

JOHN D. BERRY • 2004

*Stable Strategies and Others*

BY EILEEN GUNN

Creating a guerrilla promotional campaign  
for an edgy book of stories.

(Making the best use  
of very limited resources.)

The promotional postcard for the book.



**GREETINGS** from **MIDDLE MANAGEMENT**

**You need stable strategies  
when dealing with middle management.  
Of course, you also need stable middle management....**

*Stable Strategies and Others*, by Eileen Gunn. Surreal tales of contemporary life. Available Sept. 2004. Includes the celebrated short-story "Stable Strategies for Middle Management." Introduction by William Gibson, afterword by Howard Waldrop. Tachyon Publications. \$14.95. ISBN 1-892391-18-X.



WWW.TACHYONPUBLICATIONS.COM · WWW.EILEENGUNN.COM

**The book itself.**

**EILEEN GUNN**

foreword by WILLIAM GIBSON | afterword by HOWARD WALDROP



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**STABLE**

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**STRATEGIES**

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**and others**

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"the publishing event of the season" – MICHAEL SWANWICK

## **GUNN** | Stable Strategies and Others

A dozen fast, funny, surreal tales: provocative perspectives on everyday life. Eileen Gunn's celebrated story "Stable Strategies for Middle Management," a fable of corporate climbing reprinted around the world, is collected here with eleven other stories that are as different from one another as Moscow is from Puerto Vallarta.

Very few writers have the range or impact of Eileen Gunn.

– **KAREN JOY FOWLER**, author of *The Jane Austen Book Club*

Without Eileen Gunn, life as we know it would be so dull we wouldn't recognize it.

– **URSULA K. LE GUIN**

...sui generis...unlike anything you've ever tasted.

– **CORY DOCTOROW**, author of *Eastern Standard Tribe* and *Down and Out in the Magic Kingdom*, co-editor of [boingboing.net](http://boingboing.net)

...a disconcerting, witty, delicious read!

– **CONNIE WILLIS**, author of *To Say Nothing of the Dog*

Reading this book is like getting to wear the eyeballs of a madwoman in your own sockets for a day.

– **WARREN ELLIS**, author of the graphic novels *Transmetropolitan* and *Orbiter*

...spare, beautiful, and deadly.

– **KELLY LINK**, author of *Stranger Things Happen*

**\$14.95** | FICTION

Cover design by John D. Berry



Tachyon Publications · San Francisco

TACHYON

ISBN: I-892391-18-X



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**GUNN** | **STABLE STRATEGIES** AND OTHERS



A banner ad for the web.

**EILEEN GUNN | STABLE STRATEGIES AND OTHERS**  
A surprise in every package. Available now at Amazon.

Website for the author.  
(Each image can be moused over  
to navigate the site.)

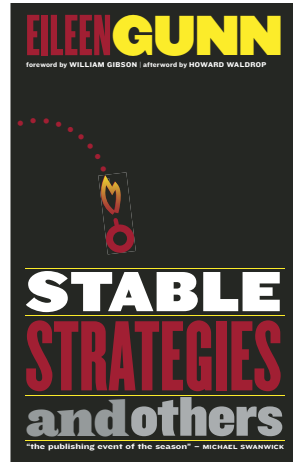
# EILEEN GUNN.COM



Website for the book.  
(Also navigable by mousing over.)

# **GUNN** | **STABLE STRATEGIES** AND OTHERS

a short-story collection by Eileen Gunn



Small handbill  
announcing an appearance  
by the author.

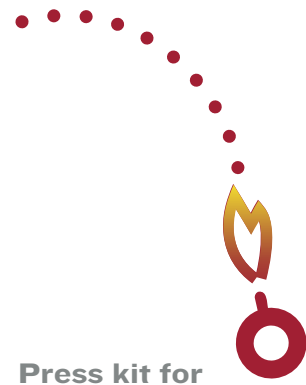


**EILEEN GUNN** reading at  
**Elliott Bay Book Co. | Sat. Dec. 4, 7:30 p.m.**  
from her new collection of short fiction  
**Stable Strategies and Others**

Co-presented with WOMEN IN DIGITAL JOURNALISM. Cookies will be served at 7 PM, and the reading will start at 7:30. The book boasts a foreword by William Gibson and an afterword by Howard Waldrop, and includes Gunn's widely reprinted tale of corporate woe, "Stable Strategies for Middle Management." Cory Doctorow of BoingBoing called it "the best short story collection of the year." Gunn is currently the editor/publisher of the online magazine *The Infinite Matrix*, at [www.infinitematrix.net](http://www.infinitematrix.net). And, yes, she did once work at Microsoft...

