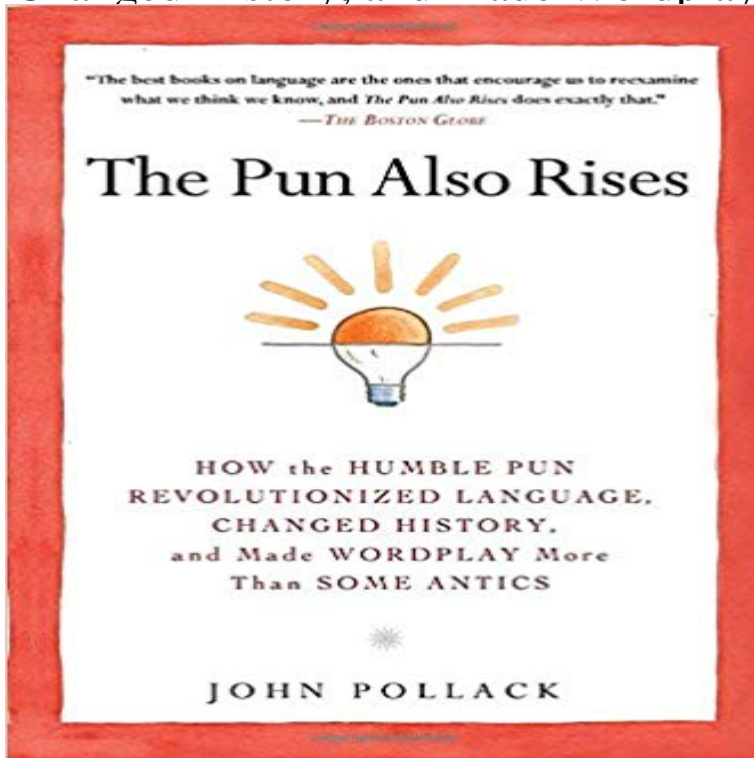


The Pun Also Rises: How the Humble Pun Revolutionized Language, Changed History, and Made Wordplay More Than Some Antics



A funny, erudite, and provocative exploration of puns, the people who make them, and this derided wordplays remarkable impact on human history. In *The Pun Also Rises*, John Pollack—a former World Pun Champion and presidential speechwriter for Bill Clinton—explains why puns matter: They revolutionized language and played a pivotal role in making the modern world possible. Skillfully weaving together stories and evidence from history, brain science, pop culture, literature, anthropology, and humor, *The Pun Also Rises* is an authoritative yet playful exploration of puns. With an engaging narrative, this book answers fundamental questions: Just what are puns? Why do people make them? How did punning impact the development of human language, and how did that drive creativity and progress? And why, after centuries of decline, does the pun still matter? At once entertaining and educational, this engaging book builds a compelling case for the powerful and enduring role of puns in human discourse and innovation, and why they'll always be more than just some antics.

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