



Instagram Tiktok Top

Heather R. Faulkner,Jed P. Mangal

Instagram Tiktok Top:

Global Perspectives on Social Media Influencers and Strategic Business Communication Bi, Nicky Chang,Zhang, Ruonan,2024-05-22 In an era of social media influencers wield unprecedeted power over global consumer decisions As digital natives increasingly turn to influencers for guidance the need for comprehensive research on their impact becomes paramount Brands aiming to connect with a precisely targeted audience must grapple with ethical considerations in this rapidly evolving sphere Global Perspectives on Social Media Influencers and Strategic Business Communication delves into influencer research and practices exploring their impact on various industries and sectors This book dissects the motives and characteristics of social media influencers and navigates the terrain of ethical considerations surrounding their collaboration with businesses and organizations This book covers influencers effect on brand loyalty cultural norms community building and their role in business management advertising and strategic communication The book dissects the impacts of social media influencers on audience behavior exploring areas such as brand attitudes purchase intentions and the dynamics of parasocial relationships It examines the nuances of engagement differentiating between paid endorsements sponsored content and pure electronic word of mouth while also spotlighting the influence of live streaming on consumer behaviors This book is a valuable resource for businesses strategic communicators marketers scholars and anyone seeking a profound understanding of the dynamic world of social media influencers

Proceedings of the International Conference on Communication and Applied Technologies 2025 (ICOMTA 2025) Daniel Barredo Ibáñez,Paulo Carlos López-López,José Arturo Figueroa Günther,Iván Puentes Rivera,2025-11-19 This is an open access book ICOMTA 25 V International Conference on Communication and Applied Technologies 2025 is organized by the Universidad Austral de Chile with collaborators including the Universidade de Vigo Galicia Spain the Universidade de Santiago de Compostela Political Research Team Galicia Spain the International Research Network on Communication Management XESCOM and WAPOR Latin America The conference will take place at the Universidad Austral de Chile Valdivia Chile on September 2 3 and 4 2025 and will be held in a hybrid format in person and virtual

Social Media Marketing Tracy L. Tuten,2023-11-22 The original bestselling and award winning textbook on social media marketing featuring all the essential topics concepts research and practical application for study and career success Now thoroughly updated in this fifth edition to reflect the latest developments in social media marketing research and practice and with new case studies and examples including brands such as Apple Cadbury LUSH Cosmetics and Zoom A must read for all students and practitioners of social media marketing Tracy L Tuten is a professor of marketing at Sofia University USA

Social Media Christian Fuchs,2024-11-01 You will never look at social media the same way again Social media are an integral part of contemporary society From news warfare politics advertising consumption entertainment friendships labour and economy to friendships leisure language and everyday life they have changed the way we communicate use information and understand the world Social media shape and

are shaped by contemporary society. In order to understand contemporary society we have to ask critical questions about social media. This book is the ultimate guide for digging deeper into issues of ownership, power, class and justice. This book equips you with a critical understanding of the complexities and contradictions at the heart of social media's relationship with society. The Fourth Edition contains new chapters and has updated and revised versions of other chapters. The book includes a new chapter on TikTok in the context of global capitalism and the geopolitical conflict between China and the USA. It explores new topics such as information and social media warfare in the context of Russia's invasion of Ukraine, the implications of Elon Musk's acquisition of Twitter for democracy and the public sphere, the prospects of Twitter alternative Mastodon, digital fascism, influencers and the attention economy on TikTok, digital capitalism, the role of big data in digital capitalism, The Public Service Media and Public Service Internet Manifesto, social media's digital alienation and Putinism, and information warfare. It explores populism, racism, nationalism, militant patriarchy in a chapter on right wing authoritarianism on social media that includes two case studies of Donald Trump and Putinism. It analyses the phenomenon of social media influencers in the age of TikTok, Instagram, YouTube and Snapchat. It explains in an updated chapter what digital capitalism is and what role big data plays in it. It explores the growing prominence of platforms and platform capitalism. It analyses fake news, misinformation and surveillance capitalism in the context of Facebook, WhatsApp, Cambridge Analytica and the Internet Research Agency. It shows why Google is simultaneously the Internet's God and Satan. It discusses digital democracy and the digital public sphere in the context of Twitter. It challenges you to envision and achieve a truly social media that serves the purposes of a just and fair world. It introduces platform co-operatives and the Public Service Internet. There are winners and losers in the age of digital capitalism. This book is an essential guide for anyone who wants to critically understand how we got to digital capitalism and capitalist social media, what we can do about it and what a democratic public sphere looks like.

