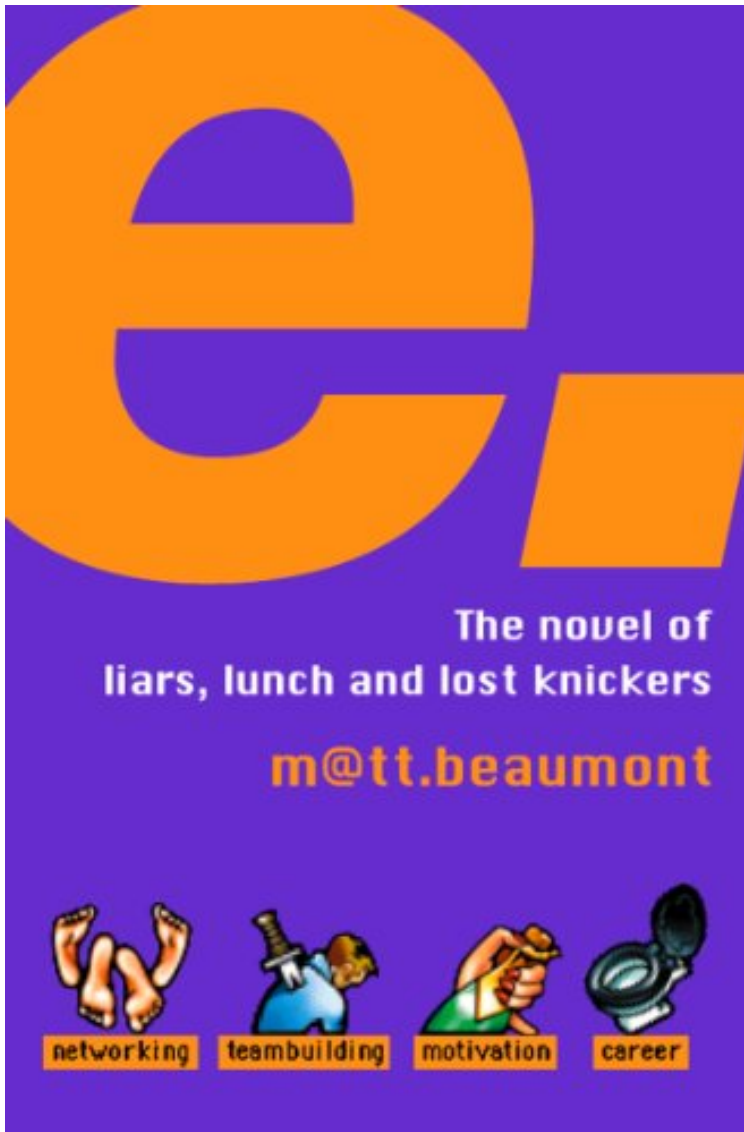


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e: A Novel



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Description :

Prsentation de l'diteurAn unforgettable first novel.Consisting entirely of staff emails, e spends a fortnight in the company of Miller Shanks, an advertising agency that scales dizzying peaks of incompetence. Among the cast are a CEO with an MBA from the Joseph Stalin School of Management, a Creative Director who is a genius, if only in his own head, designers and copywriters driven by breasts, beer or Bach Flower Remedies, and secretaries who drip honey and spit blood.The novel is a tapestry of insincerity, backstabbing and bare-arsed bitchiness: that is to say, everyday office politics. Oh yes, and there is some work to be done too the quest for advertisings Eldorado, the Coca-Cola account.e is sleazy, scurrilous and scabrously funny. It also contains a first-class joke about the Pope and sound advice on the maintenance of industrial carpet tiles.ExtraitMonday, January 3rdDavid Crutton 1/3/00, 8:13amto:Fiona Craigiecc:re:your buttTake that

