

## The 7 Graces Of Marketing How To Heal Humanity And The Planet By Changing The Way We Sell

Now complete with daily prompts to reflect on each day of a month-long, alcohol-free plan, the author of *This Naked Mind* helps readers challenge their thinking, find clarity, and form new habits. Changing your habits can be hard without the right tools. This is especially true for alcohol because habits are, by definition, subconscious thought processes. Through her methodical research of the latest neuroscience and her own journey, Annie Grace has cracked the code on habit change by addressing the specific ways habits form. This unique and unprecedented method has now helped thousands redefine their relationship to drinking painlessly and without misery. In *The Alcohol Experiment*, Annie offers a judgment-free action plan for anyone who's ever wondered what life without alcohol is like. The rules are simple: Abstain from drinking for 30 days and just see how you feel. Annie arms her readers with the science-backed information to address the cultural and emotional conditioning we experience around alcohol. The result is a mindful approach that puts you back in control and permanently stops cravings. With a chapter and journal prompt devoted to each day of the experiment, Annie presents wisdom, tested strategies, and thought-provoking information to supplement the plan and support your step-by-step success as you learn what feels good for you. It's your body, your mind, and your choice.

The regrettable fact is that the subject of manners is not much discussed anymore, and good manners seem practiced even less. But good manners are a prerequisite for the growth of moral character; they are the habits of conduct and behavior by which we express in the most ordinary circumstances our fundamental respect for others, whether parents, friends, colleagues, or strangers. Fortunately, Karen Santorum has produced for parents and teachers a wonderfully rich and instructive anthology to help instill good manners in our children—and stand against a decline of civility and a coarsening of our common life. Under such headings as “Honor Your Mother and Father,” “Please and Thank You,” “No Hurtful Words,” “Good Behavior in Sport,” and “Showing Respect for Country,” *Everyday Graces* features stories and poems that will develop and enrich the moral imagination. This marvelous anthology features classic selections from such well-known authors as Hans Christian Anderson, Beatrix Potter, Mark Twain, Frances Hodgson Burnett, C. S. Lewis, Max Lucado, and Arnold Lobel, as well as forgotten gems that deserve a new hearing. Mrs. Santorum writes that this anthology grew out of the frustration of not being able to find a book on manners that instructs through stories rather than by rules of dos and don'ts. She and her husband tried and tested many of these selections on their six children. Each of the selections is briefly introduced with a thoughtful commentary at the close, producing an informality and intimacy that is inviting and infectious. Find out why *Everyday Graces* has become a beloved feature in homes, schools, churches, and libraries across America. Trading her services to a vampire king is a price Leo pays gladly, but her human life is not on the table.

In a society overrun by commercial clutter, religion has become yet another product sold in the consumer marketplace, and faiths of all kinds must compete with a myriad of more entertaining and more convenient leisure activities. *Brands of Faith* argues that in order to compete effectively faiths have had to become brands – easily recognizable symbols and spokespeople with whom religious prospects can make immediate connections. Mara Einstein shows how religious branding has expanded over the past twenty years to create a blended world of commerce and faith where the sacred becomes secular and the secular sacred. In a series of fascinating case studies of faith brands, she explores the significance of branded church courses, such as Alpha and The Purpose Driven Life, mega-churches, and the popularity of the televangelist Joel Olsteen and television presenter Oprah Winfrey, as well as the rise of Kaballah. She asks what the consequences of this religious marketing will be, and outlines the possible results of religious commercialism – good and bad. Repackaging religion – updating music, creating teen-targeted bibles – is justifiable and necessary. However, when the content becomes obscured, religion may lose its unique selling proposition – the very ability to raise us above the market.

“Gloriously dark and romantic.” —Roshani Chokshi, New York Times bestselling author of *The Star-Touched Queen* “An alluring and seductive fairy tale.” —Justina Ireland, New York Times bestselling author of *Dread Nation* “Horrorifying, heartbreaking, and heartwarming, a lush fairy tale rooted in a moral quandary.” —Kirkus Reviews (starred review) “An eerie, consuming tale of sacrifice and faith. Haunting and unique.” —Booklist “Evocative.” —BCCB Once, a witch made a pact with a devil. The legend says they loved each other, but can the story be trusted at all? Find out in this lush, atmospheric fantasy novel that entwines love, lies, and sacrifice. Long ago, a village made a bargain with the devil: to ensure their prosperity, when the Slaughter Moon rises, the village must sacrifice a young man into the depths of the Devil's Forest. Only this year, the Slaughter Moon has risen early. Bound by duty, secrets, and the love they share for one another, Mairwen, a spirited witch; Rhun, the expected saint; and Arthur, a restless outcast, will each have a role to play as the devil demands a body to fill the bargain. But the devil these friends find is not the one they expect, and the lies they uncover will turn their town—and their hearts—inside out.