Unwired Gaia Bernstein, 2023-03-28. Our society has a technology problem. Many want to disconnect from screens but can't help themselves. These days we spend more time online than ever. Some turn to self help measures to limit their usage yet repeatedly fail while parents feel particularly powerless to help their children. *Unwired: Gaining Control over Addictive Technologies* shows us a way out. Rather than blaming users, the book shatters the illusion that we autonomously choose how to spend our time online. It shifts the moral responsibility and accountability for solutions to corporations. Drawing lessons from the tobacco and food industries, the book demonstrates why government regulation is necessary to curb technology addiction. It describes a grassroots movement already in action across courts and legislative halls. Groundbreaking and urgent, *Unwired* provides a blueprint to develop this movement for change to one that will allow us to finally gain control.

Routledge Handbook of Sport and Social Media Andrew C. Billings, Marie Hardin, 2025-04-23. This handbook takes an in-depth look at the transformative impact of social media on sport. With broader and deeper coverage than any previous book on this topic, the handbook explores how sports media is co-created and curated collectively at the individual, group and

organisational level and considers the implications for the ways in which sports media through social media infiltrates our lives and influences local and global culture Exploring key concepts and presenting original case studies the book features work by world leading international sports media scholars It discusses the theoretical lenses through which we can understand social media and sport from political economy and cultural dynamics to business and management and explains the significance of global social media platforms The book then presents a multi level exploration of sport and social media including social media use by fans athletes teams leagues and media organisations Offering important new insight into a technology that now sits at the centre of our social and economic lives this book is important reading for any researcher student practitioner or policymaker with an interest in sport media sport business sport cultures digital media technologies digital business or the broader relationships between sport media and wider society

Psychological Aspects of Plastic Surgery, An Issue of Clinics in Plastic Surgery Heather R. Faulkner, Jed P. Mangal, 2025-06-21 In this issue of Clinics in Plastic Surgery guest editors Drs Heather R Faulkner and Jed P Mangal bring their considerable expertise to the topic of Psychological Aspects of Plastic Surgery Understanding the psychological aspects of plastic surgery is essential in order to effectively communicate with patients and ensure their well being Key considerations include motivations for seeking surgery managing expectations addressing body image concerns promoting emotional well being and providing post operative support Top experts in the field address these topics and many more in this timely issue Contains 11 relevant practice oriented topics including psychological motivating factors for seeking plastic surgery an overview of personality disorders for plastic surgeons psychological benefits of plastic surgery the influence of social media on patient expectations proceed with caution pre and post op signs for every plastic surgeon to know and more Provides in depth clinical reviews on psychological aspects of plastic surgery offering actionable insights for clinical practice Presents the latest information on this timely focused topic under the leadership of experienced editors in the field Authors synthesize and distill the latest research and practice guidelines to create clinically significant topic based reviews

Impact of Influencer Marketing on Young Women's Customer Experience on Cosmetic Products Jule Prescher, 2023-06-06 Bachelor Thesis from the year 2023 in the subject Communications Multimedia Internet New Technologies grade 1 3 University of applied sciences Cologne language English abstract This thesis aims to realize how influencer marketing performs and its impact on the Cx Therefore the research addresses the following questions How powerful are influencers these days What is different about influencer marketing and why is it a successful strategy How do people perceive information shared by influencers and which factors are decisive for potential customers to purchase products advertised by influencers What impact does an influencer have on the overall Cx The internet has been fully integrated into people's daily lives worldwide over the past years The percentage of the world's population with access to the internet has doubled from 32% in 2011 to 63% in 2021 90% of people from developed countries access the internet in 2021 At the same time the number of social network users is increasing These networks have the

purpose of connecting with friends In 2022 5 billion people have access to the internet worldwide and 4 7 billion people use social media SM Ultimately 93% of those with internet access own at least one SM account that is more than half the population worldwide Through time companies found new marketing strategies which reached active people on SM These platforms are necessary to reach Generation Z people born in the late 1990s They are different and cannot be reached in the same way as they watch Netflix instead of TV or listen to Spotify instead of the radio for example Influencer marketing became a 10 billion industry in 2020 Influencers share their lives on SM networks Due to their high reach they receive offers from companies for cooperation Influencers followers admire and trust their recommendations due to their personal and authentic representation While advertising products influencers show how to use them where to buy them and give their opinion For higher sales influencers often receive promo codes for a discount or free products for each order

