

# Bloomberg Businessweek

# ELON MUSK IS REALLY BORING.



The billionaire's new  
Trump-era business plan:  
Building tunnels

# Bloomberg Businessweek

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## Cover Trail

How the cover gets made

1

"The story is on Elon Musk. He's beginning to invest in building tunnels, which he believes is an important business to be in."

"What will that man think of next? We can Photoshop him inside a hole."



2

"Looks great."

"Now we just need a headline. How about 'Elon Musk's Big Drill'?"

"No."

"'Orifice Complex'?"

"No."

"'Tunnel of Musk'?"

"No."

"'Elon's Big Opening'?"

"You seem unusually invested in this headline."

"As always, I want to make sure we represent the story with clarity and taste."

