

What M.J. Akbar, renowned international author and journalist, calls A marvellous read and INDIA TODAY magazine, A classic romp through the rigours of advertising with passages (that) are laugh-out-loud funny, The Arty Farty Party has author, Pratik Basu training his sardonic and irreverent wit on the advertising world of the 80s as our unnamed hero - for want of a better word - fumblingly adapts to its wacky and hedonistic lifestyle. In the battle of body versus bawdy, he encounters a whole host of distinctive characters about whom M.J. Akbar says: If these splendidly drawn characters did not exist in Calcuttas dyspeptic but not quite dysfunctional ad world, then they should have! Basu spares no one - and does it with high good humour, too, writes columnist and author, Asha Bunny Suraiya, in INDIA TODAY. A deliberately cultivated Wodehouse-type style lends itself admirably to the absurd shenanigans he describes as par for the course in the insane world of advertising.... The atmosphere is evoked bang on: the stifling cubicles foggy with chain-smoked cigarettes. The endless cups of coffee, mostly black. The drinking-until-paralytic sessions at lunchtime, teatime, anytime. The bull sessions masquerading as deliberations over advertising strategy, interspersed with salacious musings about the shape and size of a female colleagues breasts. And the wonderful consumer insights that quite magically emanate from this chaos... There is enough here to keep (even) the lay reader hugely entertained. The only bit of fiction in this roller-coaster of a book is author, Pratik Basus claim that The Arty Farty Party is a work of fiction, says M. J. Akbar. Pratik's observation is as acute as his imagination is fertile. It is compelling, concludes Suhel Seth, a highly regarded columnist, popular TV personality, best-selling author and one of Indias most admired marketing and management consultants. What I find insightful and adorable about The Arty Farty Party is that it tells of a time when advertising combined the nuances, or even the ills, perhaps, of too much fun with too much creativity. Much of that, alas, has gone. Which is why Pratik's book is so recommended. It is obvious, he continues, that in some form there is a Wodehousian influence to Pratik's writing— in the insightful and tongue-firmly-in-cheek manner in which his characters are etched and the self-deprecatory humour that underlines his descriptions of the events they fall into. For all the madness that ensues, Calcutta takes centre stage, like it did in the authors debut novel, Clueless & Co., simply because Everything else about the city might change - not necessarily for the better - except its inherent ability to spawn the most wonderful stories.

7 Letters, Massachusetts Reports: Cases Argued and Determined in the Supreme Judicial Court of Massachusetts, Volume 134, Tale of Two Cities, Becoming John Updike (Literary Criticism in Perspective), Karma: turning the tables on the Banksters, Anthem,

Lolly and the Arty-Farty Party – OLIKA forlag A sardonic and irreverent wit is trained on the advertising world of the 80s as the hero - for want of a better word - fumblingly adapts to its wacky, hedonistic **The Arty Farty Party Book by Pratik Basu Best Price in India** By Prachi Mehrotra The Arty Farty Party takes us back to the mad world of advertising in Calcutta during 1980s. The heads of the advertising **The Arty Farty Party eBook: PRATIK BASU: : Kindle Pratik Basu (Author of The arty farty party) - Goodreads** Arty Farty Party. By Diz Betty Sharpe. 43 songs. Play on Spotify. 1. Pressure DropToots & The Maytals • Toots & The Maytals - Pressure Drop. 2:56:30. 2. **Arty Farty Party - Facebook** Pratik Basu is the author of The arty farty party (4.00 avg rating, 6 ratings, 0 reviews, published 2011), Clueless and Co. (3.25 avg rating, 4 ratings, **Arty Farty Party on Spotify** Arty Farty Tea Party. 539 likes. Fun craft activities and a decedent afternoon tea in your home or ours. **Arty FartyTea Party** Wichtige Informationen. Haftungsausschluss : ist nicht Hersteller der auf dieser Internetseite angebotenen Waren, es sei denn, dies wird **Images for The Arty Farty Party** - 4 min - Uploaded by De SjamaanArty Farty had a Party - Duration: 2:48. Michael

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