



Ring of Fire

By Bill Cokas

Paperback. Book Condition: New. Paperback. 292 pages. Seeking refuge from a corporate scandal, Wally Gibbs trades his corner office in Chicago for a tweed jacket with elbow patches in a quaint college town. He soon realizes he wasn't meant to teach marketing; he was meant to reinvent it. And the timing is right. To Wally's perverse delight, the economy has brought consumers everywhere to their knees. In Wally's own words, people are so desperate to lop thirty cents off a cantaloupe, they'd give a urine sample at the checkout. During a routine colonoscopy, he envisions a new hyper-efficient marketing vehicle, which he labels Project Argus. As Wally ensnares his unsuspecting students in the beta test, Project Argus catches the attention of eight-fingered frustrated campus policeman Nick Pappas. Sensing a connection to an unsolved student death, Nick becomes obsessed with exposing the scheme, even deputizing student cartoonist Zak Dawson to do the digging he can't. The pair follows Wally to a tiny Greek island, where he acquires a rare exotic gem that he smuggles back home and turns over to a local jeweler. Within a few days, the hottest-selling graduation ring in the school's history is quietly collecting data and claiming lives....



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