fucking Walkman off, get your arse in here and show me how I do an all-staff e-mail. Every time I click ok on the address it copies it to Miller Shanks Helsinki. David Crutton 1/3/00, 8:27am to: All Departments cc: james_f_weissmuller@millershanks-ny.com re: NEW MILLENNIUM NEW HEIGHTS First, a happy new Millennium to each and every one of you. Thank you also for sacrificing your bank holidays today to come in and begin the bid for the Coca-Cola business. As you know, in two weeks we pitch for this most prestigious advertising account. To win it we must all perform out of our skins. Daunting as it may seem, I know we can scale this peak. Those in doubt should take a look at what we have achieved in the last twelve months. When I joined you at the beginning of 99 we were in the doldrums and Jim Weissmuller in New York gave me a mountain to climb. He said, make Miller Shanks London big again. Pitch wins for Freedom Mail Order, the LOVE Channel and Mako Cars, the Philippines premier automotive manufacturer, have catapulted us back into the Campaign top twenty for the first time in eight years. He said, make Miller Shanks respected. In the Marketing Week survey that asked clients which advertising agency they would most like to work with, we rocketed from 45th to 33rd. He said, win awards. I brought in Simon Horne to shake up the Creative Department and do just that. His efforts are already paying off, with Pinki and Liams fabulous ads for Kimbelle Panty Pads scooping bronze at Creative Circle. We can all be extremely proud of our efforts. We are still a long way from the summit, but base camp has been established and the final assault beckons! Lets break camp, attach our lines and get off to a flier in 2000 by adding an \$84 billion brand to our client list. Go, go, go! David Crutton CEO pertti_vanhelden@millershanks-helsinki.co.fi 1/3/00, 8:46am (10:46am local) to: david_crutton@millershanks-london.co.uk cc: re: NEW MILLENNIUM NEW HEIGHTS Your e-mail I think is coming to me in Helsinki by mistake, but its notwithstanding fun to be reading about my chums in London. I was not realising that mountaineering was possible in Old London Town. Most fascinating! By the way, is there any help we give you with the Coca-Cola pitch? It is a very popular drink here in icy cold Finland, especially with our many groovy young folk. As fellow CEO, I am asking my red-hot creativity department to have lots of brilliant ideas for you. While I am on cyberspacenet, can please you get me tickets for Great Balls of Grease? Mrs. van Helden and my good self will be visiting in London at 12 February. We will be packing our crampons. Your pal, Pertti David Crutton 1/3/00, 8:49am to: Fiona Craigie cc: re: your fat butt Get your fucking nose out of Miss London and explain why, despite your best efforts, my last e-mail went to that pathetic twat, van Helden. And get me two tickets for Great Balls of Fire or Grease on 12 Feb. I dont think the gobshite Finn knows the difference. Daniel Westbrooke 1/3/00, 9:17am to: All Departments cc: re: a new face I would like you all to join me in welcoming Katie Philpott, who joins us today as a trainee account executive. Katie will be working in Harriet Greenbaums group on Mako. She will add her spark and vivacity to an already lively team. Please give her the warmest of Miller Shanks welcomes. Daniel Westbrooke Head of Client Services Rachel Stevenson 1/3/00, 10:10am to: All Departments cc: re: changes Sadly, Fiona Craigie has decided to leave us and is no longer David Cruttons PA. I am sure you will join me in wishing her well for the future. Lorraine Pallister will be temping until a permanent replacement arrives. Please make her welcome. Rachel Stevenson Personnel Simon Horne 1/3/00, 10:14am to: Creative Department cc: David Crutton Daniel Westbrooke re: arses in gear You will need no reminding of the Coke pitch. This is the big one. Excalibur. The Holy Grail. Eldorado. The Most Famous Brand in the World. David Crutton and Dan Westbrooke will brief us at noon in the boardroom. Be keen. Be sharp. Be clever. Above all, be there. Si Daniel Westbrooke 1/3/00, 10:18am to: Simon Horne cc: re: arses in gear Simon, I know this might be a silly little thing, so excuse my pedantry. I do not mind you calling me Dan in private, but to the great unwashed, please refer to me as Daniel. The diminutive sounds far too familiar, and as Head of Client Services I find it pays to remain a little aloof from the rabble! See you at 12:00. Daniel Westbrooke 1/3/00, 10:22am to: James Gregory cc: re: Katie Philpott James, my duties as Head of Client Services mean that I am far too busy to bestow upon young Katie my traditional welcome of tea and muffins. Since you are the account manager with whom she will be working most closely, may I request that you take her under your wing and make sure that she is familiar with our ways? Suffice it to say that I would not wish a repeat of what happened with the last trainee. Simon Horne 1/3/00, 10:30am to: Susi Judge-Davis cc: re: Coke Susi, darling, be an absolute treasure and make sure all the creative teams are aware of the Coke briefing at 12:00. And get me a pot of decaffeinated and some of those itty-bitty cinnamon biscuits they have in the kitchen. Susi Judge-Davis 1/3/00, 10:31 am to: Simon Horne cc: re: Coke Doing it right now, darling . . . Sxpertti_vanhelden@millershanks-helsinki.co.fi 1/3/00, 10:32am (12:32am local) to: david_crutton@millershanks-london.co.uk cc: re: your butt We are loving your ironicalism. Pathetic twat, van Helden! There is nothing to beat English humours. Benny Hill, Love Thy

