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Pattern Recognition

By William Gibson

G.P. Putnam's Sons, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Cayce Pollard (pronounced "case") is a legend in the field of market research, paid handsomely to recognize cultural and social patterns that corporations can turn into cash. Google her and you find "coolhunter," and you may see it suggested that she is a "sensitive" of some kind, a dowserin the world of global marketing. The truth, according to her friends, is that her sensitivity is closer to allergy, a morbid and sometimes violent reactivity to the symbols of the marketplace.Hired by Blue Ant, the world's hippest ad agency, for the sort of high-corporate re-branding she's known for, a more intriguing project emerges when the head of the firm asks her to determine who's producing a mysterious series of video fragments that have gripped the imaginations of people around the world. The source of this footage, carefully concealed, has so far proven untraceable.For Cayce's worryingly brilliant employer, the footage is the most effective piece of guerilla marketing ever devised. For Cayce herself, the footage has a powerful emotional resonance as she attempts to come to terms with the apparent death of her father...

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