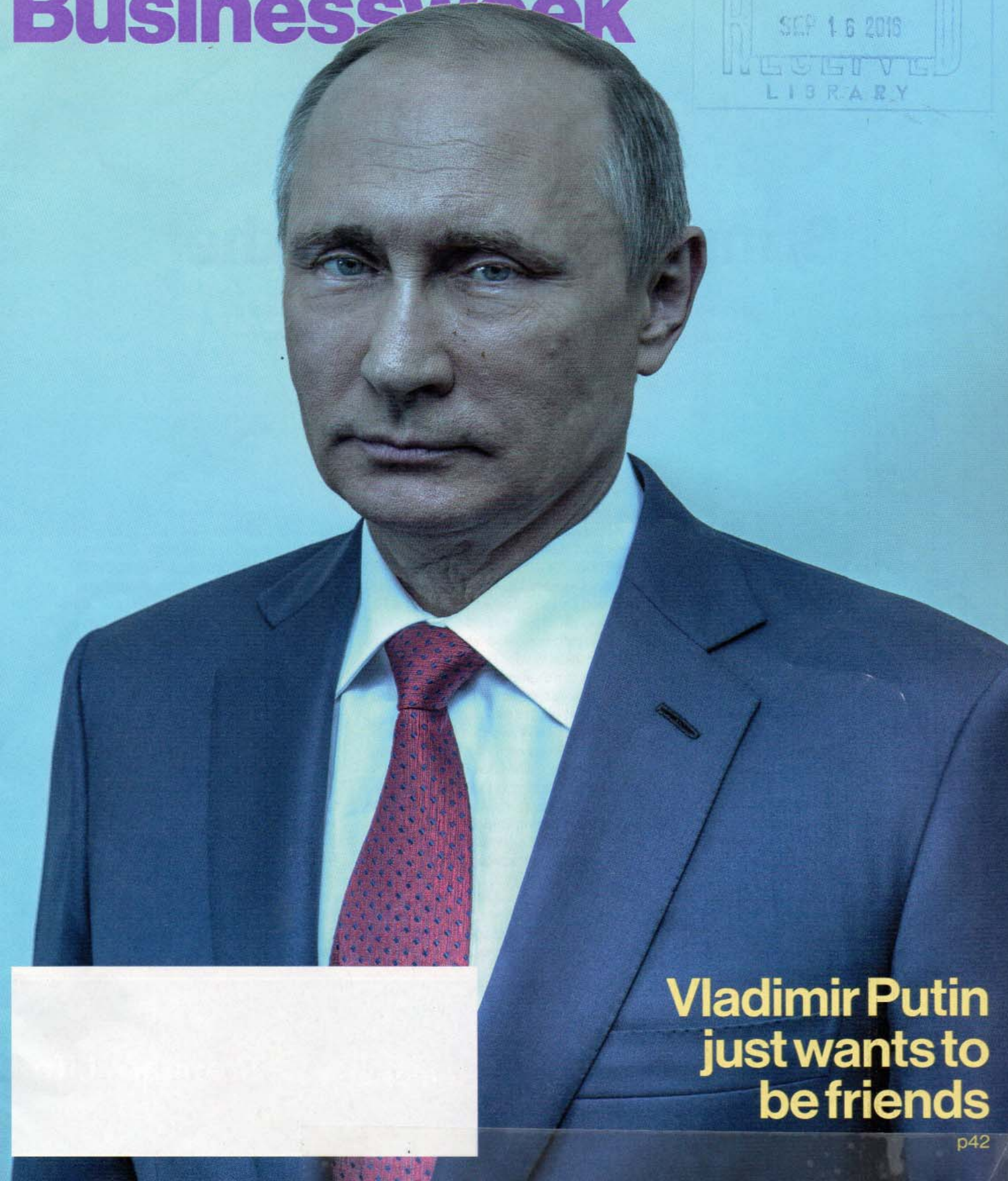
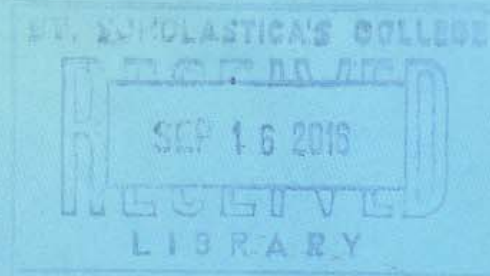


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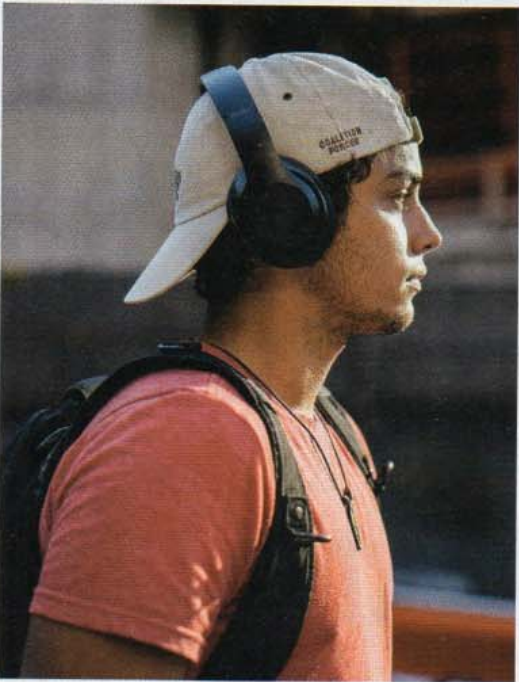


**Vladimir Putin
just wants to
be friends**

Bloomberg Businessweek

The American Electorate

September 19 — September 25, 2016 | bloomberg.com



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September 12 – September 18, 2016

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Cover Trail

How the cover gets made

1

"We got an interview with Putin."
 "Really? After all the stories we've done about the Russian government? Particularly the stories about hacking, corruption, discrimination, war..."

"To be fair, those are the kinds of stories we do about many places, including the U.S."

"Great point. I'm thinking we can photoshop him riding a bear shirtless crashing through the interview studio since he won't be photographed."

"He agreed to a shoot."

"Whaaaaa?"



"Wow, that's great."



"Oh, wow."



"Wow, wow, wow."

"Can we run all three?"

"Let's do two—though I love your enthusiasm."

Domestic Cover



International Cover