Neighbour, Are You Being Severed?. We see them all on Satellite Golden Hits Station. However, we are not comprehending gobshite. It is in not one of our excellent dictionaries. Im free! PerttiDaniel Westbrooke 1/3/00, 10:35amto:Katie Philpottcc:re:bienvenueKatie, profound apologies that I will be unable to sit down with you this morning. You have joined our happy family at the busiest time and I find myself caught up in getting the Coke pitch off to a roaring start. I am sure that you must feel a little dazzled by the glamour of it all, but you will find your feet in no time. I have attached a crib sheet that sets out the key roles in our agency. Previous neophytes have found it to be indispensable. Any questions, ask James Gregory, whom I have appointed your big brother.ATTACHMENTCHIEF EXECUTIVE OFFICER il maestro, le chef de cuisine, the head honcho and the person with whom the buck most certainly stops.HEAD OF CLIENT SERVICES The power behind the throne, if you will. Custodian of all the agencies clients and responsible for the performance of everybody in the Account Management Department. A crucial part of his job is to approve every CREATIVE BRIEF before it goes to the Creative Department. These unassuming forms are the sacred texts without which no piece of advertising can be conceived. It is fair to say that with such a spectrum of responsibilities, a Head of Client Services must possess both fierce drive and a passionate vision.ACCOUNT DIRECTOR In charge of day-to-day running of one or more accounts; runs a team of account managers and executives; in turn reports to the Head of Client Services.EXECUTIVE CREATIVE DIRECTOR If the Head of Client Services supplies the client with an expansive blank canvas, then the Creative Director applies those vivid splashes of cobalt, verditer and vermilion that bring his humdrum products so gloriously to life in the nations parlours.THE CREATIVE TEAM Each comprises of a COPYWRITER and an ART DIRECTOR. The Creative Director allocates creative briefs to teams and then nurtures from them their finest work.James Gregory 1/3/00, 10:36amto:Katie Philpottcc:re:hello, new girlHi Katie. Im James and Ill be your account manager on Mako. Dan Westbrooke has asked me to keep a close eye on you. Im up to my neck organising this afternoons Mako meeting (usual bloody panic), but Ill clock in with you later. In the meantime, enjoy reading the attached. It was penned by some anon. copywriter and has been handed down through generations of trainees. It tells you all you need to know about how your typical agency works (or rather, doesnt).ATTACHMENTCHIEF EXECUTIVE OFFICERSome CEOs have been known to have a brass sign on their desks that reads the buck stops here. This is either a misprint or a bare-faced lie. It should say the buck starts here. The CEO is in the highly responsible position of having to designate the mug who will officially carry the can for whatever mire the agency has landed itself in. All he/she needs for this are a comfy and ergonomically designed swivel chair, an internal phone list and a nice, shiny pin. Decisions, decisions . . .HEAD OF CLIENT SERVICESSounds grand, and so it should because this title was invented as compensation for those witless Account Directors who will never, ever make CEO. They have no power whatsoever, but if they begin sentences with as Head of Client Services . . . often enough, it will make them think that they do. This title also impresses at cocktail parties where no advertising people are present.ACCOUNT DIRECTORSLightbulb Joke #1:Q How many account directors does it take to change a lightbulb?A How many would the client like it to take?This tells you all you need to know about account directors.CREATIVE DIRECTORSAll creative directors are Useless Tossers. This fact has been established in a number of clinical trials. It doesnt matter how good they were before they were creative directors (and, no kidding, some of them were certifiably brilliant), the moment they settle into that palatial corner office with the wide-screen TV and Bauhaus furniture, they assume the mantle of Useless Tossers. This phenomenon has baffled the few scientists who give a shit, which, to be frank, isnt many.CREATIVE TEAMSLegend has it that the modern copywriter/art director creative team was invented in the sixties by the advertising luminary, Bill Bernbach. This is bollocks. In fact it couldnt be more bollocks if it were wrapped in a soft leather scrotal sac and suspended between the hind legs of a bull. The truth is that the first team actually paired up after seeing David Baileys iconic shot of the Kray Twins. Upon viewing these infamous East End gangsters performing their patented sneer into Baileys Box Brownie, our embryonic duo were gobsmacked. They figured that if they too joined themselves at the hip, wore natty suits with skinny black ties and contrived to look well arid, it would serve to scare anyone from account management off who had the temerity to suggest a few little tweaks to their work.Lightbulb Joke #2:Q How many art directors does it take to change a lightbulb?A Fuck off, Im not changing a thing.Pinki Fallon 1/3/00, 10:39amto:Simon Hornecc:David CruttonDaniel Westbrookere:arses in gearSorry guys, but can you excuse me from Coke? They represent all that is wrong with the Western capitalist socio-economic model and my yoga teacher would never forgive me. In any case, Liam and I are up to our necks on the Kimbelle Super Dri Pads launch, which should keep us v.v.v. busy for the next couple of weeks. Sorry, etc . . .Katie