RACHEL HAS JUST graduated from high school and thinks she knows everything. Well, maybe not quite everything. Then she meets the mysterious Mr. Preston, who offers her a live-in job looking after Grace—a brain injured woman with a lovely house, grasping sisters, feral neighbors, and a box full of unfinished business. As Rachel tries to cope with the demands of her employment and the start of college, she's also determined to fit together the pieces that were Grace's former life. The more she finds out about the woman in her care, the more Rachel finds herself. Children's Book Council of Australia Awards' Shortlist for YA

One Part Human Benny has lived her life in the shadows, avoiding the public eye. Her life as a recipe blogger pays the bills and lets her socialize, but she is about to get the assignment of a lifetime. Her boss orders her into a one-week ride-along with agents of the XIA, the eXtranormal Investigation Agency. It is the anniversary of the agency and they need to improve public opinion. A week doesn't seem like much time to learn about an organization that deals with the daily paranormal exploits of the population, but time flies when the assignments go from casual crime to murders that have one pivot point. Benny. Two Parts Demon Training to join her team on their rounds is easy compared to fighting the stigma of demon blood. They are on administrative leave until they have been cleared of her possible influence. After a night on the town with Freddy, Benny runs into her team at her favourite taco truck and suddenly things get personal. Karaoke, kidnapping and binding spells make up the rest of the night and when Benny has to rescue her parents from the demon zone, the guys are with her all the way. Nothing like jumping into a dimensional prison to lock in a first date. Three Parts Fey With her binding to her partners Benny feels safe and settled. She wants to start her career in the XIA and make a place for herself. The past has other ideas. A complicated relationship makes for complicated inlaws and they begin to make the rounds to get approval for their group while Benny's family

faces the past once again. True love might win the day but politics are a pain in the butt.

Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In *How Big Is Your God?* Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God.

Demonstrates how to plan and execute profitable direct marketing campaigns using the media of direct mail, internet marketing, copywriting and design.

How often do you say “yes” to God in your daily life? Do you regularly share that yes with others? Generous living isn’t just about putting money in the collection basket during Mass or always being the one who steps up to help out. According to bestselling Catholic author, speaker, blogger, and creator of CatholicMom.com Lisa M. Hendey, generous living is about consistently answering God’s call to act through mission and loving service to others. In *The Grace of Yes*, Hendey shares eight spiritual virtues that have allowed her—and will help you—live generously and joyously say yes to God. With warmth and practical advice, Hendey helps you become more open to God’s unique plan for your life through the virtues of belief, generativity, creativity, integrity, humility, vulnerability, saying no, and starting over. As she candidly reflects on her own faith journey, Hendey guides you toward your own path of generous giving. Each chapter includes questions for personal reflection and a prayer that invites you into a deeper relationship with God. Each chapter includes questions for personal reflection and a prayer that invites you into a deeper relationship with God.

What is grace? The answer lies deeper than you might suppose. To understand grace in its fullness, we must explore the great mystery of our very existence. In search of that deep understanding, *Essential Grace* takes you on an eternal journey. It begins with the mind of God, all alone in eternity past. It consummates in the heights of heaven, where we see God surrounded by the glorious host of His redeemed people. In between, it explores the multi-faceted grace of God poured out on His creation. Powerful and vivid, *Essential Grace* will open your eyes to the liberating reality of God’s grace.

