Where The Suckers Moon Life And Death Of An Advertising Campaign
Randall Rothenberg

The Octopus Scientists
Where Did It All Go Wrong?
Truth, Lies, and Advertising
Robot, Take the Wheel
Frenemies
Hey, Whipple, Squeeze This
My Adventures in Marketing
Get in Trouble
Dark Days
I'd Rather Be Reading
The Neoliberals
Hitting a Straight Lick with a Crooked Stick
The Hidden Life of Deer
Mountains of the Moon
Erotic Astrology
Maybe in Another Life
The Book of Gossage
Glasshouse
Sucker's Portfolio
Where the Suckers Moon
So Long, and Thanks for All the Fish
Just Breathe
Paper Moon
Sucker for Love
I Was a Teenage Space Reporter
Where the Suckers Moon
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The Honest Rainmaker
You Were Born for This
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The Octopus Scientists

Where Did It All Go Wrong?

With an updated Afterword by the author This is the epic saga of the American automobile industry’s rise and demise, a compelling story of hubris, missed opportunities, and self-inflicted wounds that culminates with the president of the United States ushering two of Detroit’s Big Three car companies—once proud symbols of prosperity—through bankruptcy. With unprecedented access, Pulitzer Prize winner Paul Ingrassia takes us from factory floors to small-town dealerships to Detroit’s boardrooms to the White House. Ingrassia answers the big questions: Was Detroit’s self-destruction inevitable? What were the key turning points? Why did Japanese automakers manage American workers better than the American companies themselves did? Complete with a new Afterword providing fresh insights into the continuing upheaval in the auto industry—the travails of Toyota, the revolving-door management and IPO at General Motors, the unexpected progress at Chrysler, and the Obama administration’s stake in Detroit’s recovery—Crash Course addresses a critical question: America bailed out GM, but who will bail out America?

Truth, Lies, and Advertising

A woman in her thirties is released from prison, with a new name and not much else. She begins to make a fresh start but the present is soon invaded by fragments from her past. Unsettling, hallucinatory and without precedent, Mountains of the Moon is the tragic account of a broken life, but, against all expectation, it amounts to something utterly beautiful.
Robot, Take the Wheel

From beloved astrologer Chani Nicholas comes an essential guide for radical self-acceptance. Your weekly horoscope is merely one crumb of astrology’s cake. In her first book You Were Born For This, Chani shows how your birth chart—a snapshot of the sky at the moment you took your first breath—reveals your unique talents, challenges, and opportunities. Fortified with this knowledge, you can live out the life you were born to. Marrying the historic traditions of astrology with a modern approach, You Were Born for This explains the key components of your birth chart in an easy to use, choose your own adventure style. With journal prompts, reflection questions, and affirmations personal to your astrological makeup, this book guides you along the path your chart has laid out for you. Chani makes the wisdom of your birth chart accessible with three foundational keys: The First Key: Your Sun (Your Life’s Purpose) The Second Key: Your Moon (Your Physical and Emotional Needs) The Third Key: Your Ascendant and Its Ruler (Your Motivation for Life and the Steersperson of Your Ship) Astrology is not therapy, but it is therapeutic. In a world in which we are taught to look outside of ourselves for validation, You Were Born for This brings us inward to commit to ourselves and our life’s purpose.

Frenemies

Virgos are suckers for roleplaying fantasy games. Cancers crave good food and great sex—but not necessarily in that order. No wimps need apply for the job of Scorpio’s lover. In this wickedly informative book, noted astrologer and tarot card reader Phyllis Vega reveals how the moon, Mars, and Venus affect our heavenly human bodies—in and out of bed. Part One is all about sex, and how the Sun and Mars together determine our sexual personalities and rule our sex drives—for better or for worse. Part Two is all about love, and how the Moon and Venus influence and illuminate our love natures—and what that means for us sexually. You’ll also learn how to: Find true love and lasting passion by the light of the stars Determine their Venus, Mars, and Moon signs Please any and all lovers, sign by sign Decide if they are sexually compatible with their partner Experience sexual ecstasy day in and night out, no matter what their sign Thanks to this book, you will enjoy a sex life that’s out of this world!