Philpott 1/3/00, 10:42amto:James Gregorycc:re:HI YOURSELF!Thanks for the e. Didnt understand most of it, but guffaw, guffaw anyway! Havent the foggiest what Im supposed to do yet, but if I can help with your Mako meeting pens, pads, that sort of thing give me a shout. By the way, what happened to the last trainee? Ive heard some rumours, but no one will tell. Katie PLiam OKeefe 1/3/00, 10:45pmto:Vince DouglasBrett Topowlskicc:re:NEW MILLENNIUM, OLD BOLLOCKSThere goes another 1,000 years. How was it for you? I stayed in with a Safeway korma, Jose Cuervo, my new Sony Vega and my Barbed Wire DVD, which includes never-before-seen outtakes of Pammys tits I recommend it if youre around for the next one. Dont know if Ill see you at the Coke briefing. Pinkis just ed Horne with another moral stand. Wonder how the sad old git will talk her round this time watch this space.James Gregory 1/3/00, 10:50amto:Katie Philpottcc:re:HI YOURSELF!The story is that the last trainee spent his first month sitting by the fire escape waiting for a proper desk. He got hypothermia and sued. Dont worry, things have changed. Thats why they stuck you by the big copier on the 3rd youll overheat rather than freeze.Nigel Godley 1/3/00, 10:54amto:All Departmentssc:re:room to letRoom to let in cosy central Balham flat. Near shops, buses and Jet filling station Pine kitchen Neighbourhood Watch area Non-smoker preferred Must like cats And gerbils 380 PCM First to see will move in!Call x4667 Nige.Brett Topowlski 1/3/00, 10:59amto:Liam OKeefecc:re:NEW MILLENNIUM, OLD BOLLOCKSUnbelievable the first bank holiday of the year and Im sitting in the Miller Shanks creative department staring at Vin and trying to come up with a campaign for Freedom Mail Order. Told him we need a visual idea. Hes the art director, so its his problem now. Our Millenniums in brief. Mines a total blank woke up in a skip in Westminster at five am, 1 Jan, but had a spectacular view of Big Ben as I leaned over the edge to puke. Vin was in Berlin and was so depraved he cant bring himself to tell me what he got up to. On the way back he was gutted that the Y2K bug didnt kick in and make the Airbus drop from sky figures the adrenaline rush wouldve worked wonders for his hangover.Dont bother e-mailing him. He made a New Year res to get computer literate. First thing this morning he got me to fire up his Mac and log him onto Notes. He had 4,735 unread es. He freaked and made me switch it off. Hasnt said a word since. I gave him some Crayolas and a pad and hes started to recover.David Crutton 1/3/00, 11:04amto:Simon Hornecc:re:hippie dipstickIs there anything the dizzy cow Pinki will work on? She wont do Camel for obvious reasons; Army Recruitment because shes antimilitary; Action Man, ditto; Floral Haircare because they torture kittens. For Christs sake, she wont even work on Everest Double Glazing because they screwed up her mothers replacement windows. You keep saying she and Liam are the best creative team weve got, but have you thought that her delicate political sensibilities might be better suited to a different business? (African famine relief work comes to mind.) Look into it, because if we dont win Coke and she hasnt lifted a bloody finger, Ill have her on the next flight to Somalia.Simon Horne 1/3/00, 11:24amto:David Cruttoncc:re:hippie dipstickLeave it to me. Ill have a word in her ear.Simon Horne 1/3/00, 11:33amto:Pinkie Falloncc:Liam OKeefebcc:David Cruttonre:CokePinkie, I respect your principles, but we really need you and Liam playing ball with lequipe A on this one. Can I say a couple of things before you make up your mind?Naturellement, we share your concerns vis--vis the Coke/Mammon scenario. It is a vexing state of affairs.David promises to register forcefully our feelings when next he meets their people.Secondly, if we do not win it, people will lose their jobs.I am certain you would not want additions to the unemployment statistics to prey on your mind.I hope we will see you at the 12:00.SiPinkie Fallon 1/3/00, 11:39amto:Simon Hornecc:Liam OKeefeDavid Cruttonre:CokeI phoned Master Shenkar and hes cool. I know this account is worth more than the GNP of Guatemala, but David wont accept the business unless we can present them with a more holistic alternative to capitalist imperialism, will he?David Crutton 1/3/00, 11:41amto:Pinkie Falloncc:re:CokeTrust me, Im an adman. See you at the meeting.Susi Judge-Davis 1/3/00, 11:56amto:Creative Departmentcc:re:CokePlease make your way to the Coke briefing in the boardroom. Simon asks you to bring pads and not to be late.Zo Clarke 1/3/00, 12:30pmto:Carla Brownecc:re:that bastard!!!Un-fucking-believable!!!! Have you heard what the bastard Crettin did to Fi? Shes gone!!!! He made her clear her desk that minute. She didnt even have time to meet me in the loo for a good cry!!!! Cant believe he fired her on a bank holiday!!!! We shouldnt even be here!!!! The story is he did it cos she couldnt make his stupid e-mail work!! Incredible!!!! Ive been trying to get her on her mobile all morning. She must be able to do him for wrongful something or other. Lets talk at lunch!!!!!! See you in Bar Zero? ZxxxCarla Browne 1/3/00, 12:35pmto:Zo Clarkecc:re:that bastard!!!I heard, poor cow!! Doesnt that shit know this is a bad time for her did you see how much she put on over Christmas? And, apart from her weight, she was a fucking brilliant PA. Anyway, no chance of me coming to lunch. Ive still got the hangover from hell glad these bloody millennium things only come once every ten years. And Ive got to start

Desperate Dans Coke presentation. God, you should see this document. Bloody, sodding pie charts everywhere!!!!!!! Who reads this bollocks? Looks like Ill be in all night I can forget step. If you get hold of

Fi, e me back with details!!!! I feel so sorry for her!! CxxxLiam OKeefe 1/3/00, 12:42pmto:Brett

