



Zero History (Blue Ant)

By William Gibson

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“The god of speculative fiction...comes up with another paranoid, high-tech dystopian thriller.”—*New York Magazine*

Hollis Henry never intended to work for global marketing magnate Hubertus Bigend again. But now she's broke, and Bigend has just the thing to get her back in the game...

Milgrim can disappear in almost any setting, and his Russian is perfectly idiomatic—so much so that he spoke it with his therapist in the secret Swiss clinic where Bigend paid for him to be cured of his addiction...

Garreth doesn't owe Bigend a thing. But he does have friends from whom he can call in the kinds of favors powerful people need when things go sideways...

They all have something Bigend wants as he finds himself outmaneuvered and adrift, after a Department of Defense contract for combat-wear turns out to be the gateway drug for arms dealers so shadowy they can out-Bigend Bigend himself.

“Zero History is [Gibson's] best yet, a triumph of science fiction as social criticism and adventure.”—BoingBoing.net

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Zero History (Blue Ant) By William Gibson Bibliography

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Editorial Review

From [Bookmarks Magazine](#)

Another smartly scouted roadmap of alternate routes through today's global culture, applauded the *Milwaukee Journal Sentinel*, and the other critics agreed. Gibson leads readers on a wild adventure that encompasses fashion, the military-industrial complex, viral marketing, behavioral anthropology, addiction, and even base jumping, weaving all of these distinctive threads into a satisfyingly cohesive whole. A couple reviewers cited some implausible plot twists and exaggerated characters, but most praised Gibson's increased focus on his characters, his razor-sharp prose, and his incisive observations on modern culture. Hailed as the funniest and lightest of Gibson's books to date, *Zero History* stands well alone, but readers already familiar with the series' previous titles will find this last installment much more rewarding.

From [Booklist](#)

After a gig investigating “locative art” for the “overly wealthy and dangerously curious” Hubertus Bigend, founder of the trend-forecasting firm Blue Ant (*Spook Country*, 2007), Hollis Henry finds herself once again under Bigend's employ. This time she is hired to discover the identity of the designer of a secret brand of clothing called Gabriel Hounds, whom Bigend hopes to enlist in his bid to get into the design, contracting, and manufacture of U.S. military clothing (and its inevitable spin-off into the mainstream consumer market). Military contracting, according to Bigend, is essentially recession proof. Meanwhile, the translator and cryptologist Milgrim (also returning from *Spook Country*), a former Ativan addict (now in recovery on Bigend's dime) with “zero history” (being off the grid, he has no credit or address history), is asked to assist Hollis in her investigation. What begins as a seemingly innocent apparel-related project takes on more sinister overtones when the two are followed from London to Paris by a competitor with shady dealings in the arms trade and a personal ax to grind with Milgrim. Gibson, who made a name with *Neuromancer* (1984) and other speculative takes on new technologies, returns to his familiar concerns with hacker culture, surveillance, paranoia, and viral marketing, with occasional digressions into the semiotics of fashion and celebrity and references to cosplay, base jumping, and the Festo AirPenguin (look it up). --Ben Segedin

Review

“[Gibson] weaves an unnerving tapestry of technology, violence and anxiety.”—*The Daily Telegraph* (London)

“Fascinating.”—*The Seattle Times*

“Uncanny.”—*San Antonio Express-News*

“Brilliant, entertaining, and bittersweet.”—io9

“*Zero History* is another smartly scouted roadmap of alternate routes through today's global culture, as powered by what a friend of mine used to call the military-industrial-greeting-card complex. It's a world where cool is king, but also the key to power—and the future.”—*Milwaukee Sentinel Journal*

“What matters [about *Zero History*] are the highly textured, brilliantly evocative prose and the stunning insights Gibson offers into what we perceive as the present moment—the implication being, per the title, that's all we have left. Unsettling and memorable.”—*Kirkus Reviews*

Users Review

From reader reviews:

Jason Nunez:

Have you spare time to get a day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity intended for spend your time. Any person spent all their spare time to take a walk, shopping, or went to the actual Mall. How about open or read a book called Zero History (Blue Ant)? Maybe it is being best activity for you. You realize beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with it has the opinion or you have various other opinion?

Rose Cordeiro:

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Jason Villalobos:

Reading can called imagination hangout, why? Because when you find yourself reading a book specifically book entitled Zero History (Blue Ant) your head will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely will end up your mind friends. Imaging just about every word written in a e-book then become one form conclusion and explanation this maybe you never get prior to. The Zero History (Blue Ant) giving you another experience more than blown away your mind but also giving you useful information for your better life with this era. So now let us demonstrate the relaxing pattern the following is your body and mind will be pleased when you are finished reading through it, like winning a. Do you want to try this extraordinary investing spare time activity?

April Cotton:

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