Hey, Whipple, Squeeze This

A proto-meme is beginning to ‘go critical’. If you're looking at this book you might even be a part of that meme. Somewhere the advertising business kinda lost the plot, we're not sure exactly sure where. So many incompetents, who can't know we are incompetent because the skills we need to produce the right answers are exactly the skills we lack in order to know what a right answer is. What happens now? Who knows? But let's tackle it head-on with punk rock, cheap philosophy and evolutionary psychology and take a hair-raising ride to the Dunning-Kruger peak of advertising
My Adventures in Marketing

"For all the right reasons." "Cars that can." "What to Drive." "The perfect Car for an Imperfect World." Only one of these slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991. As six advertising agencies scrambled for the account and the winner tried to churn out the Big Idea that would install Subaru in the collective national unconscious, Randall Rothenberg was there, observing every nuance of the chaos, comedy, creativity, and egotism that made up an ad campaign. One can read Rothenberg's book as the behind-the-scenes chronicle of the brief and very troubled marriage between a beleaguered automobile company and Wieden & Kennedy, an aggressively hip ad agency whose creative director despised cars. One can read it as a history of advertising's journey from the conventionally upbeat slogan "Helps Build Strong Bodies 12 Ways" to the supercool nineties minimalism of "Bo Knows." Either way, Where the Suckers Moon is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture.

Get in Trouble

The former advertising columnist for the New York Times provides a close-up look at the advertising industry, following Subaru of America as the company selects a new ad agency and tracing the history of American advertising. 25,000 first printing. Tour.

Dark Days

I'd Rather Be Reading

The Neoliberals

Now celebrating the 42nd anniversary of The Hitchhiker’s Guide to the Galaxy, soon to be a Hulu original series! “A madcap adventure . . . Adams’s writing teeters on the fringe of inspired lunacy.”—United Press International Back on Earth with nothing more to show for his long, strange trip through time and space than a ratty towel and a plastic shopping bag, Arthur Dent is ready to believe that the past eight years were all just a figment of his stressed-out imagination. But a gift-wrapped fishbowl with a cryptic inscription, the mysterious disappearance of Earth’s dolphins, and the discovery of his battered copy of The Hitchhiker’s Guide to the Galaxy all conspire to give Arthur the sneaking suspicion that something otherworldly is
indeed going on. God only knows what it all means. Fortunately, He left behind a Final Message of explanation. But since it’s light-years away from Earth, on a star surrounded by souvenir booths, finding out what it is will mean hitching a ride to the far reaches of space aboard a UFO with a giant robot. What else is new? “The most ridiculously exaggerated situation comedy known to created beings . . . Adams is irresistible.”—The Boston Globe

**Hitting a Straight Lick with a Crooked Stick**

When cartoonist Sarah Moon is faced with her cancer survivor husband's infidelity, she returns home to California, where she discovers that unexpected change and an old flame can be like a breath of fresh air for both her body and soul.

**The Hidden Life of Deer**

Awakening in a clinic with most of his memories missing, Robin goes on the run from unknown enemies out to kill him, volunteering to take part in the Glasshouse, an experimental polity simulating a pre-accelerated culture in which he will be assigned an anonymous identity, but he experiences radical changes that threaten everything. 20,000 first printing.

**Mountains of the Moon**

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

**Erotic Astrology**

Jay Chiat, founder of the prestigious Chiat/Day advertising agency (which created campaigns for the Energizer Bunny and
Fruitopia) called it “The best new-business tool ever invented.

