

MERE FOLLY SERIES REVIEW:

When the boys retired, they were no longer in a position of authority and useful to those that they had trusted, what price loyalty, in essence they became persona non-grata. They carried on meeting every Friday afternoon for a beer, as they had done for the past twenty to thirty years, discussing everything from sport, politics their social and what was left of their business life.

Bert, Tom, Kev, and Jim known collectively as “The Boys”, whilst not entirely enjoying the slower pace of retirement it did give them the time to “stew” over the inane bureaucrats and politicians around them in their small town of Mere Folly. They happen to stumble upon what is going on behind the scenes in the corridors of power. and instead of putting their feet up, they get involved, using their business savvy to their advantage. This not only giving them a new lease on life it allows them to use their experience, expertise and street smarts to not only benefit themselves but also Mere Folly. Are small town politicians canny or conniving? Through the setting one can see the ineptitude of local politicians as the nefarious mayor runs aground of his own schemes, deflected, of course, by the retirees.

They conjure up opportunities and in their satirical, down to earth way they tell it like it is., taking Mere Folly in a new direction

The Boys are eccentric quirky, but as sharp as a shark’s smile. using their business savvy, they discover what is going on behind the scenes in the corridors of power. and use it to their advantage. Together, they uncover dirt and corruption galore, both personal and professional and are on the brink of taking over the operation of a city of thirty thousand, a vineyard, the development of a condominium, the re-development of the city’s downtown, a river valley, and a newspaper, control of the mayor, his competitor, the council, and the water utility. And’s what up with water meters from China?

There’s small-town gossip and distractions, leading to big town corruption, fraud, and blackmail. “The Moron.” (Tip: This book may forever change the way you think about ordering lasagne.)

The Prime Minister is found guilty of a crime in the boys’ fair town. Oops. The local judge is out to settle an old score. Double oops. With a criminal record hanging around his neck, the PM is chin-deep in impeachment trouble. And the opposition is licking its chops.

The ensuing political fallout opens a door for “the boys.” Never ones to look a gift business deal in the mouth, the quartet cooks up another stroke of genius: creating a sovereign city state. Havoc and hilarity ensue..... So does romance...

There is poignancy as one of the boys reminisces a past love affair and tries to understand whether memories of the only woman he had really loved has come back to haunt him and disturb his self-possessed lifestyle.

The Boys are led abroad where they hatch an idea that takes Mere Folly in a new direction. They don’t have all the answers, but they have plenty of questions. It’s not long before they come up with a plan of action. And it’s a doozie. After all, The Boys have a lot of experience running things and getting things done and they prove it in this riotous romp of a fun read. Told with wry wit and tongue-in-cheek humour, this story will appeal to adults wanting a quirky read. It’s chockful of eccentric characters, dry humour, and snappy repartee.

The boys’ vision develops and goes not only beyond the streets of Mere Folly but nationally as they discover what is going on behind the scenes in the corridors of power. They take Mere Folly in an even more diverse direction mixing with the powers that be, pitting their wits with those supposedly in power, and using it to their advantage. Humor abounds as in their own satirical, hardnosed way they tackle the various politicians and corporate stooges they happen across.

This story is packed with masterful plot twists and clever ins and outs regarding government and bureaucracies. It’s a fun and flavourful read in a riotous romp sort of way. The writing is wickedly funny in places; the plot is a quick as greased lightning. The Mere Folly series will keep you on the edge of your seat waiting to see what stroke of brilliance “the boys” brew next. *Delicious!*

WATCH OUT for the latest Alfie Anfield book – IS INSURANCE MERE FOLLY.

The folly that is the general insurance industry or life is another matter.

Told with wry wit, sarcasm and tongue-in-cheek humour, this book will appeal to adults who really want to understand the background behind the money that they pay to insurance companies.

It’s chockful of unconventional characters, dry humour, and snappy repartee. Humour abounds as in their own satirical, hardnosed way they introduce you to the deceitfulness around you,

The boys’ reflections illustrate their time in the insurance industry, recounting how they started in the business, how they saw it develop and where it is going. believing, as they were told, that the money of many paid for

the losses of a few. However, it didn't take them long to figure out that it also pays for golf games, entertainment, lunches, dinners and booze of the figure heads and powers that be charged with your protection and its cost.

With the general public, overall, oblivious to what was happening to the ever-increasing insurance premiums they were paying, the figureheads and powers that be continued to exploit and milk the system. Many people in the general insurance business are like sports referees. They have studied the laws and or rules of the game, passed the required exams, but have never played the game and don't know how to apply the laws and rules. So, it is in the insurance business.

Insurance company underwriters are not required and are somewhat reluctant to actually leave their comfort zone to go out and see, let alone understand the actual entity that they have been asked to insure. Google is such a wonderful underwriting tool.

Existing because of insurance and watching it evolve over many years they developed an understanding of the various factions involved, the conventional Employees, the Puppets, the Figureheads and The Powers That Be.

It isn't the people involved in the industry that are driving the change, there is an alternative influence orchestrating its evolution. Whilst the majority of conventional Employees are there only to do their jobs and don't really care as long as they get paid. They are only expected to do their jobs and are eventually driven to a status of non-commitment.

There are the Puppets that have clawed their way out of the rut, in most cases more by look than judgement, making it to the next level by one means or another. Unfortunately for them, it is only when they start their lower management position that they realise that to them falls the ultimate responsibility of getting the work done with little or no support from those underneath or those above them.

Pulling the strings of the Puppets are the Figureheads, those with the status and perks. The gap between the Employees and the Puppets widens as the perks of the Figureheads continue to increase. Company cars that are only used to get them backwards and forwards to and from home, the benefit of living off their tax-free expense accounts, liberally used for personal lunches, dinners and travel opportunities.

The Figureheads, because of their egotism and therefore unaware to them, are being used, manipulated and continually brainwashed. Behind their backs a revolution is quietly taking place, as The Powers That Be are quietly taking control of where the insurance world has or had its influence and are making sure that its philosophy perishes and doesn't impact the future.

. As Bob Dylan sang, "times they are a changin".