



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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