



## Brand X: The Boyfriend Account

*Laurie Gwen Shapiro*

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Landing an internship at an ad agency isn't what her principal or her mother wanted for Jordie Popkin, aspiring journalist. At sixteen, Jordie is glad of the chance to collect "real world" experience and finds working with the "creatives" at the agency a nice break from her math and science curriculum. And the team likes Jordie, too. When her new colleagues decide to make Jordie's business their business, Jordie is flattered but skeptical. They will come up with a plan to market Jordie to the hottest guy in her grade. From situation analysis to "sex sells," the team assures Jordie that they know what they're doing. She shouldn't get upset if their ideas cause her an embarrassing moment or two. Jordie knows that the course of true love never did run smooth and that the ad game isn't a simple set of rules to follow but she can't help wondering about the advantages of letting professionals try to turn her from Brand X into a hot item. The principles of marketing might apply to a bar of soap, but finding the right guy...?

In this humorous novel, Laurie Gwen Shapiro reveals with candor how one girl who feels like "Brand X" not only learns the secret of a successful marketing campaign but also discovers how to assess her true market value to become the brand of choice.

*From the Hardcover edition.*

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Why don't make it to become your habit? Right now, try to prepare your time to do the important act, like looking for your favorite guide and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled Brand X: The Boyfriend Account. Try to make book Brand X: The Boyfriend Account as your good friend. It means that it can be your friend when you experience alone and beside regarding course make you smarter than before. Yeah, it is very fortunate to suit your needs. The book makes you a lot more confidence because you can know everything by the book. So, we need to make new experience as well as knowledge with this book.

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Exactly why? Because this Brand X: The Boyfriend Account is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will distress you with the secret the item inside. Reading this book next to it was fantastic author who also write the book in such wonderful way makes the content on the inside easier to understand, entertaining approach but still convey the meaning thoroughly. So, it is good for you because of not hesitating having this any more or you going to regret it. This phenomenal book will give you a lot of rewards than the other book possess such as help improving your ability and your critical thinking means. So, still want to hesitate having that book? If I were being you I will go to the guide store hurriedly.

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The book untitled Brand X: The Boyfriend Account contain a lot of information on this. The writer explains the girl idea with easy method. The language is very simple to implement all the people, so do definitely not worry, you can easy to read the idea. The book was written by famous author. The author provides you in the new era of literary works. It is easy to read this book because you can continue reading your smart phone, or model, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site along with order it. Have a nice learn.

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