Topowlskicc:re:tossersIs the Coke brief the biggest wank-off yet, or what? Do Crutton and Westbrooke really think we can write decent ads on a strategy like that? Coke: lifeblood what the fuck does it mean? And whats a carbonated lifestyle delivery system when its at home? Even Pinki says it stinks. Major worry I rely on her magic touch with shit briefs. See you in BZ in 15 and well talk tits: i.e. how the fuck I can get Alison

Armitages award-winning melons into a Kimbelle Pads ad without Pinki having me up for Grievous

Political Incorrectness.Simon Horne 1/3/00, 12:45pmto:Creative Departmentcc:David CruttonDaniel

Westbrookere:arses in gear III am sure you will join me in thanking David and Daniel for a staggeringly inspirational briefing.Coke: lifeblood is a truly incisive strategy one that gives you the chance to do some really famous work.No doubt your creative juices will be flowing like the Ganges in flood.I would like to

see first thoughts early next week.Let us get out there and grab the advertising Rottweiler by its hairy testes.SiBrett Topowski 1/3/00, 12:49pmto:Liam OKeefecc:re:tossersBZ at 1:00. By the way, you got any

idea what creative juices look like? Vin just blew his nose and I think his are now in a Kleenex.David

Crutton 1/3/00, 12:59pmto:Chandra Kapoorcc:re:e-mailWhen the Microsoft ads ask me where do you want to go today?, I do not reply with Finland after Latvia, the dullest country in Europe.As Head of IT (a bloody misnomer if ever there was one youre laughably short on both Information and Technology), surely you can answer this simple question. Why is it that every time I send an internal e-mail it ends up in Helsinki? One member of staff has already lost her job today because of this. Sort it out now.NB: do not blame this on the

Millennium Bug. This is the sorriest excuse since the dog ate my homework.Zo Clarke 1/3/00,

2:10pmto:Carla Brownecc:re:the dirt!!!Boy oh boy!!!! Finally got Fi on her mobile and we went for a quick one at Bar Zero. Just got back!! Un-fucking-believable!!!! Shes in such a state, poor thing!!!! Gotta go.

Stupid Pinkis yelling at me to book her shiatsu and that bitch, Susi, wont lift a finger!! Who the fuck does she think she is, stuck up cow?!!!! ZxxxCarla Browne 1/3/00, 3:00pmto:Zo Clarkecc:re:the dirt!!!God, poor

Fi!!!! But what about me?!!!! Dont tell a soul, but Rachel whatsit called me down and says the bloody

Crettin wants me to work for him!!!! No one lasts five minutes with him (Fi broke the record at four months!) and cos Ive been here the longest, they think I stand a chance of sticking it out. Bloody hell!!!!

What do I do now!!!!? Desperate Dan will have a fit if he loses me, but Rachel did a good sell on it. Its 5k more!!!! CxxxZo Clarke 1/3/00, 3:03pmto:Carla Brownecc:re:the dirt!!!Cant believe it! Fi was on 5k more

than us? That bitch. She was shit anyway and shes got a right mouth on her. She deserved everything she got!!! Do you know she told me about you and Brett T. at the Christmas party? Wasnt going to say, but you deserve some honesty! Anyway, do you really want to work for the Crettin? Money isnt everything!!!!!!!!!!

ZxxxCarla Browne 1/3/00, 3:07pmto:Rachel Stevensoncc:re:our meetingRachel, thanks ever so for the offer. Im thrilled that Mr. Crutton suggested me for the job. Obviously it involves a huge amount of responsibility, with plenty of room for personal growth, so its not a hard decision to make. Id love to accept

Carlajames_f_weissmuller@millershanks-ny.com 1/3/00, 3:15pm (10:15am

local)to:all_departments@millershanks-london.co.ukcc:re:NEW MILLENNIUM NEW HEIGHTSI write to endorse wholeheartedly the sentiments contained in David Cruttons stirring all-staff note earlier in your day.The Executive Board in New York are unanimous in their delight at the efforts you put in last year to push the peanut forward and keep us on our toes in the Big Apple.Under Davids outstanding leadership, Miller Shanks, London is well on the way to reclaiming its rightful place as lead office in our European network. I look forward to seeing the evidence with my own eyes when I visit to lend my support to the Coca-Cola pitch.Winning that one really would be a feather in our caps. Keep up the tremendous work!Jim

WeissmullerPresident, Miller Shanks WorldwideZo Clarke 1/3/00, 3:21 pmto:Rachel

Stevensoncc:re:hooray!Im so pleased for Carla that shes been offered the chance to work for David! She really, really deserves it and I hope she says yes. I think its brilliant that we work for a company thats prepared to give second chances. That embarrassing thing with the Arabian Airways client wouldnt have

been treated nearly so sympathetically by a lot of agencies Zo.P.S. I know you swore her to secrecy, but I hope you dont mind her telling me I am her best, best friend in the

world!!!!!!!!!!perti_vanhelden@millershanks-helsinki.co.fi 1/3/00, 4:13pm (6:13pm

local)to:david_crutton@millershanks-london.co.ukcc:re:FASCINATING FINLANDOh, how your last e-mail has ignited a debating! The dullest country in Europe? We are compiling a small list of Finnish

