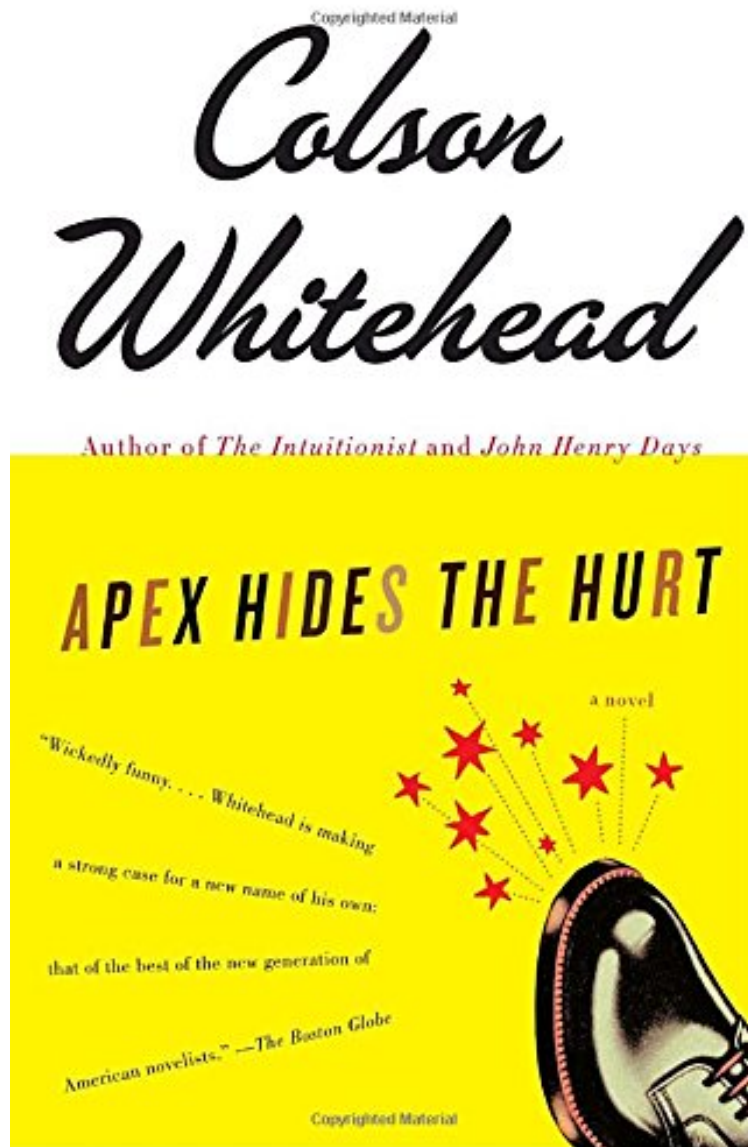


Apex Hides the Hurt: A Novel

Colson Whitehead

*Download PDF | ePub | DOC | audiobook | ebooks



DOWNLOAD



READ ONLINE

#591255 in Books Colson Whitehead 2007-01-09 2007-01-09Original language:EnglishPDF # 1 8.00 x .63 x 10.90l, .50 #File Name: 1400031265224 pagesApex Hides the Hurt | File size: 30.Mb

Colson Whitehead : Apex Hides the Hurt: A Novel before purchasing it in order to gage whether or not it would be worth my time, and all praised Apex Hides the Hurt: A Novel:

1 of 1 people found the following review helpful. Not a Great Colson Whitehead BookBy Joseph LandesThis was the first Colson Whitehead book I read and I have to say I was disappointed. I really did not like it at all-I found it to be too disjointed and not fast moving enough. It lost me in various places. There were a few laugh out loud moments and

even "wow I pity this guy" moments but overall it just is not a book I can recommend to others even though the author himself is critically acclaimed. The story is about a town called Winthrop that needs to rebrand itself so they hire a nomenclature consultant who had some success rebranding bandages to the Apex name. He comes to the town and quickly finds conflict ensuing between the founders of Winthrop and other powerful individuals who all want their preferred name to be chosen. The three council members each put forth great effort to convince the consultant that their name should win. Freedom, New Prospera, or the current name Winthrop are the choices. Ultimately it is resolved after much fighting. If you want to know what the choice was, I won't spoil it for you here--you'll have to read the book. But really, I can't recommend this unless you are a hard core Colson Whitehead fan. 1 of 1 people found the following review helpful. and enjoyed them all By William Jones Whitehead is a truly original thinker. I've read all his fiction and the poker book, and enjoyed them all. 6 of 7 people found the following review helpful. What Shall We Call Ourselves? By Mocha Girl "You call something by a name, you fix it in place. A thing or a person, it didn't matter - the name you gave it allowed you to draw a bead, take aim, shoot. But there was a flip side of calling something by the name you gave it - and that was wanting to be called by the name that you gave to yourself. What is the name that will give me the dignity and respect that is my right? The key that will unlock the world." Colson Whitehead, *Apex Hides The Hurt* What is in a name? Apparently a lot. Colson Whitehead's *Apex Hides The Hurt* takes a satirical look at the question and the answer, but also ingeniously blends in other aspects of cultural spoofs as we follow the adventures of a quirky (somewhat weird) "nomenclature consultant." The story opens in the aftermath of the unnamed protagonist's most recent marketing success --the multi-cultural bandage, Apex, designed to match any skin tone. When he uses the bandage to "hide the hurt" of his repeatedly stubbed toe, he mistakenly buys the marketing hype (masking the pain) and continuously ignores a rather obvious gangrenous infection that eventually leads to the amputation of his toe resulting in a future filled with periods of imbalance, a noticeable limp and bouts of vertigo (confusion). Following the amputation, his first job comes from the townsfolk of a mythical Winthrop. He is hired to name the town because the town council members are in vehement disagreement. The cutting edge software guru, Lucky Aberdeen, with a vision for the future wants to name the town New Prospera. The grounded African American mayor, Regina Goode, a descendent of the town's original freed slave founders, wants the name to be Freedom, what her ancestors named it originally. Lastly, Albie Winthrop, the wealthy, eccentric (and a bit shady) descendent of the white business man who brokered with the former slaves and renamed the town after himself wants to retain the name, Winthrop, for the town. They bring in a consultant to settle the argument and choose a name that must remain in use for at least one year. He avoids bribes, is misquoted in the newspaper, and eventually starts digging into the history of the town and finds that everyone has an ulterior motive as well as self-indulgent/satisfying justification for their name choice. He ironically finds the solution and the most fitting name for the town within the pages of history. The novel is an admirable offering - it offers thought-provoking themes, timely topics, very clever parallels, and original delivery of the overall story. However, I found the characters were wholly underdeveloped, the dialogue scarce, and the pacing a bit slow, taking a while to get to the point of the book and then a rather abrupt ending. At the novel's end, I was left thinking - that's it? Maybe with a little more depth, I would have rated it a bit higher. Reviewed by PhyllisAPOOO BookClub Nubian Circle Book Club