Bold, brutal, and beautiful—a must-read fantasy full of fierce sisterhood, action, and political intrigue for fans of *The Selection* series, *Caraval*, and *The Handmaid’s Tale*. Serina Tessaro has been groomed her whole life to become a Grace—someone to stand by the heir to the throne as a shining, subjugated example of the perfect woman. It’s her chance to secure a better life for her family, and to keep her headstrong and rebellious younger sister, Nomi, out of trouble. But when Nomi catches the Heir’s eye instead, Serina is the one who takes the fall for the dangerous secret her sister has been hiding. Trapped in a life she never wanted, Nomi has only one option: surrender to her role as a Grace until she can use her position to save Serina. But this is easier said than done...a traitor walks the halls of the palazzo, and deception lurks in every corner. Meanwhile, Serina is running out of time. Imprisoned on an island where she must fight to the death to survive, surrounded by women stronger than she is, one wrong move could cost her everything. There is no room for weakness on Mount Ruin, especially weaknesses of the heart. Thrilling and captivating, *Grace and Fury* is a story of fierce sisterhood, and of survival in a world that’s determined to break you.

*A Pattern of Prayer* is a guide to prayer based on the daily, weekly, and occasional prayers of an intentional, ecumenical, Christian community called Grace and Main Fellowship in Danville, Virginia. It’s designed to cultivate a rhythm to the life of prayer either in groups or by individuals. Providing a structure for morning, midday, evening, and night prayer, it is an excellent devotional aid that also allows the reader, or readers, to pray along with others wherever they may be. Also included are some of the prayers and blessings used in the work of the community, as well as the community’s “identity statements” or “little rule.” To make use of the prayerbook, all you’ll need, in addition to the book, is a Bible.

Dr Roy Martina has developed a powerful comprehensive healing system called ‘Omega healing’. This preventative system has been acknowledged as one of the most powerful healing techniques currently available. It tackles the root cause of problems – not just the symptoms. Balancing the emotional body and returning to our core essence restores us to greater health, ease and happiness. This fantastic CD package collects together some of Roy’s most powerful teachings on this subject, along with meditations that will allow you to implement its incredible effects in your life. The first section provides an excellent introduction to Roy’s background and how he came to heal himself using his Omega Healing technique. The second section features four incredible meditations that will allow you to heal every aspect of your life. The first provides energy and vitality. The second is a relaxing visualisation for the end of the day. The third helps with releasing feelings. The fourth helps heal traumas in our past lives. These meditations, recorded live in London and exclusively for Hay House showcase one of the brightest new voices in healing.

‘I did something terrible Grace. I hope you can forgive me...’ Grace hasn’t been the same since the death of her best friend Charlie. She is haunted by Charlie’s last words, and in a bid for answers, opens an old memory box of Charlie’s. It soon becomes clear there was a lot she didn’t know about her best friend. When Grace starts a campaign to find Charlie’s father, Anna, a girl claiming to be Charlie’s sister steps forward. For Grace, finding Anna is like finding a new family, and soon Anna has made herself very comfortable in Grace and boyfriend Dan’s home. But something isn’t right. Things disappear, Dan’s acting strangely and Grace is sure that someone is following her. Is it all in Grace’s mind? Or as she gets closer to discovering the truth about both Charlie and Anna, is Grace in terrible danger? There was nothing she could have done to save Charlie... or was there? A compelling, gripping psychological thriller perfect for fans of *The Girl on the Train*, *I Let You Go* and *The Girl With No Past*. What people are saying about *The Sister*: ‘I was gripped to *The Sister* from the first page until the very end. I thought I had it all worked out until I was proven sooo wrong.’ Robert Bryndza ‘I could not put this book down. I neglected all the house work and put off cooking dinner until I was finished... I loved every page.’ Renee Reads ‘My eyes were racing down the pages... had me guessing right up to the very end and I had tears in my eyes as I relived Charlie’s last moments... exceptional... It’s an addictive page-turner that begs time and again for just one more chapter until the whole book has been devoured and thoroughly enjoyed.’ *The Book Magnet* ‘Wow! What an amazing debut novel! Full of intense twists! Fantastic book to start off summer reading! Highly recommend.’ *Loud and Proud Book Junkie*, 5 stars ‘I loved this book, it grabbed me right from the beginning.’ *Beady Jans Books* ‘I genuinely struggled to put this book down... I can’t recommend this book enough, it’s made it to my favourites... I can’t wait for more books to come from Louise Jensen... A well-deserved five stars from me.’ *Emporio Epidemic* ‘I couldn’t put my Kindle down until I had answers!!... I wasn’t sure which characters to trust and which to not trust... a 5 star book that would make a fantastic summer read!’ *Steph and Chris’ Book Review* ‘As the skillfully woven web of lies and deceit starts to untangle the author throws in a massive twist that I certainly didn’t see coming... a definite must read for all psychological thriller fans and it’s one of those books that deserves to be talked about.’ *The Haphazard Hippo* ‘One of those books that you can’t stop thinking about even when you’re not reading it!!... the tension never seems to drop for one second!... an absolute treat, albeit a scary one, to read!! Highly recommended!’ *Books and Me!* ‘Just as I thought the story was wrapping up BANG! I was hit again with another twist. Brilliant! It is chilling and sinister and yet heart-breaking and tragic, and I felt really emotional on finishing it... I can’t wait to read more by Louise.’ *Bloomin Brilliant Books* ‘OMG I love this... one corker of a psychological thriller which ticked all the boxes for me giving it an easy 5 stars.’ *Chelle’s Book*

