

Bloomberg Businessweek



**How
Uber and
Airbnb fought
city halls,
won over the
citizenry,
and figured
out how
to dominate
the sharing
economy**

p44

Bloomberg Businessweek

January 30 — February 5, 2017

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Cover Trail

How the cover gets made

Domestic Cover

1

"We profile Trump's pick for commerce secretary, Wilbur Ross, and what it could mean for the administration."

"Probably great things, right?"

"You should read the story."

"I did. But I don't really trust the media. I'm just going to settle on 'it's going to mean great things.'"

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Wilbur Ross, Donald Trump's nominee for Commerce Secretary. He's got a track record. He's well-connected.



International Cover

1

"We have an exclusive excerpt from a forthcoming book about how Airbnb and Uber came to dominate the sharing economy and rake in billions of dollars as a result."

"This makes me feel nervous about abandoning a billion-dollar app."

"What was it?"

"You open it, and it has 100 banks around the world taking fractions of a cent each over an extended period, until you get a billion dollars."

