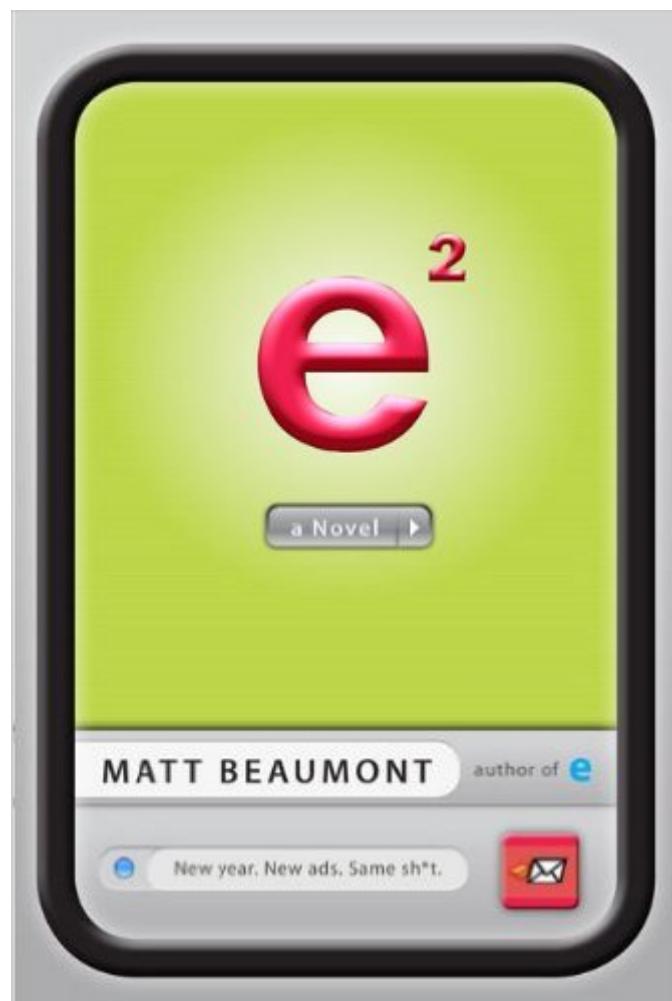


The book was found

E Squared: A Novel



Synopsis

Hijinks galore among the deliriously funny ad men and women in this electronic epistolary novel e's wickedly hilarious crew from the Miller Shanks Ad Agency is back with more office shenanigans. The staff has moved on to Meerkat360, a sleek and self-consciously hip boutique agency, where they are joined by a fresh cast of industrial-strength nutjobs. Through e-mails, texts, and blog entries they pitch ad campaignsâ "EstÃ©e Lauder's new Margaret Thatcher perfume, anyone?â "mangle love lives, and barely navigate office and family politics. Armed with the acid wit of e upgraded with the full arsenal of modern cyber tools, e2 leaves you rolling on your cubicle floor and snorting vile vending-machine coffee out of your nostrils.

Book Information

Paperback: 505 pages

Publisher: Plume; 1 edition (January 26, 2010)

Language: English

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Product Dimensions: 5.4 x 1 x 8 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (37 customer reviews)

Best Sellers Rank: #734,118 in Books (See Top 100 in Books) #137 inÂ Books > Literature & Fiction > Genre Fiction > Epistolary #649 inÂ Books > Literature & Fiction > British & Irish > Contemporary #754 inÂ Books > Literature & Fiction > British & Irish > Humor & Satire

Customer Reviews

I was intrigued by the concept of this book so I had to give it a go. I had not read "e", but since it seemed successful, I thought this might be worth it. It was entirely worth it! I had expected just a series of emails, but was surprised to find emails, IMs, texts, etc. not only from the staff themselves, but also including family, friends, and anyone who can provide an angle on the story. At first I thought I would get lost in the maze of communication and maybe even have to start a list of the characters to keep it all straight. But after a bit I realized that I did not even need to read the "To" or "From" lines anymore; I knew who was writing by the style and the issue. It felt much more voyeuristic than a conventional book; making me feel somewhat like I was sneaking around with stolen correspondence. The format also encouraged me to fill in the missing bits with my imagination rather than spoon-feeding me everything the author thinks I *should* know. Now I

cannot wait to read "e"! I highly recommend this book to anyone who finds the concept at all intriguing. I sincerely believe that you will not be disappointed.

TheWilyBadger: Just got done reading new bookArthurthePanther: what is it?TheWilyBadger: A rectangular object with pages in it but that's not important right now ^_^ArthurthePanther: shutupTheWilyBadger: It's called e2TheWilyBadger: Well supposed to be e-squared but I can't figure out how to do the 2 like a square root in text.ArthurthePanther: what's it abt?TheWilyBadger: It's a series of emails and texts and stuff between people in an office talk about their lives and stuff.ArthurthePanther: Good?TheWilyBadger: Good. Reminds me of "The Guernsey Literary and Potato Peel Pie Society"ArthurthePanther: What? How? Why?TheWilyBadger: It's British-ish and written as communications between people rather than dialogueTheWilyBadger: It has a little more swearing thoArthurthePanther: cute :P You liked it tho?TheWilyBadger: Yeah. The characters are a little broad, but they have to be for the format. They're pretty fun though and HH is my hero (he's a "Doctor Who" fan).ArthurthePanther: Oh they have those in England?TheWilyBadger: Ha. Ha. Anyhow the plot is kind of all over the place and it's kind of disjointed but that's part of the charm. I really liked it! I'll probably be ordering the first book in the series, which I think is called (character limit exceeded, remainder in next message)TheWilyBadger: eArthurthePanther: cool so you think i should read it/TheWilyBadger: Since you like funny things and have a somewhat demented sense of humor, you'll enjoy it. People a bit more straight-laced or overly fond of narrative structure won't.ArthurthePanther: cool now go away so I can go back to watching CapricaTheWilyBadger: Frak off :P

I quite like this book. I work at an ad agency in Kenya and it showed a hilarious reflection of my work life. I don't know if non-agency people will quite get it, but I really think everyone in the ad-world should read this (and e as well). We might stop jumping agencies so much once we realise they're all EXACTLY the same. We might stop taking ourselves quite so seriously too, which will make our lives far less dramatic and way more fun :-) Also, how cool is it to write an entire novel in e-mails, SMS, and MSN? Very nice.

A more than fitting follow up to the original novel. The gang from Millar Shanks is alive and well in this story, not all working together but all accessible by email (of course)Top marks for great character development and even funnier escapades than the first book ... I truly hope this isn't the last we hear from these characters :)

It's hard to put into words just how funny this book is. You don't necessarily need to have read it first, but it would help. It also helps if you're a Brit, or can at least look up some of the expressions online if you don't understand all the Brit speak. But without a doubt, this is one of the funniest books I have ever read. The advancements in technology since the first book (texting, online chat and ebay) just add to this story, and I particularly enjoyed all the listings on ebay. "Would suit a complete wanker" too funny!

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