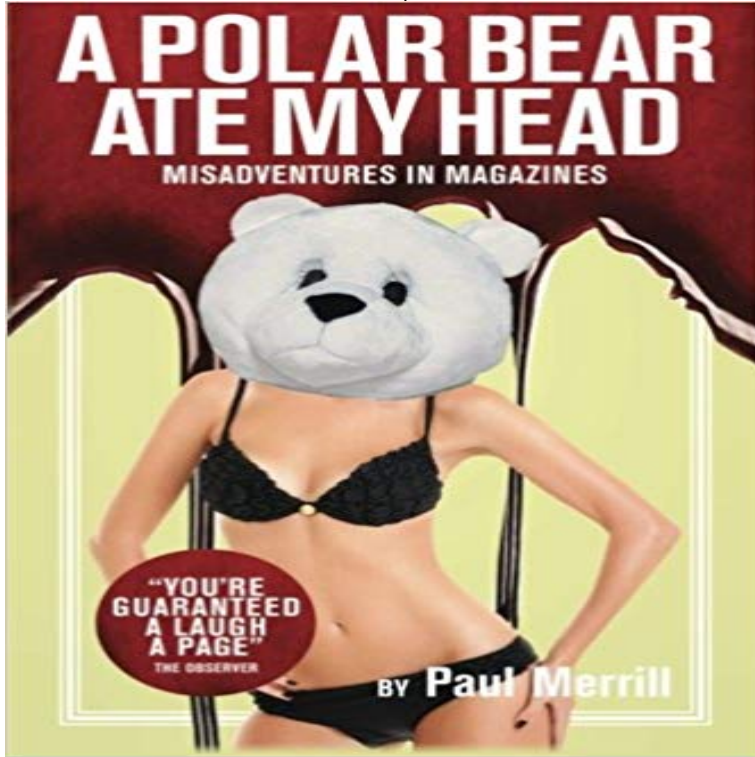


A Polar Bear Ate my Head: Misadventures in Magazines



This is the hilarious and surreal true story of Britain's biggest ever mens magazine launch and the chaos and disasters that followed. Paul Merrill was an award-winning magazine editor when he was inexplicably chosen to launch Britain's first weekly publication aimed at the new lad: ZOO. He quickly gained notoriety after running competitions to find the country's randiest nanna, ugliest baby and teen mum of the year, and offering prizes of a boob job for your girlfriend, lesbian wedding and even euthanasia. Then he was suddenly deported to Australia to launch ZOO there, and events became even more outlandish. Find out how Merrill: attacked Tony Blair with a puppet lost 130,000 pairs of inflatable breasts in the South China Sea accidentally gave his home address to a serial killer tried to cook a dwarf threw a biscuit at Christopher Lee searched for the hottest horse dentist and sexiest wall. employed Mo Mowlam as a sex columnist was accused by the attorney general of trying to overthrow the government persuaded the Aussie prime minister's daughter to strip off was given advice on stain removal by Gordon Brown received death threats from enraged Islamists and a convicted killer. Containing hundreds of bizarre and unexpected anecdotes, *A Polar Bear Ate My Head* is the most side-splitting insiders account of the world of magazines ever published. Whether or not you've ever bought a mens magazine or been attacked by the world's largest white bear, you will love this book. Praise for *A Polar Bear Ate My Head* *Hilarious - and your boy will love it too!* *Cosmopolitan* *You're guaranteed a laugh a page* *The Observer* *A bloody brilliant lid-lifting expose* *Frank, funny and enlightening. We have notified our lawyers ***** ZOO* *The best book ever written about the excesses and weirdness of the media. Every page is laugh out loud funny* *Will Storr* *A very*

entertaining book full of anecdotes and insider gossip. 9/10 Encore Magazine This insiders look has the air of Toby Youngs How to Lose Friends and Alienate People ***** Melbourne Weekly Straight up the funniest book Ive ever read and I havent read many books. Aussie Rules legend Warwick Capper Such a funny book - we loved it, and so did everyone in the office. Youve really GOT to read it. Amanda Keller WFSM Breakfast Show

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