

[PDF] One Perfect Day: The Selling Of The American Wedding

Rebecca Mead - pdf download free book

Books Details:

Title: One Perfect Day: The Selling

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Released: 2008-07-29

Language:

Pages: 256

ISBN: 0143113844

ISBN13:

ASIN: B001QXC4V8



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Description:

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*)

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From 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*

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