Maybe in Another Life

FINALIST FOR THE PULITZER PRIZE • NATIONAL BESTSELLER • A bewitching story collection from a writer hailed as “the most darkly playful voice in American fiction” (Michael Chabon) and “a national treasure” (Neil Gaiman). NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BookPage • BuzzFeed • Chicago Tribune • Kirkus Reviews • NPR • San Francisco Chronicle • Slate • Time • Toronto Star • The Washington Post She has been hailed by Michael Chabon as “the most darkly playful voice in American fiction” and by Neil Gaiman as “a national treasure.” Now Kelly Link’s eagerly awaited new collection—her first for adult readers in a decade—proves indelibly that this bewitchingly original writer is among the finest we have. Link has won an ardent following for her ability, with each new short story, to take readers deeply into an unforgettable, brilliantly constructed fictional universe. The nine exquisite examples in this collection show her in full command of her formidable powers. In “The Summer People,” a young girl in rural North Carolina serves as uneasy caretaker to the mysterious, never-quite-glimpsed visitors who inhabit the cottage behind her house. In “I Can See Right Through You,” a middle-aged movie star makes a disturbing trip to the Florida swamp where his former on- and off-screen love interest is shooting a ghost-hunting reality show. In “The New Boyfriend,” a suburban slumber party takes an unusual turn, and a teenage friendship is tested, when the spoiled birthday girl opens her big present: a life-size animated doll. Hurricanes, astronauts, evil twins, bootleggers, Ouija boards, iguanas, The Wizard of Oz, superheroes, the Pyramids . . . These are just some of the talismans of an imagination as capacious and as full of wonder as that of any writer today. But as fantastical as these stories can be, they are always grounded by sly humor and an innate generosity of feeling for the frailty—and the hidden strengths—of human beings. In Get in Trouble, this one-of-a-kind talent expands the boundaries of what short fiction can do. Praise for Get in Trouble “Ridiculously brilliant . . . These stories make you laugh while staring into the void.”—The Boston Globe “When it comes to literary magic, Link is the real deal: clever, surprising, affecting, fluid and funny.”—San Francisco Chronicle

The Book of Gossage

For anyone who'd rather be reading than doing just about anything else, this ebook is the ultimate must-have. In this visual ode to all things bookish, readers will get lost in page after page of beautiful contemporary art, photography, and illustrations depicting the pleasures of books. Artwork from the likes of Jane Mount, Lisa Congdon, Julia Rothman, and Sophie Blackall is interwoven with text from essayist Maura Kelly, bestselling author Gretchen Rubin, and award-winning author and independent bookstore owner Ann Patchett. Rounded out with poems, quotations, and aphorisms celebrating the joys of reading, this lovingly curated compendium is a love letter to all things literary, and the perfect thing for
bookworms everywhere.

Glasshouse

Divalicious darling of the undead Lil Marchette is this close to finding her own happily-ever-after with hunky live-in bounty hunter Ty Bonner. Unfortunately, reality is biting back in a big way. Lil’s got mounting bills to pay and clients to keep happily hooked up courtesy of Dead End Dating, the ultimate meet-and-greet for New York's fanged, furry, and fabulous. But leave it to a drop-dead gorgeous eight-hundred-year-old warlock with a big-girl fetish to take the biggest chomp out of Lil’s happiness by kidnapping Esther Crutch, one of Lil’s plus-size clients, now stamped as Grade-A Ritual Meat. Leaving Ty warming the bed, Lil races to rescue Esther’s curvy behind before she's turned into a Mayan sacrifice. The trail leads to Texas—hell by any other name—and as if dust, demons, and hopelessly outdated fashion weren’t bad enough, fate gives Lil an unexpected partner: her mom, who is on a mission to meddle (as usual) and grab a little mother-daughter time. Will Lil remain calm in the face of smotherly love and save Esther—or will her client bite the dust?

Sucker's Portfolio

Fifty case histories of Pentagram Design projects.

