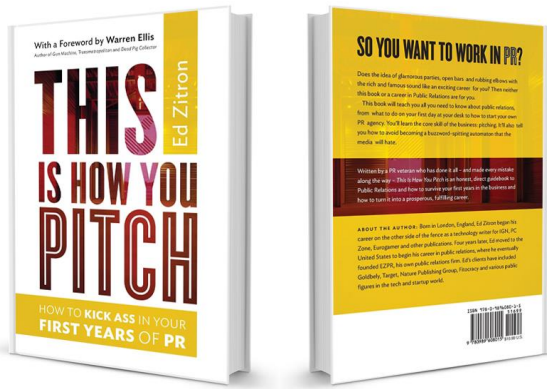


Foreword For Ed Zitron



Warren Ellis

There was an awful picture circulating around the net a couple of years ago. A big dead snapper fish held with its mouth open, to reveal a hideous grinning parasite clamped to and entirely replacing the creature's tongue. The *Cymothoa exigua* sucks the blood from the tongue until the organ dies, but remains locked to the stump, acting as a working prosthesis for the tongue. The *Cymothua*, a tough little crustacean, is actually stronger and harder than the original tongue.

That's sort of what a PR is like.

Nobody likes PRs, right? Those weird, glittering eyes, and the teeth that would chew the blood out of your hands if you'd let them. Sharp-mouthed things that want to gnaw the life-force from you and then spit it up into the thirsty holes of some vampire celebrity. A swarm of parasites, stuck to the arts, and yet providing new skin and useful tendrils.

This is a book on how to be a PR. If you read it on those terms, I'm sure you will learn very useful things and not want to kill yourself at all. Ed Zitron's been from the bottom of the shitbucket to the rarefied air at the top of it where you can hire your own shitflies to circle your turdy domain, and he knows what he's talking about. This is a great book for you.

I don't want to be a PR. I may as well have been sent a book on fly-fishing or seducing plantlife. It's like giving me a kettle made out of butter.

The weird thing is, I found it riveting. Not least because Ed Zitron is a very funny writer. I mean, I don't necessarily want to say that this is the story of one man saying, "fuck it, I'm going to be the best horrible tongue parasite in the world!" But... kind of, in parts. It's as much Ed's personal story as it is a handbook to the very real world of reputation management.

This *is* a real world. I don't think it was necessarily intended, but a layman will gain more from this book, in terms of understanding and perceiving the state and motion of the professional world, than from *The Four-Hour Week*. It's an absolutely fascinating perspective on the way things are done, and I recommend it unreservedly as both entertainment and food for thought.

Disclosure: I can't afford a PR and I'm writing this foreword for free. Read the book to find out why I'm an idiot.

Warren Ellis
England
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Purchase the book at [Amazon: CLICK HERE](#)

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