

Bloomberg Businessweek Coders

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B10



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Us

Remington Holt, 21

Silicon Valley companies all say they want black engineers. So why don't they hire them?

p40

Bloomberg Businessweek

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Cover Trail

How the cover gets made

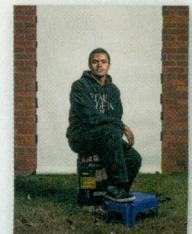
1

"The cover story is on tech companies that are struggling to diversify their employee pool."

"What kind of companies?"

"Large ones in Silicon Valley, like Google."

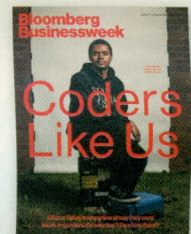
"So much for the technocratic utopia. We should probably photograph some of the people who are trying to get hired."



2

"Love this photo."

"What should we do for the headline?"



3

"Do you think people will misread it as 'Coders LIKE Us'?"

"No...but it would be terrible if they did."

4