Where the Suckers Moon

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

So Long, and Thanks for All the Fish

Be Fearless is researched-based call to action for those seeking to live extraordinary lives and bring about transformational change. LOS ANGELES TIMES BESTSELLER * NATIONAL BESTSELLER Weaving together storytelling, practical tips and inspiration, the book will teach you how to put the five fearless principles to work so that you too can spark the sorts of remarkable breakthroughs that can impact the world. Philanthropist, investor, and technology pioneer Jean Case brings to life the five Be Fearless principles common to the people and organizations that bring about transformational change. When National Geographic Chairman Jean Case set out to investigate the core qualities of great change makers, past and present,
from inventors to revolutionaries, she found five surprising traits they all had in common. These weren’t wealth, privilege, or even genius. What all of these exceptional men and women shared was that they had chosen to make a “big bet,” take bold risks, learn from their failures, reach beyond their bubbles, and let urgency conquer fear. Throughout Be Fearless, Jean vividly illustrates these principles through storytelling—from her own transformational life experiences, to Jane Goodall’s remarkable breakthroughs in understanding and protecting chimpanzees, to celebrity chef José Andrés’ decision to be a “first responder” and take his kitchen to the sites of devastating hurricanes to feed the hungry, to Madame C.J. Walker’s vision to build a hair care empire that would employ thousands across the country, and more. She shares new insights to stories you might think you know—like Airbnb’s tale of starting from scratch to transform the hospitality industry, to John F. Kennedy’s history-making moonshot—and gems from changemakers you’ve never heard of. Be Fearless features a compelling foreword from Jane Goodall saying “there is no time in history when it has been more important to Be Fearless” and a new afterword with stories of people inspired to take action after reading the book.

**Just Breathe**

The classic tale of a female Huck Finn, Peter Bogdanovich's film version of the book was nominated for four Academy Awards. Set in the darkest days of the Great Depression, this is the timeless story of an 11-year-old orphan's rollicking journey through the Deep South with a con man who just might be her father. Brimming with humor, pathos, and an irresistible narrative energy, this is American storytelling at its finest. Paper Moon is tough, vibrant, and ripe for rediscovery.

**Paper Moon**

A social history of cheating and how American history -- through real estate, sports, finance, academics, and of course politics -- has had its unfair share of rigged results and widened the margins on its gray areas. Drawing from the intriguing (and sometimes unbelievable) true stories of the lives of everyday Americans, historian Julie M. Fenster traces the history of the weakening of our national ethics through the practice of cheating. From marital infidelity to financial fraud; rigged sports competitions to corruption in politics and the American education system; nuclear weaponry to beauty pageants; hospitals, TV game shows, and charities; nothing and no one is exempt. And far from being ostracized, cheaters in every sphere continue to survive and even thrive, casting their influence over the rest of our society. And nowhere is this more obvious than in the recent tectonic shift in politics, where a revolution in our collective attitude toward fraudsters has ushered in a new kind of leadership. Part history of an all-American tradition, part dissection of an ongoing national crisis, Cheaters Always Win is irresistible reading -- a smart, sardonic, and scintillating look into the practice that made America what it is today.
**Sucker for Love**

In *The Hidden Life of Deer*, Elizabeth Marshall Thomas, the New York Times bestselling author of *The Hidden Life of Dogs*, turns her attention to wild deer, and the many lessons we can learn by observing nature. A narrative masterpiece and a naturalist’s delight, *The Hidden Life of Deer* is based on the twelve months Thomas, a renowned anthropologist, spent studying the local deer population near her home in New Hampshire.

**I Was a Teenage Space Reporter**

**Where the Suckers Moon**

Molly’s up against the undead—and the fate of Manhattan is in her hands—in the third and final book of the Dead City trilogy, which Hunger Games author Suzanne Collins says “breathes new life into the zombie genre.” Molly and the Omegas fight to contain the storm unleashed by Operation Blue Moon. As they do, Molly’s personal life is thrown into turmoil when she discovers that one of her closest friends has joined the ranks of the undead, a development that threatens the Omegas as well as Molly’s relationship with her mother. As Molly and her friends battle the Dead Squad (a special NYPD task force made up entirely of zombies), they discover that the world’s largest gold reserve is kept in a vault eighty feet below the Federal Reserve Bank of New York. They find a photograph of the vault’s construction in the 1920s and realize that the construction crew was led by none other than the leader of the undead, Marek Blackwell. Could this explain the source of all his money? And if so, what is he planning to do with it? Is he rebuilding Dead City...or is he building an undead army?