Reviews 'Hooked from the first page till the end... A gripping tale for fans of I Let You Go and The Girl on the Train. A must read.' Berlitz Chile 'I was left gaping... You cannot help but speed read through this novel. You have to know what happens.' Aloha Reviews 'I was hooked on the story from the word go.' Hollie in Wanderlust

While grooming the Duke's newfound heir, Jack Altringham, for high society, Lady Georgiana Rannoch finds herself investigating murder when the Duke's body is found with Jack's hunting knife in its back.

Grace before meals is the prayer said most often in homes around the world, an act of worship common to every known society. The universal experience of sharing food fundamentally connects people to one another, to nature, and to the infinite. Expressing thanks for food represents a wonderful tradition that acknowledges bounty and our daily sustenance as gifts from the divine. Bless This Food presents 160 timeless mealtime blessings in an easy-to-use format. The eloquent prayers and poems have been carefully selected from the world's major religions, ancient traditions, and the work of great poets and thinkers, with sources ranging from Shakespeare to Starhawk, Tecumseh to the Tamil tradition, the North American plains to Pakistan. Each grace is introduced with cultural context and details about its history and evolution. Also included are two prayers in American Sign Language and the short prayer "bless this food" in nineteen languages. The result is a unique kind of soul food — and a recipe for gratitude at any mealtime gathering.

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With humor and insight, small business owner and marketing consultant Jeffrey Dobkin provides expert advice on how small business owners can reach their best market with alacrity and economy. He tells them how to avoid common mistakes, find the right market, create good marketing plans, write effective direct mail packages, and much more.

Now in paperback, from the New York Times best-selling author of Sacred Contracts and Anatomy of the Spirit, a timely guide with 100 prayers for entering into a personal relationship with the Divine. "I've loved so many of Caroline Myss's books, but maybe none so much as Intimate Conversations with the Divine. Has there ever been a more urgent need for her unique and profound (and sometimes wonderfully cranky) take on our spiritual reality, healing, and the language of holiness?" -- Anne Lamott, author of Traveling Mercies and Help, Thanks, Wow In her most personal book to date--now available in paperback for the first time--beloved teacher and best-selling author Caroline Myss draws on her own practice to help us regain our fluency in the language of prayer and renew our connection to the sacred. Intimate Conversations with the Divine offers 100 of Myss's personal prayers as a resource and inspiration to start a prayer practice of your own. Each prayer illustrates a different type of grace that feeds the human soul, from awakening, endurance, and healing, to silence, surrender, and trust. "We are one holy system of life and great cosmic truth, which is that all life--including all of us--breathes together," Myss writes. "I hope this book, these prayers, will bring you comfort and grace, and help you through the difficult times ahead. And I hope they will inspire you to believe that with God, all things are possible."

With her sister Abby's encouragement, Rebecca has moved out of their overbearing father's home. When a chance encounter with Chris ends with an invitation, Rebecca says yes. The authentic way Chris lives his life attracts Rebecca and garners her affection. Chris loves Rebecca and her innocence, but he's confounded by the emotional scars she bears from her parents and an attempted assault. Her father's disdain for Chris's faith and career only make matters worse. With the counsel of their friend Father John, can Rebecca and Chris overcome every obstacle and bridge the deepening gulf between them and her dad? Or will a crucial lapse in judgment and its repercussion end their relationship?

