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Today's PLAYBOOK presented by Morgan Stanley

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DRIVING THE DAY

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Good Wednesday morning. THE TWEET READ ROUND THE WORLD --
@realDonaldTrump at 12:06 a.m.: "Despite the constant negative press covfefe". The tweet stood alone -- nothing before it, or after it. If you had any doubt that the president of the United States was sitting late at night with his own device in the White House residence, this should probably dispel that. Trump deleted the tweet at some point in the 5 a.m. hour. #covfefe is now a trending hashtag on Twitter and launched an Urban Dictionary entry overnight (<http://bit.ly/2qzNP3i>). ***See the deleted tweet, which got over 126,000 retweets and 160,000 likes*** <http://bit.ly/2sdnZPy>

--@realDonaldTrump at 6:09 a.m.: "Who can figure out the true meaning of "covfefe" ??? Enjoy!"

--@jimmykimmel at 2:15 a.m.: "More what makes me saddest is that I know I'll never write anything funnier than #covfefe".