**Be Fearless**

From “one of the greatest writers of our time” (Toni Morrison)—the author of Barracoon and *Their Eyes Were Watching God*—a collection of remarkable stories, including eight “lost” Harlem Renaissance tales now available to a wide audience for the first time. *New York Times’ Books to Watch for* Buzzfeed’s Most Anticipated Books *Newsweek’s Most Anticipated Books Forbes.com’s Most Anticipated Books E!’s Top Books to Read Glamour’s Best Books Essence’s Best Books by Black Authors In 1925, Barnard student Zora Neale Hurston—the sole black student at the college—was living in New York, “desperately striving for a toe-hold on the world.” During this period, she began writing short works that captured the zeitgeist of African American life and transformed her into one of the central figures of the Harlem Renaissance. Nearly a century later, this singular talent is recognized as one of the most influential and revered American artists of the modern period. *Hitting a Straight Lick with a Crooked Stick* is an outstanding collection of stories about love and migration, gender
and class, racism and sexism that proudly reflect African American folk culture. Brought together for the first time in one volume, they include eight of Hurston’s “lost” Harlem stories, which were found in forgotten periodicals and archives. These stories challenge conceptions of Hurston as an author of rural fiction and include gems that flash with her biting, satiric humor, as well as more serious tales reflective of the cultural currents of Hurston’s world. All are timeless classics that enrich our understanding and appreciation of this exceptional writer’s voice and her contributions to America’s literary traditions.

**The Honest Rainmaker**

Drawing on his time as an on-site college press reporter covering the July 1969 Apollo 11 launch, the author reflects on and mark the mission's 50th anniversary, considers lessons learned from the Apollo program, and presents possibilities for our future in space.

**You Were Born for This**

A People Magazine Pick * US Weekly “Must” Pick * Named “Best Book of the Summer” by Glamour * Good Housekeeping * USA TODAY * Cosmopolitan * PopSugar * Working Mother * Bustle * Goodreads From the acclaimed author of The Seven Husbands of Evelyn Hugo and After I Do comes a breathtaking new novel about a young woman whose fate hinges on the choice she makes after bumping into an old flame; in alternating chapters, we see two possible scenarios unfold—with stunningly different results. At the age of twenty-nine, Hannah Martin still has no idea what she wants to do with her life. She has lived in six different cities and held countless meaningless jobs since graduating college. On the heels of leaving yet another city, Hannah moves back to her hometown of Los Angeles and takes up residence in her best friend Gabby’s guestroom. Shortly after getting back to town, Hannah goes out to a bar one night with Gabby and meets up with her high school boyfriend, Ethan. Just after midnight, Gabby asks Hannah if she’s ready to go. A moment later, Ethan offers to give her a ride later if she wants to stay. Hannah hesitates. What happens if she leaves with Gabby? What happens if she leaves with Ethan? In concurrent storylines, Hannah lives out the effects of each decision. Quickly, these parallel universes develop into radically different stories with large-scale consequences for Hannah, as well as the people around her. As the two alternate realities run their course, Maybe in Another Life raises questions about fate and true love: Is anything meant to be? How much in our life is determined by chance? And perhaps, most compellingly: Is there such a thing as a soul mate? Hannah believes there is. And, in both worlds, she believes she’s found him.