6 strategic principles for reinventing your products, your services—and your company's future The digital age has completely transformed business—and marketing has not kept up. From research frameworks and traditional concept development to planning to budgeting to distribution channels and media placement, marketing has not advanced—which may be why Chief Marketing Officers often don't get a seat at the table. In order to have a future, marketing must play a direct role in driving profitable sales and increasing revenues. The Old Rules of Marketing Are Dead offers the new rules for reinventing your brand, including: Defining the product's essence Creating metrics to ensure accountability Developing a core message Disseminating the brand Marketing needs to lead, not follow. The Old Rules of Marketing are Dead shows how to reinvent marketing and position it as a strategic business partner for any organization. Table of Contents Rule 1: The Core is Everything; Rule 2: You Have Nothing Without the Foundation; Rule 3: There are Many Choices But Only One Customer; Rule 4: Do the Right Things for the Right Reasons; Rule 5: Infrastructure is More Than Just Pipes; Rule 6: Lead and Others Will Follow In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

"You won't want to miss this fast-paced, sexy ride!" Cora Seton - New York Times & USA Today bestselling author Meet the Alpha Cowboys we wish were real, and the sisters who bring them to their knees. They're tough, they're tender, and they're not afraid to put it all on the line for the Grace sisters. Now, in ONE boxed-set - Books 7-9 in the Cowboys of the Flint Hills Series – The Graces Heart of a Bad Boy – While she may have crushed on him as a teenager, rodeo star Colton Kincaid is kind of man that spells trouble for good-girl Lydia Grace. He's definitely not her type - until he convinces her otherwise the night of his brother's wedding. Still, Lydia is determined to stay away. Until she realizes Colton is the only one who can help her save her fledgling boot company, and he makes her an offer too tempting to refuse. But will a fake-engagement make their wildest dreams come true? Or will Colton's bad-boy past ruin everything? Heart of a Bull Rider – Rodeo star Cody Hansen lost everything on a bull named Damnation. Broken and trying to piece his life back together, Cody's unprepared for the feelings that erupt when his childhood bestie and the sweet 'girl next door', Carolina Grace is assigned to be his physical therapist. But Cody's not the only one broken, and as the two struggle to rebuild their lives, will the solace they find in each other give them the courage to reach for love one more time? Heart of a Rancher – Lexi Grace can't stand Jarrod O'Neill. In her opinion, the cocky, arrogant lawyer who always seems to best her in court, needs to be taken down a notch. But after too much Irish whiskey and dirty limericks the night of her sister's wedding lead to a scorching encounter between the sheets, Jarrod has other plans. Including moving to Prairie. Even though their chemistry is explosive, they end up on opposite sides of a political race that could bring them everything they want, or drive them apart for good. An Epic ending to the Cowboys of the Flint Hills series that will leave you laughing and crying. Unlike other books on social media, "Tweep-E-licious!" successfully marries practical how-to Twitter skills with a deep understanding of ethics, communication, and human relationships.

The Garden of the Soul: lessons from four flowers that unearth the Self is a book about becoming whole. It is a journey on the 'path of least resistance to the Self' through the imagery of four flowers that represent four spiritual principles: 'Give' (the Rose), 'Receive' (the Iris), 'Become' (the Daffodil) and 'Be' (the Lily). Taking the reader on a daring and magical journey through the author's life and imagination—from stage fright and burnout in a classical music conservatory, to life inside an Indian temple, to the hidden life of domestic violence, to finding inner peace atop an old English footbridge—The Garden of the Soul explores birth, death, love, art, spirituality and transformation in an eloquent, poetic and ultimately unforgettable way. It is an open invitation to readers to explore how they are already the heroes of their

own lives.

