



The Learners: The Book After "The Cheese Monkeys"

Chip Kidd

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Fresh out of college in the summer of 1961, Happy lands his first job as a graphic designer (okay, art assistant) at a small Connecticut advertising agency populated by a cast of endearing eccentrics. Life for Happy seems to be - well, happy. But when he's assigned to design a newspaper ad recruiting participants for an experiment in the Yale Psychology Department, Happy can't resist responding to the ad himself. Little does he know that the experience will devastate him, forcing a reexamination of his past, his soul, and the nature of human cruelty - chiefly, his own. Written in sharp, witty prose and peppered with absorbing ruminations on graphic design, *The Learners* again shows that Chip Kidd's writing is every bit as original, stunning, and memorable as his celebrated book jackets.

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