Delights to provide you with foodstuff for thinking. The noble reindeer. 397 different flavours of vodka. The

Autumn Skate-a-thon in Raahe, which is lasting for four days and nights! Reindeer la Grecque, the speciality of the head chef at the Helsinki Holiday Inn. The annual clubbing of the pilot whales on Bjrkoby Island. The National Museum of the Herring in Vasa. I will be making sure to send to you a copy of the Finnish Board of Tourism and Fisheries illuminating booklet, Finland: the Culture, the History and the Fish. I think you will be finding it most stimulatory! Tally-ho! Pertti P.S. My own creativity boffins are now working out their first well-wicked Coca-Cola concepts. You are baiting your breath, yes? Daniel Westbrooke 1/3/00, 4:16pm to: Rachel Stevenson cc: re: Carla Browne Carla tells me that she has been offered the job of Personal Assistant to David. Pardon my French, but I am getting really bloody hacked off with this place. Why am I the last person to find anything out? I would stand more chance of knowing what is going on here if I went to the Groucho Club and heard it from the chaps at Saatchi and Bartle Bogle. This is bloody awful timing. I am in sole charge of the most important pitch in this agency's history. How am I supposed to manage without adequate secretarial support? I have been at Miller Shanks for fifteen years and it would be nice just for once to be treated with the respect due to the Head of Client Services. Daniel Westbrooke 1/3/00, 4:24pm to: David Crutton cc: re: Carla Browne I am so thrilled for Carla that she has decided to take you up on your fantastic offer. She is a cracking girl and her time in the exacting role of PA to Head of Client Services has prepared her well. Much as I will miss her, I am certain you will be brilliant for each other. If there is anything, anything at all, that I can do to help her make the transition to the seat outside the Big Office, please do not hesitate to ask. Superb choice! Brett Topowlski 1/3/00, 4:43pm to: Liam O'Keefe cc: re: PHWOOOAR! Seen that temp whos in for Crutton? Vin picked up her pheromones in no time I swear that boys dick is a divining rod when it comes to muff. Find an excuse to use the copier by her desk, then look at the bird on p46 of Swank (36DD/whipped cream/torque wrench). Its her twin! Zo Clarke 1/3/00, 4:59pm to: Carla Browne cc: re: SLAPPER!!!!!!!!!!!!!! Have you seen the Crettins temp yet? Talk about cheap!!!! Just saw Vince Douglas dribbling all over her cleavage!!!!!!!!!!!!!! Can you believe I used to think he was cute? Zxxx Ken Perry 1/3/00, 5:08pm to: All Departments cc: re: carpeting You may have noticed that new carpet tiles went down in reception during the Christmas break. To ensure even wear and tear across the full width of the carpeted area, could employees below the level of group account director please make the short journey from front door to lifts by stepping round the perimeter of the foyer? This will leave the all-important central tread zone for senior management, clients and other visitors. Thank you for your co-operation. Ken Perry Office Administrator Liam O'Keefe 1/3/00, 5:36pm to: Brett Topowlski cc: re: PHWOOOAR! Just clocked her. Registered 9.6 on the pussy scale. And when she opens her gob she sounds like Daphne in Frasier. Brace yourselves. I happened to get chatting to her like you do and shes coming to BZ with us. Be there in fifteen. Her names Lorraine Lol to her close mates. David Crutton 1/3/00, 6:09pm to: Simon Horne cc: re: where the fucks my creative department? I just walked our Freedom client through our energetic, buzzy creative department and its like a ghost town tumbleweed in the corridor wouldnt have been out of place. Even your hot shot Pinki was rushing out late for Zen aerobics apparently. I caught that dozy secretary, Zo, putting on her eyelashes. She said they were all in a research debrief. Bullshit! More likely in Bar Zero researching the tits on my temp. This is the first working day of a new century. If this carries on, Ill be more than happy to live up to my trigger-happy reputation. I operate on the tried and trusted principle of last in, first out (which would put you at number five on the list). Simon Horne 1/3/00, 6:42pm to: David Crutton cc: re: where the fucks my creative department? I have only this minute stepped out of a heavy meeting with Mako. You are right, this situation is quite untenable. It is time to apply Timberlands derrieres. Leave it to me. By the way, Mako is turning into the proverbial smelly one. Apparently they bombed out our campaign before Christmas, but even though she is supposed to be running the business, Harriet forgot to mention it. We have already booked Little and Large to appear in the TV spots. As a top billing comic double act, I doubt they will take kindly to being cancelled. We are up a creek by the name of shit. Sans paddle. As if trying to make a car assembled by the Filipino peasantry seem alluring is not sufficiently difficult in the first place. Si Simon Horne 1/3/00, 6:44pm to: Susi Judge-Davis cc: re: teams Susi darling, do me a teeny-weeny favourette: have a look-see round the department and tell me if any of my bloody teams are still here? Harriet Greenbaum 1/3/00, 6:48pm to: David Crutton cc: re: Mako Just to keep you in the loop, were running into trouble on Mako. Before Christmas I made Simon aware that our clients would never approve Little and Large. To be frank, I share their misgivings LL are about as unfunny, unhip and downright unattractive as its possible for comedians to be. Despite this opposition, Simon remained committed to them. As Creative Director this is his right. However, at today's meeting, Mako were surprised and disappointed that we were re-presenting the same work. Time is not on our side. The launch date for their new model is fixed, and we have to present