This New York Times Notable Book from the #1 New York Times bestselling author of *The Underground Railroad* is a brisk, comic tour de force about identity, history, and the adhesive bandage industry. The town of Winthrop has decided it needs a new name. The resident software millionaire wants to call it New Prospera; the mayor wants to return to the original choice of the founding black settlers; and the town's aristocracy sees no reason to change the name at all. What they need, they realize, is a nomenclature consultant. And, it turns out, the consultant needs them. But in a culture overwhelmed by marketing, the name is everything and our hero's efforts may result in not just a new name for the town but a new and subtler truth about it as well.

From Publishers Weekly Following the novels *The Intuitionist* (1998) and *John Henry Days* (2001), and the nonfiction *The Colossus of New York* (2004), a paean to New York City, Whitehead disappoints in this intriguingly conceived but static tale of a small town with an identity crisis. A conspicuously unnamed African-American "nomenclature consultant" has had big success in branding Apex bandages, which come in custom shades to match any skin tone. The "hurt" of the Apex tag line is deviously resonant, poetically invoking banal scrapes and deep-seated, historical injustice; both types of wounds are festering in the town of Winthrop, which looks like a midwestern anytown but was founded by ex-slaves migrating during Reconstruction. Winthrop's town council, locked in a dispute over the town's name, have called in the protagonist to decide. Of the three council members, Mayor Regina Goode, who is black and a descendant of the town's founders, wants to revert to the town's original name, Freedom. "Lucky" Aberdine, a white local boy turned software magnate, favors the professionally crafted New Prospera; and no-visible-means-of-support "Uncle Albie" Winthrop (also white) sees no sense in changing the town's long-standing name—which, of course, happens to be his own. Quirky what's-in-a-name?—style pontificating follows, and it often feels as if Whitehead is just thinking out loud as the nomenclature consultant weighs the arguments, meets the citizens and worries over the

mysterious "misfortune" that has recently shaken his faith in his work (and even taken one of his toes). The Apex backstory spins out in a slow, retrospective treatment that competes with the town's travails. The bickering runs its course listlessly, and a last-minute discovery provides a convenient, bittersweet resolution. Whitehead's third novel attempts to confront a very large problem: How can a society progress while keeping a real sense of history—when a language for that history doesn't exist and progress itself seems bankrupt? But he doesn't give the problem enough room enough to develop, and none of his characters is rich enough to give it weight. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From *The New Yorker* The nameless narrator of Whitehead's trenchantly funny and moral third novel is a melancholic "nomenclature consultant," who devises names for such products as Apex, a bandage sold in an array of skin tones. Flashbacks from his professional heyday are spliced into present-day scenes that show him trapped in the small town of Winthrop, deciding whether its name should be changed to Freedom (the name given it by liberated ex-slaves) or New Prospera (the brainchild of a software tycoon). Whitehead deftly cloaks his cynical take on race and consumer culture in his narrator's earnest philosophizing. He and the narrator are obsessed with the power of language both to deceive, as in the satirically observed evasions of marketing-speak, and to soothe: "Shuttle bus shuttle bus sounded like leaves whispering to each other in your textbook primordial glen.... He was feeling better already." Copyright © 2006 *The New Yorker* From *Bookmarks Magazine* In Colson Whitehead's satirical look at American identity politics, racial identity, and corporate values, every sentence shimmers. Known as a "writer's writer" for his acclaimed novels, *John Henry Days* and *The Intuitionist*, and his essay collection, *The Colossus of New York* (***/1/2 Jan/Feb 2004), Whitehead again shows off his literary and intellectual vigor. In the line of Ralph Ellison, he brilliantly chronicles the exploits of a prosperous black man living in society's shadows. Critics agree, however, that *Apex* is not his best. Though provocative and clever, it sags under the weight of Big Ideas; its universal mocking tone loses appeal; and the antihero lacks some heart. Despite some flaws, readers will be sure to ponder the novel's provocative questions. Copyright © 2004 Phillips Nelson Media, Inc.