

GENERICA

a novel



WILL FERGUSON

"Ferguson's hilarious romp mingles
with bold satire." — *The Globe and Mail*

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Will Ferguson

Generica



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In this audiobook of his satirical, fast-paced novel, Will Ferguson skewers society'. In desperate need of a fresh self-help author, Panderic decides to publish a rambling 1000-web page manuscript by an obscure author named Tupak Soiré Generica may be the story of Edwin de Valu, a beleaguered junior editor at Panderic Press.e. One at a time his family and friends consider up the cult of " it works! The book quickly becomes the very best selling reserve ever.Happiness" Edwin fears that the bliss he has unleashed on the world may indeed be considered a curse. What I Discovered on the Mountain is different from any self-help reserve before it in a single respect – All of a sudden, everyone Could be happy, May lose weight and stop smoking, and May get rich quickly. (a word now trademarked by Panderic Press)s obsession with self-improvement. Shortly Edwin begins to find that any program of blind acceptance is normally ultimately destructive. He realizes that he is the unlikely champion that fate provides chosen to battle the menace of Happiness™.



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More angry, urban man fiction - Well worth your time! 'Generica' was very much what I expected it would be - biting, 'gen-x' satire, with snide inside jokes at the popular culture of THE UNITED STATES. It was also very much not what I expected - extremely funny, very insightful, and the author made it clear he was well alert to the irony of the satire. It's also interesting that he neatly falls in to the angry,

urban male category he outlined for Canadian fiction in "How to Be considered a Canadian".. Ferguson, I grudgingly admitted that I was entertained, and impressed, when finished. As a aspect note, I think it is fascinating that the book needed to be remarketed (can be that even a term? relevant but redundant. Another sad example of Canadian apathy. Maintain it comin', Will. I laughed out loud, and often.. A long time fan of Mr. On the up aspect, the concept is very very clever ? Imagine if a self-help publication could really lead every reader to joy? Delightful and wicked Generica (also referred to as Happiness TM) is vicious, clever, and insightful. On the down side, most of the answers are depressingly obvious, or they appear so after every irony (a few of them wonderful!) offers been belabored twelve different ways. I loved, for example, that the hero on which our writer of ultimate-self-help in fact models himself may be the hell-raising actor Oliver Reed. But my amusement at the initial round of reasons palled as the biographical information continued coming ?) beneath the European title "Pleasure" to improve its UNITED STATES appeal, while it has been a huge success overseas. Social criticism is present in Generica, but it would have a gifted editor to carve a lean satire out of the flabby epic of humorishness. Trenchant points are made (and remade), but idealism turns up only to be mocked. The ending lagged a bit, but barely detracted from the enjoyment of reading this book. Worse, our experience of a world transformed is filtered exclusively through the experiences of publishing-world cynics who have do not switch. What would happen to the world? How lucky on her behalf fame and fortune that Ayn Rand, who wrote similarly melodramatic parables on the subject of social values, did not aspire to comedy! If Only .

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