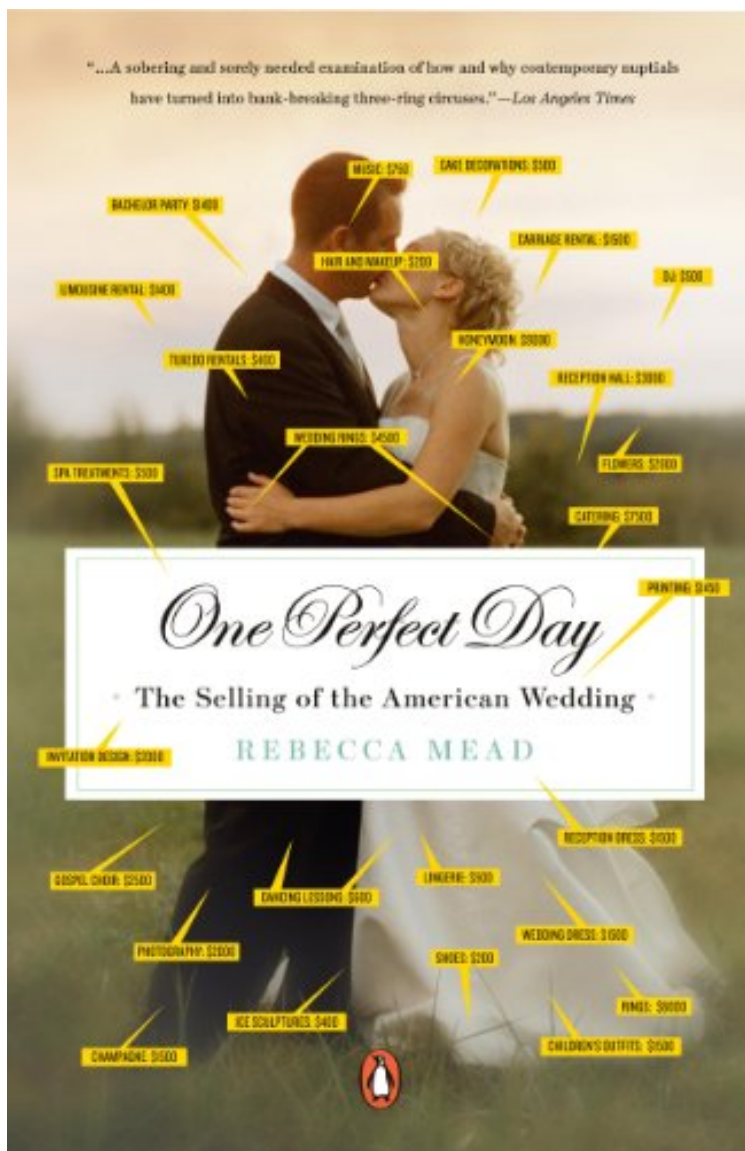


One Perfect Day: The Selling of the American Wedding

Rebecca Mead

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Rebecca Mead : One Perfect Day: The Selling of the American Wedding before purchasing it in order to gage whether or not it would be worth my time, and all praised One Perfect Day: The Selling of the American Wedding:

0 of 0 people found the following review helpful. Funny and Illuminating, if a bit Hyper-Critical By M. Freeman
The book is articulate, funny and illuminating for engaged women. It certainly impacted my decision not to devote funds to a lavish wedding. At times the tone descends into the realm of hyper-critical, such as when Ms. Mead quotes a bride who tells her mom that her new wedding dress will make her boyfriend "forget to breathe" when he sees her on their wedding day. One need not imagine very hard to see Ms. Mead as a grown up Regina George looking the poor woman

up and down as she asks, "oh, so you think you're really pretty?" A bit more empathy for her fellow women and a few sensible alternatives to the practices she critiques might have elevated the book to "required reading" level for those about to drop tens of thousands of dollars on so-called wedding "necessities." I still recommend the book to those with a thick skin and the ability to appreciate Ms. Mead's excellent research and often hilarious writing style without being turned off by a tone that can be extremely snarky.² of 2 people found the following review helpful. A Great Way to Put a Wedding In Perspective By Jennifer Rebecca Mead has a very witty writing style and she uses it appropriately on wedding planning and the industry. I am in the middle of planning a wedding and became "drowned" by all the choices family and friends were telling are tradition. I decided to take a break from the wedding magazines and constant online wedding shopping to read this book. This book changed my perspective on weddings. It made me realize how much of a gimmick the whole day really is. While Rebecca Mead does not give her opinion nor advice in this book on any subject (this is truly a review not an opinion piece about weddings and the industry) she does arm the reader with the knowledge that if you choose to do something "traditional" it will more than likely consume a major part of your budget and all that we are really doing with big weddings is feeding the industry, not our guests.³ of 3 people found the following review helpful. Strange Truths By Abigail Malmgren This book was... strange? Yes. Strange. It filled me with numbers and percentages about the wedding industry and explained the history behind 'traditions'. It was kind of an ugly truth book. I didn't really want much from 'wedding industry' for my wedding from the get go... this book just reassured my decision for DIY and non-traditional details. It made me almost believe that the industry was completely mad and evil... and brides are mad and evil as well. Wasn't all fluff and happiness... rather fact and raw edged material. So, maybe this book brought me back down to earth about planning my wedding... I didn't go all crazy about personalized napkins, stupid favors, or cuff links. But the book wasn't lying, either... I felt that the wedding industry people that were associated with our day... were evil cons. It's a money game and this book proves it. On a side note... my wedding was awesome, cons included.

