



The Deep Whatsis

Peter Mattei

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The Deep Whatsis follows a brilliant antihero staggering into madness as he navigates among Brooklyn hipsters, advertising tyrants, corporate hypocrisy, and the ghosts of his past.

Meet Eric Nye: player, philosopher, drunk, sociopath. A ruthless young Chief Idea Officer at a New York City ad agency, Eric downsizes his department, guzzles only the finest Sancerre, pops pills, and chases women. Then one day he meets Intern, whose name he can't remember. Will she be the cause of his downfall, or his unlikely awakening?

A gripping and hilarious satire of the inherent absurdity of advertising and the flippant cruelty of corporate behavior, *The Deep Whatsis* shows the devastating effects of a world where civility and respect have been fired.

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