



Homo Zapiens

Victor Pelevin

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The collapse of the Soviet Union has opened up a huge consumer market, but how do you sell things to a generation that grew up with just one type of cola? When Tatarsky, a frustrated poet, takes a job as an advertising copywriter, he finds he has a talent for putting distinctively Russian twists on Western-style ads. But his success leads him into a surreal world of spin doctors, gangsters, drug trips, and the spirit of Che Guevara, who, by way of a Ouija board, communicates theories of consumer theology. A bestseller in Russia, **Homo Zapiens** displays the biting absurdist satire that has gained Victor Pelevin superstar status among today's Russian youth, disapproval from the conservative Moscow literary world, and critical acclaim worldwide.

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