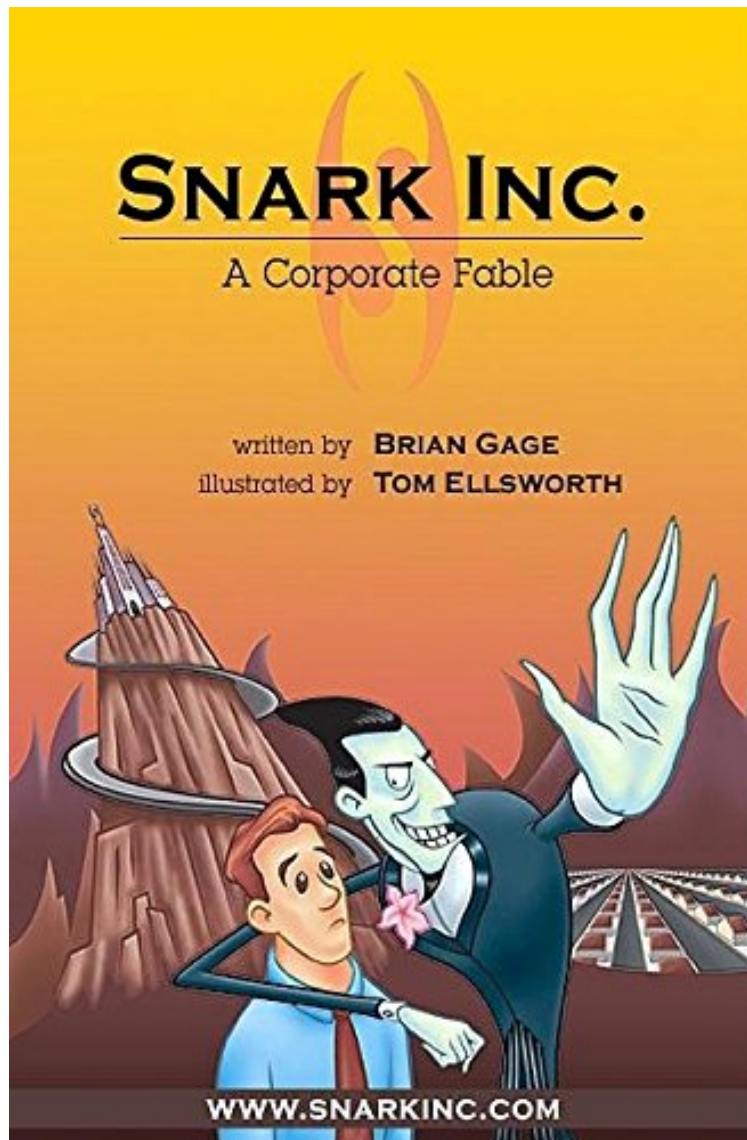


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## Snark Inc.: A Corporate Fable

Brian Gage

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**Brian Gage : Snark Inc.: A Corporate Fable** before purchasing it in order to gage whether or not it would be worth my time, and all praised Snark Inc.: A Corporate Fable:

1 of 1 people found the following review helpful. Fresher! Cleaner! More Political!By A CustomerI'm not normally the kind of person that reads comics (or Graphic Novels if you must be that pretentious) but this book caught my attention. In just 44 pages, Gage and Ellsworth turn our self referencing popular culture back on itself, and make what appears to be a children's book a critique of today's culture. With more linguistic economy than Chomsky or Michael

Moore, Gage presents a dystopian analysis of modern American. He manages to condense pages of written argument, and years of dry debate, into a hip-hop like poem which reads like the best of Chuck D, inherently able to connect with the Playstation Generation. In harmony with the text, Ellsworth's illustrations seem unashamed of their digital origins and cover a range of styles without any showy grandiosity - his economy of line refreshingly humble. Regardless of your personal politics, it's impossible to read Snark Inc. and not feel thankful that there are 'twentysomethings' with more on their mind than shallow vengeance for 9/11 and beer. I'd hope that by sharing this book the future presented therein becomes a little less likely. 0 of 0 people found the following review helpful. Fresher! Cleaner! More Political!

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A Perfect Satire

By A Customer I saw Brian Gage speak at an author panel in Santa Monica, and thought he was an interesting character. A couple months later, I broke down and bought Snark, Inc. It's now officially one of my favorite books. It takes the guise of a kids book, only to then turn the entire format on its head and deliver the reader a completely unexpected message. It's funny, dark, and painfully true. It's a very well thought out commentary on modern society - right down to its appearance of a kids book. I recommend it highly. Check out the Web site too! It's hilarious.

Snark Inc. takes place in the small town of Snark, U.S.A., where the citizens dream of owning Snark, the greatest and most versatile material possession on the planet. Everyone works at Snark Inc., producing Snark and making money to buy all the great Snark products on display at their local department store. But something's amiss. Everyone's miserable, and no one knows why. Enter Will, who decides he wants a life free of materialism and greed. This leads him to head for the hills, hoping to escape the pod mentality of everyone around him. But Snark is all-pervasive and supernaturally seductive; can Will resist its lure? Brian Gage's dark satire fuses the wit and charm of a children's book with a very adult take on the excesses of conspicuous consumption.

"Gage effectively translates ... corporate politics into a more simple and scary corporate bogeyman... [Tom Ellsworth's] cartoony vision ... is chilling." -- (Randy Lander, The Fourth Rail, November 2002)"[R]ead this book and do what you can to save your soul..." -- (Kurt Morris, Action Attack Helicopter, August 2002)