them with a new campaign on Friday.Susi Judge-Davis 1/3/00, 6:50pmto:Simon Hornecc:re:teamsNot a soul in sight, Im afraid, darling . . . SxHarriet Greenbaum 1/3/00, 6:59pmto:James Gregorycc:re:MakoYou were at the meeting, so no need to tell you how deep were in it. I suggest you join me for a post-mortem. Grab Katie. She might as well be introduced to the unpleasant realities of advertising.Simon Horne 1/3/00, 7:28pmto:Creative Departmentcc:bcc:David Cruttonre:your careersA nightmare is developing on Mako.We have yet to crack Kimbelle Super Dri.And we are about to embark on the biggest pitch any of us will ever work on.Why, then, is my department deserted? Am I the only one who gives a tuppenny damn?Starting tomorrow, I expect to hear the ear-piercing squeak of permanent marker pen on paper as the precious ideas lodged in your crania tumble forth onto layout pads.And before you bring me the fruits of your labours, ask yourselves just one question:Is it a gold?SiNigel Godley 1/3/00, 11:34pmto:All Departmentscc:re:anybody out there?Its 11:30 and Im still here, collating time sheets. E me back if you, too, are still at the coal face!NigeCarla Browne 1/3/00, 11:36pmto:Nigel Godleycc:re:anybody out there?Yes, I am!!!!!!! Who are you? What floor are you on? And can you make those stupid wedge shapes in pie charts in PowerPoint? If you can help, e me immediately I want to go home!!!!!! Carla on the 4th.Tuesday, January 4thDavid Crutton 1/4/00, 7:57amto:Harriet GreenbaumSimon Hornecc:re:MakoLast night the entire dress circle at the Royal Opera House was disturbed by my mobile phone. The Marketing Director of Mako UK wished to know how many times he has to tell us he doesnt like Little and Large before we get the message. What were his precise words? Putting comedians whore about 20 years past their sell-by date behind the wheel of my 22,000 executive car is not my fucking idea of sexy car advertising. I think he made his point.Id like the pair of you in my office in thirty minutes and perhaps we can work out how not to lose this account before weve made a single ad for them.pertti_vanhelden@millershanks-helsinki.co.fi 1/4/00, 8:02am (10:02am local)to:david_crutton@millershanks-london.co.ukcc:re:MakoIts good to see you starting off your day with the early worm too! How we are loving your Little and Large here in Finland. All of their 70s Seaside Specials are on Satellite Golden Hits Station. Such a pity Mr. Mako isnt sharing your cutting-edge excellent good taste. Oh, well, clients like these are the crutches that we who are choosing advertising must be bearing.Pip pip! PerttiDavid Crutton 1/4/00, 8:09amto:Chandra Kapoorcc:re:P45sYesterday lunchtime I informed you that my e-mails were misrouting to Finland. I expected an immediate response. So far, sweet fuck all. Ive met plumbers more reliable than your department. Do you actually want to end up washing windshields on the Mile End Road?David Crutton 1/4/00, 8:17amto:Rachel Stevensoncc:re:ITIn the midst of some grief Im having with my e-mail, I had a brainwave. During WW2, when the Nazis were having difficulties with the French resistance, theyd round up the population of an entire village. Then, for every hour that the partisans didnt give themselves up, theyd shoot a villager in the head.Id like to do something similar with our IT department. I suspect that shooting is out of the question, but how about firing one of them for each hour they dont sort out my problem?Id be obliged if you could check out the legality of this under current employment legislation.Rachel Stevenson 1/4/00, 8:32amto:David Cruttoncc:re:ITDavid, Im so sorry. I just got Chandra on the phone. He was unaware of your trouble. If youve been trying to reach him by e-mail, he hasnt been getting them. He says IT is extremely busy but hell get straight onto it.Nigel Godley 1/4/00, 8:43amto:All Departmentscc:re:for saleBREVILLE WAFFLE IRON Jasmine yellow finish Nearly new Includes adapter to make perfect toastie sandwiches! The perfect way to toast the new Millennium!! First to see will buy 12 o.n.o.Call x4667 NigeHarriet Greenbaum 1/4/00, 9:04amto:Simon Hornecc:re:MakoFor the record, Simon, I didnt forget to tell you about Makos dislike of Little and Large. There was no need. You were at the client meeting before Christmas to hear it for yourself. If youre going to tell lies to David about what I have or havent done, Id prefer you didnt do it when Im in the room. It insults my intelligence.Simon Horne 1/4/00, 9:10amto:Harriet Greenbaumcc:re:MakoDo you realise the pressure I am under?I am expected to manage and inspire a department of twelve creative teams.I am required to represent the agencys creative product to our clients philistines the lot.On top of that I have somehow to find the time to deliver creative coups de grces of my own.If occasionally I forget some little thing a client says in a meeting, well, I am only human.SiSimon Horne 1/4/00, 9:11amto:Susi Judge-Daviscc:re:stressMigraine, migraine!Susi Judge-Davis 1/4/00, 9:12amto:Simon Hornecc:re:stressCoffee and Migrave on the way, darling . . . SxHarriet Greenbaum 1/4/00, 9:16amto:Simon Hornecc:re:MakoIm sorry to split hairs, but I wouldnt have defined the client saying he not only hates Little and Large, but thinks them totally outdated for a technology-led brand as a little thing. All this, though, is academic. I suggest we now co-operate on finding a new campaign. Friday feels horribly close.Brett Topowlski 1/4/00, 9:35amto:Liam OKeefecc:re:no-zoneIf you and Space Cadet First-Class Pinki are planning to show Horne any ideas today, dont. Hes in a