**Creating the Corporate Soul**
A stunning coming-of-age novel about one boy's mystical bond to the sea. "[A] graceful and inventive first novel." -The New York Times Book Review "The fertile strangeness of marine tidal life becomes a subtly executed metaphor for the bewilderments of adolescence in this tender and authentic coming-of-age novel." -Publishers Weekly "As crisp and clean as a cool dip into the water, and just about as refreshing." -Entertainment Weekly "Move over, Holden Caulfield; here's Miles. . . . An uncommon and uncommonly good coming-of-age novel." -Chicago Tribune One moonlit night, thirteen-year-old Miles O'Malley sneaks out of his house and goes exploring on the tidal flats of Puget Sound. When he discovers a rare giant squid, he instantly becomes a local phenomenon. But Miles is really just a kid on the verge of growing up, infatuated with the girl next door, worried that his parents will divorce and fearful that everything, even the bay he loves, is shifting away from him.

**The Highest Tide**

Over the course of the 20th century, America's giant corporations underwent an astonishing change, from being reviled as dangerous leviathons, to being respected, and sometimes revered. This text examines the reasons for this transformation.

**Wintergirls**

An intimate and profound reckoning with the changes buffeting the $2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of Googled Advertising and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. Mad Men are turning into Math Men (and women—though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper. Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

**The Telidon Book**
From the witty senior editor of Jalopnik, Gizmodo Media's acclaimed website devoted to cars, technology, and more, comes a revealing, savvy, and humorous look at self-driving cars. Self-driving cars sound fantastical and futuristic and yet they'll soon be on every street in America. Whether it's Tesla's Autopilot, Google's Waymo, Mercedes's Distronic, or Uber's 24,000 modified Volvos, companies across industries and throughout the world are developing autonomous cars. Even Apple, not to be outdone, is rumored to be creating its own technology too. In Robot, Take the Wheel, Jason Torchinsky explores the state of the automotive industry. Through wit and wisdom, he explains why autonomous cars are being made and what the future of automated cars is. Torchinsky encourages us to consider autonomous cars as an entirely new machine, something beyond cars as we understand them today. He considers how we'll get along with these robots that will take over our cars' jobs, what they will look like, what sorts of jobs they may do, what we can expect of them, how they should act, ethically, how we can have fun with them, and how we can make sure there's still a place for those of us who love to drive with manual or automatic transmission. This unique and highly readable volume is brimming with industry insider information and destined to be a conversation starter. It's a must-have for car lovers, technology geeks, and everyone who wants to know what's on the road ahead.

**Pentagram Book Five**

A latest entry in the award-winning Scientists in the Field series takes readers to the waters off of Moorea, Tahiti, to study these amazing creatures, following scientists as they uncover the secrets of the octopus's advanced intelligence to learn what these thinking, feeling animals have to teach us about the oceans and ourselves.

**Cheaters Always Win**

A beautifully written and riveting look at anorexia from acclaimed author Laurie Halse Anderson. Cassie and Lia are best friends, and united in their quest to be thin. But when Cassie is found dead in a motel room, Lia must question whether she continues to lose weight, or choose life instead.

**Life In New York**

A previously unpublished collection of six brief fiction stories, one non-fiction essay, and an unfinished science-fiction short story.

**Ogilvy on Advertising**
**Crash Course**

Laura Pedersen, author of bestseller Play Money and award-winning Buffalo Gal, serves up a hilarious memoir about three decades of city life. Originally from Buffalo, NY, friends thought the seventeen year old was suffering from blizzard delirious when she left Buffalo for Manhattan. Pedersen experiences her adopted city in the best and worst of times while becoming the youngest person to have a seat on the stock exchange, performing stand up comedy, and writing a column in the New York Times. Neighborhoods that feature chai bars, Pilates studios, and Gymboree were once drug dens, ganglands, and shantytowns. A trip to Central park often ended in central booking, identifying a perp in a lineup. New Yorkers are as diverse as the city they so colorfully inhabit, cautious but generous, brash but welcoming. Both are captured through the comedic eye of Pedersen. Enjoy an uproarious romp down memory lane as the city emerges as the modern metropolis we know today.

**Life is a Banquet**