Label for the press kit.

Tachyon Publications  
September 2004  
Fiction



Press kit for

**EILEEN GUNN**  
Stable Strategies and Others

Promo card for the press kit  
(to fit into the business-card slot).

Tachyon Publications  
September 2004  
[www.eileengunn.com](http://www.eileengunn.com)



Full-page ad in a trade magazine.

# Every package has a surprise inside.



A dozen fast, funny stories of contemporary life, with a foreword by William Gibson, an afterword by Howard Waldrop, and a poem by Michael Swanwick. Plus a recipe for ideologically labile dessert, and the secret of writing. And a surprise.

"...a disconcerting, witty, delicious read!"

CONNIE WILLIS

"...like getting to wear the eyeballs of a madwoman in your own sockets for a day." WARREN ELLIS

"Very few writers have the range or impact of Eileen Gunn."

KAREN JOY FOWLER

"Without Eileen Gunn, life as we know it would be so dull we wouldn't recognize it."

URSULA K. LE GUIN

"Eileen Gunn's innate sensibilities and cultural smarts have designated her a nodal entity, one of those human intersections where people and ideas meet, and out of which things change." *From the foreword by* WILLIAM GIBSON

Trade paperback original. \$14.95.

ISBN 1-892391-18-X

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[www.eileengunn.com](http://www.eileengunn.com)

[www.tachyonpublications.com](http://www.tachyonpublications.com)

Order now.



**Information sheet for booksellers.**



## Stable Strategies and Others

Eileen Gunn

DISTRIBUTION:  
IPG, Ingram, Baker & Taylor

A dozen fast, funny, surreal stories, including the Hugo nominee "Stable Strategies for Middle Management," a fable of corporate climbing reprinted around the world.

Fiction | Trade paper, 208 pages

SRP: \$14.95

PUBLISHER: Tachyon Publications (September, 2004)

ISBN: 189239118X

INFO: [tachyon@tachyonpublications.com](mailto:tachyon@tachyonpublications.com)

From **William Gibson's** introduction:

"Eileen Gunn's innate sensibilities and cultural smarts have designated her a nodal entity, one of those human intersections where people and ideas meet, and out of which things change."

**Karen Joy Fowler** author of *The Jane Austen Book Club*

"Very few writers have the range or impact of Eileen Gunn."

**Kelly Link** co-editor of *The Year's Best Fantasy and Horror* and author of *Stranger Things Happen*

"...spare, beautiful, and deadly."

**Stephen King** about "Spring Conditions"

"...perfectly realized horror..."

**Ursula K. Le Guin** author of *Changing Planes*

"Without Eileen Gunn, life as we know it would be so dull we wouldn't recognize it."

**Publishers Weekly** October, 2004

"...fresh, unusual perspectives on ordinary life..."

**Booklist** October, 2004

"A first-rate writer with a knack for a certain timelessness"

**Cory Doctorow** *BoingBoing.com*, August 31, 2004

"Best short story collection of the year"

**Seattle Times** October 10, 2004

"Corporate satire and Kafkaesque metamorphoses gleefully collide"

**Locus** October, 2004

"One thinks of such recent volumes as Ted Chiang's *Stories of Your Life* or John Crowley's *Novelties and Souvenirs*, both masterpieces of the jeweler's trade, and to this short list we might now add Eileen Gunn's *Stable Strategies and Others*..."

All the materials were designed for maximum effect with minimum expenditure. The goal was to stand out from the crowd through quality rather than bombast.

# It worked.

In four months, *Stable Strategies* sold 75% of its initial print run.  
It was picked up as a “core fiction” title for Waterstone’s superstores in the UK.  
And the book was nominated for the Philip K. Dick Award  
for paperback-original speculative fiction.



End.



Choose one:

*Rerun presentation.*

*Quit file.*