

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



STABLE

STRATEGIES

and others

"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

...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: 1-892391-18-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.)

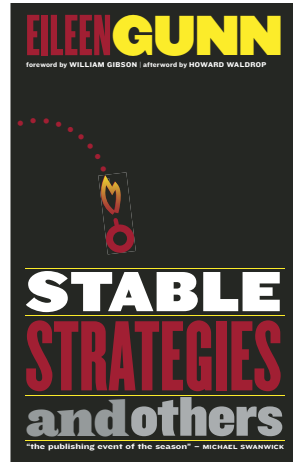
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GUNN | **STABLE STRATEGIES** AND OTHERS

a short-story collection by Eileen Gunn



Small handbill
announcing an appearance
by the author.

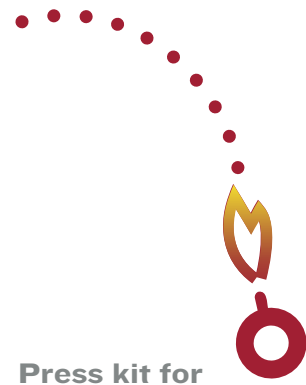


EILEEN GUNN reading at
Elliott Bay Book Co. | Sat. Dec. 4, 7:30 p.m.
from her new collection of short fiction
Stable Strategies and Others

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. 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



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

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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

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.



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