Astutely observed and deftly witty, *One Perfect Day* masterfully mixes investigative journalism and social commentary to explore the workings of the wedding industry—an industry that claims to be worth \$160 billion to the U.S. economy and which has every interest in ensuring that the American wedding becomes ever more lavish and complex. Taking us inside the workings of the wedding industry—including the swelling ranks of professional event planners, department stores with their online registries, the retailers and manufacturers of bridal gowns, and the Walt Disney Company and its Fairy Tale Weddings program—New Yorker writer Rebecca Mead skillfully holds the mirror up to the bride's deepest hopes and fears about her wedding day, revealing that for better or worse, the way we marry is who we are.

From Publishers Weekly In its nascence in the American lexicon, the term "Bridezilla" has inspired articles, reality television and watercooler tales of brides gone mad. This phenomenon piqued New Yorker staff writer Mead's interest, sending her on a three-year investigation of the current American wedding and the \$161-billion industry that spawned it. "Blaming the bride," she writes, "wasn't an adequate explanation for what seemed to be underlying the concept of the Bridezilla: that weddings themselves were out of control." Interviewing wedding industry professionals and attending weddings in Las Vegas, Disney World, Aruba and a wedding town in Tennessee, Mead ventures beyond the tulle curtain to reveal moneymaking ploys designed around our most profound fears as well as our headiest happily-ever-after fantasies. Goods and services providers alter marital traditions—and even invent new ones—to feed their bottom line. Stores vie for bridal registry business in hopes of gaining lifelong customers. Women swoon for what retailers call "the 'Oh, Mommy' moment" in boutique fitting rooms—an unsettling contrast to the Chinese bridal gown factory workers who make them possible, sleeping eight to a room and scraping by on 30 cents an hour. Part investigative journalism, part social commentary, Mead's wry, insightful work offers an illuminating glimpse at the ugly underbelly of our Bridezilla culture. (May) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Reminiscent of Jessica Mitford's *I[^] The American Way of Death* (1963), although written in a considerably lighter vein, this eye-opening book looks at weddings not merely as unions of two people who are in love with each other but also as products of an industry that is in love with money. Mead begins with a fascinating overview of the Bridezilla phenomenon, a recent coinage that quickly entered the language as a term to describe an excessively self-absorbed, tyrannical, my-way-or-the-highway bride-to-be (the term has inspired books and reality TV shows). In 2006, Mead notes, the wedding industry took in about \$161 billion. Magazine publishers, she explains, now add value for their advertisers by holding seminars on how to get married (featuring displays of wedding-related products, from fashion to cookery to linens). Similarly, bridal registries—the first was established in 1924—have become crucial sources of revenue for department stores and specialty shops. Once-peripheral features, such as wedding planning and videography, are fast becoming industries unto themselves. And on and on. Weddings, Mead argues in this revealing mix of popular history and social criticism, are reflections of who we are, and the wedding industry is a reflection of the culture we have created: ruthlessly organized, product-oriented, fiscally irresponsible, but still, somehow, retaining a bit of romance. David Pitt Copyright copy; American Library

Association. All rights reserved a A sobering and sorely needed examination of how and why contemporary nuptials have turned into bank-breaking three-ring circuses.a "Los Angeles Times" a Bound to inspire more than a few couples to elope.a "USA Today"A sobering and sorely needed examination of how and why contemporary nuptials have turned into bank-breaking three-ring circuses. "Los Angeles Times" Bound to inspire more than a few couples to elope. "USA Today"? A sobering and sorely needed examination of how and why contemporary nuptials have turned into bank-breaking three-ring circuses.? ?"Los Angeles Times" ? Bound to inspire more than a few couples to elope.? ?"USA Today"