



# Up and Down

*Terry Fallis*

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On his first day at Turner King, David Stewart quickly realizes that the world of international PR (affectionately, known as "the dark side") is a far cry from his previous job with the Canadian government. For one, he missed the office memo on the all-black dress code; for another, there are enough acronyms and jargon to make his head spin. Before he even has time to find the washroom, David is assigned a major project: devise a campaign to revitalize North America's interest in the space program--maybe even show NASA's pollsters that watching a shuttle launch is more appealing than going out for lunch with friends. The pressure is on, and before long, David finds himself suggesting the most out-of-this-world idea imaginable: a Citizen Astronaut lottery that would send one American and one Canadian to the International Space Station. Suddenly, David's vaulted into an odyssey of his own, navigating the corporate politics of a big PR agency; wading through the murky waters of U.S.-Canada relations; and trying to hold on to his new job while still doing the right thing.

Equal parts clever and satirical, thoughtful and affecting, *Up and Down* is Terry Fallis at his best, confirming his status as a literary star.

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