

# Descargar libros Sorry for the Lobsters gratis (PDF | ePub | Mobi) Neil French DG Media

Being a writer is rather like having diarrhoea; you'd really like to stop but you just can't. *My* problem was always getting started. The fact is, I'm no good at all at headlines. In the end, I realized that if I just got on with the writing, a headline might magically appear, (and in fact, sometimes it did). I had the same problem with the title of this book. In a way I suppose the title of a book is its headline. Let's try the old trick: First of all put in the things you know it's got to have, like the name of the author. I'm almost sure that's me. **Neil French**. There you go, *that's* done. Just a sec, where the hell did I put that bloody highlighter? Not important. You are prevaricating again, man! Do it later. Sorry, now, what's it all about? Good question. I suppose we could call it '**One man's struggle to get out of advertising**' which is precisely what my life has been, in a way. Too prosaic? And way too predictable. Alright then, let's try for a total non sequitur. Look at the various chapter headings, in case there's a hidden clue. By far the silliest is **Sorry for the Lobsters**, but that's not only *way* too surreal, and utterly unconnected with anything else, but it would mean I'd have to change the chapter heading, and I really can't be arsed. Moving right along, what we need here is an idea. Some brilliant graphic legerdemain that will be recognized by all the awards juries and make me famous. No? Right. Let's be realistic. In the absence of any design talent shall we get back to the title? How about a poignant lament for what seems to be a dying skill? **The Last Copywriter** has a certain ring to it. No, you're so right. Too pompous, even for me. What about something by Shakespeare, to give the impression that this load of old tosh is literature? *This one's nice, eh?* **Smiling Damned Villain**. No? Too close to the truth? The last resort, then; a photograph of 'the author'. Doesn't solve the title problem, but we have deadlines to keep. What? No, son, I don't know where your homework is. Go play in the traffic. Daddy's busy right now.



The memories of a ne'er-do-well who seems to have fallen on his feet. Painfully honest, occasionally scurrilous, and frequently funny... said to be required reading for students of life and advertising. And particularly for those who take neither absurdity very seriously.

<b>Title</b>	:	Sorry for the Lobsters
<b>Author</b>	:	Neil French
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