



Syrup

By Maxx Barry

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When Scat comes up with the idea for the hottest new soda ever, he's sure he'll retire the next rich, savvy marketing success story. But in the treacherous waters of corporate America there are no sure things--and suddenly Scat has to save not only his idea but his yet-to-be-realized career. With the help of the scarily beautiful and brainy 6, he sets out on a mission to reclaim the fame and fortune that, time and again, eludes him. This brilliantly scathing debut is a hilarious send-up of celebrity, sexual politics, corporate America, and the fleeting status that comes with getting to the table first--before the other guy has you for lunch.

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Syrup By Maxx Barry Bibliography

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Editorial Review

From Publishers Weekly

Lampooning corporate "ethics," sexual politics and the marketing and film industries, this clever debut satire by 25-year-old Australian writer Barry will have readers nodding in agreement and quoting it to their friends. Ingenuous new marketing graduate Scat (he feels that his full name, Michael George Holloway, just won't do for a career in marketing) moves to L.A. hoping to become rich and famous. After he gets a million-dollar idea for a new cola product, cheeky and arrogant Scat approaches a beautiful, ruthless marketing manager named 6 at Coca-Cola. The new product's name is, hilariously, a "dirty" word, spelled unconventionally and in stylish font on a black can. But before Scat's cash cow can be milked, his roommate Sneaky Pete steals the idea, is hired by Coke, and soon holds the purse-strings for Coca-Cola's biggest marketing undertaking ever, a \$140 million movie. The infuriated Scat joins forces with 6 to create their own, better movie, with a measly \$10,000 budget. With Scat's creative ideas, 6's business acumen and the help of 6's film-major roommate Tina, and Scat's actress ex-girlfriend Cindy, they set out to beat Sneaky Pete at his own game. Scat and 6 have an affectionate, wary bond (even though Scat's crazy for her and she claims she's a lesbian), and together they nimbly dodge the clever, ever-surprising political landmines that Sneaky Pete sets in their path. In the end, Scat's na?vet? and creative enthusiasm help him win his dream and the girl. By that point, readers will be rooting for him and will know much more about the politics of business, films, marketing and sex. Foreign rights sold in France, Italy, Germany and Australia. (July)
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From Library Journal

Twenty-three-year-old marketing graduate Scat (n? Michael) is in search of the American dream of wealth, fame, friendship with movie stars, and true love. He thinks he just may have it all in sight when he comes up with a brilliant idea for a new soft drink, Fukk Cola, and the beautiful new-products manager at Coke, the improbably named 6, agrees that it has definite possibilities. Unfortunately, Sneaky Pete, Scat's roommate, lives up to his name and steals Fukk in order to get a head start up the corporate ladder. Many connivances and contrivances later, 6 and Scat take on Sneaky Pete and his assistant @ directly in a last-ditch struggle to assume ascendancy at Coke. Will 6 and Scat fall in love? Will they succeed in vanquishing Sneaky Pete? With Winona Ryder, Brad Pitt, and Tom Cruise making cameo appearances and Gwyneth Paltrow acting as deus ex machina, how could dreams not come true? Never as hilarious as the author intended, this first novel remains a moderately humorous riff on advertising and corporate life. ANancy Pearl, Washington Ctr. for the Book, Seattle
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From [Booklist](#)

Barry's delightful first novel delivers a charming and hilarious send-up of the wicked world of marketing. The action is set at the almost obscenely gigantic Coca-Cola Company in L.A., home to all things shallow and greedy. Young Scat, whose main goal in life is to become famous, has ruled out acting or being a rock star. The alternative, he concludes, is to be very young and very rich. To that end, he comes up with a brilliant idea for a new cola, which is promptly stolen by his roommate, Sneaky Pete, a character you truly love to hate. Sneaky Pete beats Scat at every turn and begins a meteoric rise to the top of the marketing empire at Coke, leaving Scat with only one hope for victory (and revenge): the beautiful 6, a cool operator who tortures Scat like a cat with a mouse. If this were a movie, Mike Myers would undoubtedly play both Scat and his Asian nemesis, Sneaky Pete. But don't wait for the movie. This terrific comic novel is certain to provoke as many belly laughs in print as it might one day on screen. *Jenny McLarin*

Users Review

From reader reviews:

Robert Spann:

Have you spare time for a day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a wander, shopping, or went to typically the Mall. How about open or maybe read a book called Syrup? Maybe it is to be best activity for you. You already know beside you can spend your time using your favorite's book, you can more intelligent than before. Do you agree with their opinion or you have other opinion?

Dorothy Alvarez:

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