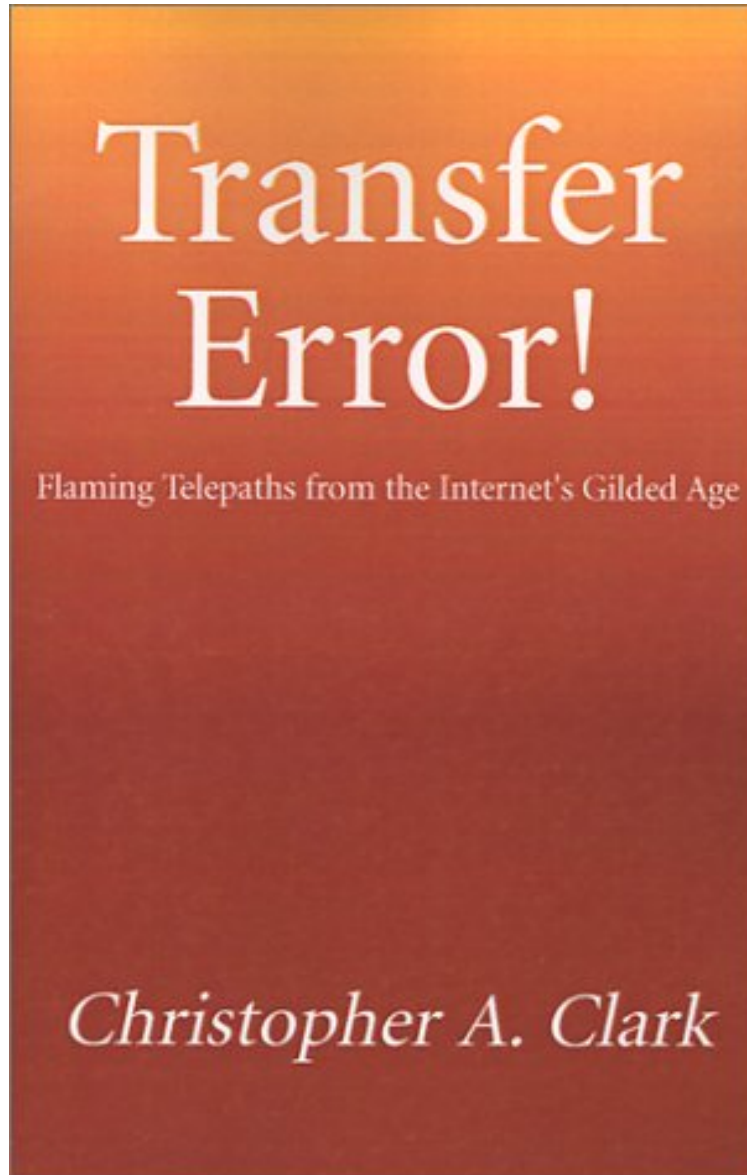


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Described as "the Dave Berry of dotcom," marketing/media mercenary Chris Clark casts a jaundiced eye on the frolics and foibles of the self-styled "New Economy" in *Transfer Error*, a compilation of his essays and columns first published in MC (Marketing Computers) magazine between 1997 and 2001. From the Razor-infested hallways of Microsoft's Redmond campus to the blue-blazer bunkers of IBM's Armonk headquarters, from Silicon Alley to Ally McBeal, from the meltdown of Netscape to the rapture of Napster, Clark escorts his readers on a highly-caffeinated romp through the very recent past in a style that's equal parts savvy, smart and silly. *Transfer Error* is the ideal business book for anyone who thinks Sun Microsystems CEO Scott McNealy should be cast as Cartman in the live-action version of *South Park*, or wishes Hunter S. Thompson had written *Burn Rate*.

About the Author After a semi-successful career in both publishing and public relations, Chris Clark is a freelance consultant who helps companies overcome their severe marketing dilemmas, often while simultaneously making fun of them in his column, "Byte Back," which appears monthly in MC (Marketing Computers) magazine. He is the only living journalist to have his byline appear in both *Business Week* and *High Times*.