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Jerry Jay Carroll

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Alice in Wonderland meets Wolves of Wall Street in Jerry Jay Carroll's brilliant and witty debut novel. Revised and available for the first time on Kindle.

William B. Ingersol sits in an office high above Wall Street conducting cut-throat corporate takeovers. Just another day at work, it seems, business as usual. He puts his head down on his desk and wakes up as a big dog, trying to survive in a strange new world of wizards, fairies and monsters. To get back home, he has to choose between good and evil, devil or angel. That's not as easy as you might think for a man used to playing with a stacked deck, not to mention both sides against the middle.

Top Dog Details

Date : Published May 31st 2016 by Swaggering Press (first published September 1st 1996)

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Author : Jerry Jay Carroll

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From Reader Review Top Dog for online ebook

Jeff says

This felt like genre fiction written by someone who hadn't read much of it. Lots of time is spent explaining well worn tropes, and some plot points are quite unbelievable. A bit like Narnia where the wardrobe is found by Bernard Madoff.

I'm also sad he didn't eat the pushme-pullme.

Dennis Henn says

A Wall Street corporate raider is whisked into a parallel world to fight in a Final Battle between good and evil. The magic that brings him leaves him as a oversized dog. Does he choose to fight for evil or good? Does he choose to sit the fight out altogether? The author poses lots of questions about God and his servants, and he does so in very clear language.

Chris says

Not the story I was prepared to read. I only glanced at the synopsis and was thoroughly surprised by the wizards and talking animals.

The book jacket was right: a mix of Tolkien and Kafka...(I say Gaiman.)

Mary Anthony says

I really enjoyed the pacing and the characters. That said this is a bit of a "message" book. It is kind of like a lazy man's Animal Farm in that way. The message is around good/evil as it relates to today's investment/money-driven culture. I found it entertaining and would recommend it.

krin says

This was a good fantasy fable about learning what's important in life and what's not. I liked the main character, William Bogart Ingersol, aka "Big the Dog," even when he recounts his past behavior. I also liked the interactions between "Big" and the creatures and people of the Fair Lands.

Susan Henn says

9/2012 Fantasy/allegory story of a ruthless businessman pulled into a world locked in battle between good

and evil. The author seemed to use the writing to work out some of his own theological questions (sometimes in a forced manner). The end result was Jewish or Theist leanings. The story focused on God as creator (now busy creating other worlds) who leaves an angel to battle with Satan over control of the world. Humans, wizards, evil demonic creatures, and the human turned dog from our world also participated in the battle. Predictable.

Katherine says

Got this as a Goodreads Giveaway. Just excellent. Could really relate to the main character. I found myself grinning on my way to work as I was reading it. Planning to read it again I enjoyed it that much.

Elise says

I stumbled upon this gem while wandering the shelves of a half-price bookstore. I'm so happy I picked it up. Love finding random awesomeness. Anyway, it is a great adult fairy tale. It's a light-hearted, comical examination of good and evil. Carroll makes it clear that good and evil are hard to see in the world we live in so he takes someone who is in that grey area on Earth and puts him in a fantasy world. The thing about fairy tale worlds is that there is a clear distinction between good and evil. It's a nice juxtaposition. The main character is very likable and had me laughing out loud several times which is rare for me. The ending was kind of abrupt but I think it was fitting for the story.

The different creatures in the book are really great I especially loved the mysteries of Balwar.

Spoiler alert!!! (kind of):

One of the more interesting parts of the book was the portrayal of the Devil. I think it was interesting concept having him appear throughout the history of Earth as different people.

End of spoiler...

So I would highly recommend reading this book. If you like fantasy worlds and/or narration by a funny rich executive type (he reminded me of Alex Baldwin's character in 30 Rock)trapped inside a dog's body (and inside a fantastical world) and/or contemplating good and evil then this is the book for you!

Carol says

Loved this book!!!!!! It is very creative and amusing!!!! This book makes you stop and think what is very important in your life. This book is a great adult fairy tale. Glad I got the opportunity to read this!!!!

Amanda Clark says

Top Dog is imaginative and engaging, exploring good and evil in an interesting way. I really like that Ingersol wasn't completely evil or good, but that he struggled with which side to choose and which side to help. We all have that internal struggle within ourselves, and Top Dog is a great illustration of that. I think

this is a well thought out, well written, and interesting book for the most part. There's a lot of subtle...okay, maybe not so subtle, social commentary which I really enjoyed.

I do have a few critiques, however. This is a pretty lengthy book, especially in the beginning things are drawn out and there is a lot of inner dialogue, it was a little too much, in fact. The ending, though, is rather abrupt in comparison. It felt like Carroll got to the end and was so excited to finally be there that he decided to sprint after jogging for the entire thing. I think it would be most beneficial to cut some of the flashbacks and add a better conclusion.

Also, there are a few concepts that as a Christian can be offensive. God is very much painted in the light of a king on a pedestal, creating people and universes purely for his entertainment. It seems that the "Bright Giver" described in the book is a very selfish and unjust God, creating things to watch them self-destruct, and only intervening if it so pleases him in that moment.

All in all, this was an interesting read that I quite enjoyed after I got into it. I would certainly recommend this to you fantasy/adventure lovers without a strong connection to faith.

*I received a review copy in exchange for an honest review, all opinions are my own.

Jay says

Very good book but the ending for me was not very good. hopefully the second book will makeup for the ending.

SmarterLilac says

Demented! In a good way.

The blurb on the front of my copy compares this to a Kafka/Tolkien hybrid. To me, it was more like Kafka meets *Lord of the Flies*. Guy becomes dog, joins up with both benevolent and evil dog packs, generally fights on the side of right annnnd...don't want to spoil the ending. (Also, I have no idea what this book is supposed to be 'about'.)

I vacillate between being in awe of the author's daring experiments here, and being shocked this book ever made it to print. Really. Sadly, I don't think a publisher would take a chance on this novel today, because it is so very hard to place demographically and on top of that it's just. plain. weird. (In a good way, tho. Truly.)

Devyn says

I received my copy from Goodreads.

Why is this book not famous? I got a kick out of reading it and more than a few hurrah's and chuckles. I thought Top Dog was going to be the usual rich asshole lowlife turned into a dog and learns his lesson blah blah blah....

Okay, technically, yes. That is the main plot, but it is so much more than just Man-Turns-Into-Dog story line that everyone has read before. If it *was* the same old story line I wouldn't have loved reading it as much as I did.

Top Dog is an Adult fairy tale. (Seriously, don't read it to your kids.) It has everything I enjoy from children's fairy tales with the benefit of crude humor. And it is Funny. With a Capital F. I'm not sure the sound that came from my mouth during the funny parts could be described as laughter. Cackling is the word I'd use.

Oh, it is also suspenseful, demented, gory, and exciting. What's not to love?

Plus, this book can be read *anywhere*. Look at the cover. You'd never suspect by looking at that sweet cover what really is hiding between the pages. The innocent sounding title also helps.

Deceiving little book hiding in plain sight...

This twisted little gem of a book deserves more attention.

Ellen Collier says

I won this in a Goodreads giveaway and promptly gave it to my husband, who likes sci-fi/fantasy type books. He raced through this whimsical allegory, with its good vs. evil and God vs. Satan themes and enjoyed the talking animals and morality tale in Top Dog. Still he felt the novel needed a good proofreader/editor and felt the ending was a bit sudden. Overall, an entertaining and original read.

GingerNut says

I think we all know a person like the main character in this book, and that's what makes it so enjoyable.
