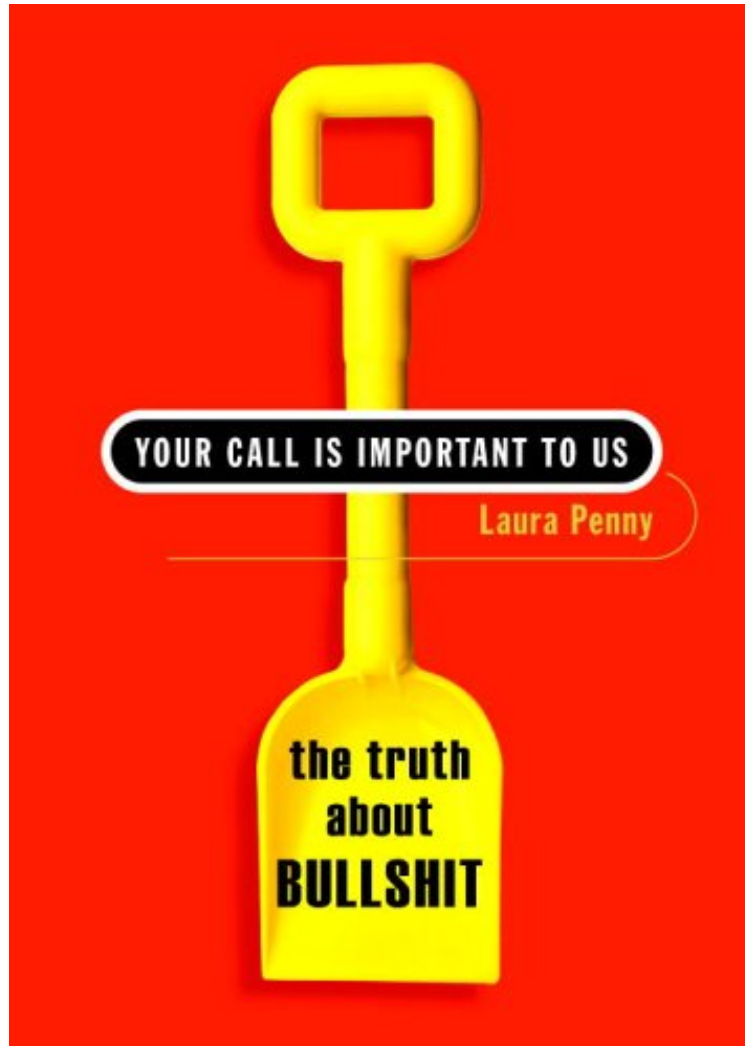


(Read ebook) Your Call Is Important to Us: The Truth About Bullshit

Your Call Is Important to Us: The Truth About Bullshit

Laura Penny

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#1145198 in Books 2005-07-12 2005-07-12 Original language: English PDF # 1 7.89 x .86 x 5.071, 1.10 #File Name: 1400081033256 pages | File size: 78.Mb

Laura Penny : Your Call Is Important to Us: The Truth About Bullshit before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Call Is Important to Us: The Truth About Bullshit:

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Every once in a while a truth-telling book appears out of nowhere, a book that crystallizes our darkest suspicions and makes us mad as hell—while we're laughing like fiends. A book like this one. *Your Call Is Important to Us* is a manifesto for anyone who's sick and tired of the twenty-first century's tidal wave of bullshit. Taking no prisoners, author Laura Penny dissects—no, disembowels—the culture of globalized, super-sized, consumerized b.s. Dating the renaissance of bullshit to wartime propaganda, Penny skewers the “corporate baffle-gab,” scripted, question-proof political events, toxic faux foodstuffs, and miracle pills that clutter our lives. She spares no one and nothing: not Wal-Mart, where “every rinky-dink chunk of mass-produced bric-a-brac is manufactured expressly for you”; not Bush's White House, with its “wallpaper of phony populist sloganeering”; and not the vast pharmaceutical industry, with its “gateway prescription drugs.” Penny reveals that prisons are the hot new thing in call centers (the federal prison industry bills itself as “the best-kept secret in outsourcing”) and that the Public Relations Society of America has a Code of Ethics Pledge (who knew?). Finally, with devastating precision, she demonstrates how our “all-you-can-eat buffet of phoniness” not only alienates us from each other but degrades public discourse, breeds apathy, and makes us just plain stupid. *Your Call Is Important to Us* introduces a fearless and utterly disarming new voice in social criticism. It's an island of clarity in an ocean of ordure. Laura Penny on Bullshit: There is so much bullshit that one hardly knows where to begin. The platitudinous pabulum that passes for stirring political rhetoric is bullshit. . . . The committee-crafted persona and the focus-grouped fad and the rule of the polls are straight-up bullshit. The disease hysteria du jour is bullshit, and so is the latest miracle pill. The new product that will change your life is probably just more cheap, plastic bullshit. “Your call is important to us” has been chosen from a very deep reservoir of bullshit phrases for the title of this book because it best exemplifies the properties native to bullshit. It tries to slather some nice on the result of a simple ratio: your time versus some company's dough. Like most bullshit, the more times you hear it, the bullshittier it gets. This is why bullshit is best served quickly, with many visuals, in mass quantities, with no questions from the floor.

From Publishers Weekly The odious lies of advertising and PR; “morbidly obese CEO bonuses”; news networks that are “content providers” rather than sources of journalism; “nutraceuticals,” “cosmeceuticals” and lifestyle drugs; overly powerful and financially motivated insurance companies and HMOs; and, of course, the reliably unreliable politicians—Penny's political and corporate targets in this everything-and-the-kitchen-sink sendup are largely American (although she reserves some ammunition for her homeland, Canada—or, as she lovingly calls it, “Soviet Canuckistan”), and rest assured the U.S.A. comes off pretty badly in comparison to its neighbor to the north. Penny, 30, is a teaching fellow at King's College in Halifax. Her common-sense, ordinary-language observations are peppered throughout with historical context and riffs on current pop culture. (Some of the latter feel on the verge of being dated.) Penny's exemplars and analyses of official and corporate insincerity give an otherwise flip and insubstantial work some credible heft—even with the subtitle's blatant attempt to ride Harry Frankfurt's coattails. (Aug.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. “Put Penny's slim but venomous diatribe . . . at the top of your must-read list.” —USA TODAY From the Trade Paperback edition. About the Author Laura Penny is thirty and tired of being put on hold. A teaching fellow at the University of King's College, she lives in Halifax, Nova Scotia.