let's just focus on the shoot."



2 "Power Tim."

"Too formal."



3 "Sporty Tim."

"This would be great for a running magazine."



4 "Shady Tim."

"Too ... shady."



5 "Friendly Tim?"

"Yes!"