This Naked Mind has ignited a movement across the country, helping thousands of people forever change their relationship with alcohol. Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. But, they resist change because they fear losing the pleasure and stress-relief associated with alcohol, and assume giving it up will involve deprivation and misery. This Naked Mind offers a new, positive solution. Here, Annie Grace clearly presents the psychological and neurological components of alcohol use based on the latest science, and reveals the cultural, social, and industry factors that support alcohol dependence in all of us. Packed with surprising insight into the reasons we drink, this book will open your eyes to the startling role of alcohol in our culture, and how the stigma of alcoholism and recovery keeps people from getting the help they need. With Annie's own extraordinary and candid personal story at its heart, this book is a must-read for anyone who drinks. This Naked Mind will give you freedom from alcohol. It removes the psychological dependence so that you will not crave alcohol, allowing you to easily drink less (or stop drinking). With clarity, humor, and a unique blend of science and storytelling, This Naked Mind will open the door to the life you have been waiting for. "You have given me my live back." —Katy F., Albuquerque, New Mexico "This is an inspiring and groundbreaking must-read. I am forever inspired and changed." —Kate S., Los Angeles, California "The most selfless and amazing book that I have ever read." —Bernie M., Dublin, Ireland

A bold, holistic and often spiritual examination not merely of the world of advertising, but also of the entire world view, this book reveals how people's relationships with self, others, their businesses, the economy, and the Earth impact every aspect of life. Serafinn shows why traditional ways of selling are ultimately doomed to fail, and how both business owners and consumers can begin to heal the world by embracing a new paradigm.

The beloved, #1 global bestseller by John Green, author of *The Anthropocene Reviewed* and *Turtles All the Way Down* "John Green is one of the best writers alive." —E. Lockhart, #1 bestselling author of *We Were Liars* "The greatest romance story of this decade." —Entertainment Weekly #1 New York Times Bestseller • #1 Wall Street Journal Bestseller • #1 USA Today Bestseller • #1 International Bestseller Despite the tumor-shrinking medical miracle that has bought her a few years, Hazel has never been anything but terminal, her final chapter inscribed upon diagnosis. But when a gorgeous plot twist named Augustus Waters suddenly appears at Cancer Kid Support Group, Hazel's story is about to be completely rewritten. From John Green, #1 bestselling author of *The Anthropocene Reviewed* and *Turtles All the Way Down*, *The Fault in Our Stars* is insightful, bold, irreverent, and raw. It brilliantly explores the funny, thrilling, and tragic business of being alive and in love.

Looking back at a tragic event that occurred during his thirteenth year, Frank Drum explores how a complicated web of secrets, adultery, and betrayal shattered his Methodist family and their small 1961 Minnesota community.

"This exciting, user-friendly textbook provides a colourful and engaging introduction to online marketing. It is suitable for students, studying internet marketing, e-marketing, e-commerce, or e-business, as part of specialised marketing programmes or mainstream business management programmes." -- From the back cover.

The Doctrine of Sola-Scriptura (Bible Only) teaches that Scripture (the Bible) alone is the sole source of authority for the Christian and the Church. Coined and promulgated by Martin Luther and John Calvin (1500's), this doctrine has become the ground-floor upon which all of the doctrine of Protestant-Christianity has been built. If it can be proven that Sola-Scriptura is in error and that it is an innovation to orthodox Christianity, the entire body of purely Protestant doctrine will be, subsequently, rendered void. Using Scripture itself, reason, and a spoon full of humor, David L. Gray (also called Yoseph Daviyd) brilliantly reduces the doctrine of Sola-Scripture to absolute absurdity; thus rendering all of Protestantism Dead on Arrival. This book is a must have for all Christians who love sacred Scripture and desire to use it as God intended. This the Second Edition - The changes to the text from the previous version include additional material, modification to images, and correction of typos.

The USA Today Bestseller! Named one of 2021's Most Anticipated Historical Novels by Oprah Daily ? SheReads ? Frolic ? BookReporter ? and more... The author of *Park Avenue Summer* throws back the curtain on one of the most remarkable feuds in history: Alva Vanderbilt and the Mrs. Astor's notorious battle for control of New York society during the Gilded Age. 1876. In the glittering world of Manhattan's upper crust, women are valued by their pedigree, dowry, and, most importantly, connections. They have few rights and even less independence—what they do have is society. The more celebrated the hostess, the more powerful the woman. And none is more powerful than Caroline Astor—the Mrs. Astor. But times are changing. Alva Vanderbilt has recently married into one of America's richest families. But what good is dizzying wealth when society refuses to acknowledge you? Alva, who knows what it is to have nothing, will do whatever it takes to have everything. Sweeping three decades and based on true events, this is the mesmerizing story of two fascinating, complicated women going head to head, behaving badly, and discovering what's truly at stake.

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