right fucking mood. Vin and me took him our Reeves and Mortimer scripts for Freedom. He pissed all over them said it was hardly the first time hed seen them in an ad campaign. Vin pointed out that this was the first time anyone had used them in a mail-order shopping ad, but it didnt wash. (Vin didnt mention that the only reason we wrote scripts for them was so he could boast to his mates back in Liverpool that hed spent 2 days shooting with Britains Dandiest Comedians.)Anyway, who the fuck does he think he is, going on about originality? Poxy Little and fucking Large? Tossler. You know Barry Clement used to be his art director? My mate Nick is in his group at Abbott Mead now and apparently Clement claims Horne didnt have one original thought in the four years they were together. Clement used to come up with all the ideas and all Horne ever said was yes, love, but is it a gold? They havent spoken since they split up and Clement nearly lamped him at DAD last year.Anyway, what happened to you after BZ last night? You were all over that temp like chicken pox. Vins well pissed with you. Says he saw her first.Susi Judge-Davis 1/4/00, 9:39amto:Creative Departmentcc:re:Simons diarySis having a terribly stressful morning, so if you have work you need to see him with, could you keep it till later, please. If its frightfully urgent, give it to me and Ill try to get it in front of him. Thx . . . Susi.Melinda Sheridan 1/4/00, 9:39amto:Harriet GreenbaumJames Gregorycc:re:bat suitsA dickie bird tells me that we are no longer to produce three forty-second commercials for Mako featuring Messrs Little and Large.Why are us mugs in the TV production department always the last to hear information of crucial relevance to us?It represents no loss to me personally I find LL about as amusing as a trip to my gynecologist. However, Simon assured me that the scripts were as good as signed off by the client and you must be aware that we have contracts with these alleged gentlemen of mirth. They will expect money. They have also been to four wardrobe sessions, so I now have a pair of made-to-measure bat suits with pink Lycra capes in my possession, as well as an invoice for 16,000.It never rains, darlings . . .Nigel Godley 1/4/00, 9:39amto:Carla Brownecc:re:help mateTop o the morning! It was so nice to be able to help you with your document last night. Remember that creating presentable charts in PowerPoint is easy-peasy so long as you remember Niges Handy Hints! Any time I can be of service, look me up in my little cubby in accounts Nige.P.S. want first option on the waffle iron?Carla Browne 1/4/00, 9:52amto:Zo Clarkecc:re:fuck, fuck, bloody fuck!!!!Fucking hell!!!! Ive done the stupidest thing!!!!!! I only got that dick Nigel who does the time sheets to help me with the Coke document last night. Im a fucking idiot, I know but it was nearly midnight and I just wanted to go home!!!! Now I cant get rid of him!!!!!! Think he fancies me!!!!!! What am I gonna do????!! He wears grey slip-ons and hes into the Shopping Channel!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! CxxxJames Gregory 1/4/00, 9:54amto:Harriet Greenbaumcc:re:it wasnt me!Prsentation de l'diteurAn unforgettable first novel.Consisting entirely of staff emails, e spends a fortnight in the company of Miller Shanks, an advertising agency that scales dizzying peaks of incompetence. Among the cast are a CEO with an MBA from the Joseph Stalin School of Management, a Creative Director who is a genius, if only in his own head, designers and copywriters driven by breasts, beer or Bach Flower Remedies, and secretaries who drip honey and spit blood.The novel is a tapestry of insincerity, backstabbing and bare-arsed bitchiness: that is to say, everyday office politics. Oh yes, and there is some work to be done too the quest for advertisings Eldorado, the Coca-Cola account.e is sleazy, scurrilous and scabrously funny. It also contains a first-class joke about the Pope and sound advice on the maintenance of industrial carpet tiles.