Influencer Marketing als strategisches Instrument im Social Media Marketing ,2023-11-21 Studienarbeit aus dem Jahr 2023 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1 3 AKAD University ehem AKAD Fachhochschule Stuttgart Sprache Deutsch Abstract Diese Arbeit widmet sich dem facettenreichen Themenkomplex des Influencer Marketings dessen Bedeutung f r Start Up Unternehmen im Fokus steht Mit dem stetigen Wachstum von Influencer basierten Kooperationen wird der Einsatz dieser Marketingstrategie zu einem unverzichtbaren Element f r Unternehmen die ihre Marke in einer digitalisierten Welt positionieren m chten Besonders f r junge Start Ups er ffnet sich in diesem Bereich eine vielversprechende M glichkeit die eigene Marke effektiv zu etablieren Doch hinter der Fassade des scheinbar m helosen Influencer Marketings verbergen sich komplexe Herausforderungen und Chancen die es zu verstehen und geschickt zu navigieren gilt Vor diesem Hintergrund lenkt die vorliegende Arbeit ihre Aufmerksamkeit auf die zentrale Forschungsfrage Was ist Influencer Marketing und welche Chancen und Risiken bietet es f r Start up Unternehmen Die Ergr ndung dieser Fragestellung verlangt nicht nur nach einer detaillierten Analyse der aktuellen Entwicklungen im Bereich des Influencer Marketings sondern auch nach einer eingehenden Betrachtung der potenziellen Auswirkungen auf junge aufstrebende Unternehmen Um dieser komplexen Thematik gerecht zu werden bedient sich diese Arbeit der Bearbeitungsmethode der Sekund rliteratur Durch die Auswertung bereits existierender Forschungsergebnisse Expertenmeinungen und Unternehmensperspektiven wird ein fundierter berblick ber die Vielschichtigkeit des Influencer Marketings und dessen Anwendung im Kontext von Start Up Unternehmen geschaffen Das bergeordnete Ziel dieser Arbeit besteht in der umfassenden Beleuchtung des Influencer Marketings insbesondere hinsichtlich seiner Relevanz f r Start Up Unternehmen Die folgenden Abschnitte werden dabei schrittweise die Grundbegriffe wie Influencer Influencer Marketing und Start Up definieren eine theoretische Grundlage schaffen und die strategische Implementierung von Influencer Kampagnen in Start Up Marketingstrategien er rtern Dar ber hinaus werden die damit verbundenen Chancen und Risiken detailliert beleuchtet und anhand eines praxisnahen Beispiels dem Start up Koro veranschaulicht Abgerundet wird diese

Arbeit durch ein abschlie endes Fazit das nicht nur die Forschungsergebnisse zusammenfasst sondern auch Handlungsempfehlungen eine Diskussion kritische Reflexion und einen Ausblick auf k nftige Entwicklungen pr sentiert

The Essential Guide to the Business & Law of Esports & Professional Video Gaming Justin M

Jacobson,2021-02-19 As esports has grown the need for professional legal representation has grown with it Justin s Essential Guide to the Business Law of Esports Professional Video Gaming provides a great baseline and will help prevent the legal horror stories of esports in the past Mitch Reames AdWeek and Esports Insider Justin s exploration of the business and law side of the esports sector fills a gap of knowledge that is an absolute necessity in truly understanding the esports space Kevin Hitt The Esports Observer The Essential Guide to the Business Law of Esports Professional Video Gaming covers everything you need to know about the past present and future of esports and professional video gaming The book is written by one of the foremost attorneys and business practitioners in today s esports and professional gaming scene Justin M Jacobson Esq This guide is meant to provide you with an in depth look at the business and legal matters associated with the esports world Includes coverage of the stakeholders in the esports business ecosystem including the talent the teams the publishers and the event organizers Explores various legal fields involved with esports including intellectual property employment and player unions business investments and tax write offs immigration and visas event operation tips social media and on stream promotions and much more The most current book on the market with actual contract provisions modeled on existing major esports player coach shoutcaster and sponsorship agreements About the Author Justin M Jacobson Esq is an entertainment and esports attorney located in New York City For the last decade he has worked with professional athletes musicians producers DJs record labels fashion designers as well as professional gamers streamers coaches on air talent and esports organizations He assists these creative individuals with their contract copyright trademark immigration tax and related business marketing and legal issues He is a frequent contributor to many industry publications and has been featured on a variety of entertainment music and esports publications and podcasts including Business Insider The Esports Observer Esports Insider Tunecore and Sport Techie Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League Overwatch Contenders and Call of Duty Pro League as well as in many popular competitive titles such as Fortnite CS GO Gears of War Halo Super Smash Brothers Rainbow 6 PUBG Madden and FIFA and mobile games such as Brawlhalla Clash of Clans and Call of Duty mobile Previously he worked with various esports talent agencies as well as in an official capacity on behalf of several esports teams and brands

Vom

Follower zum Käufer. Der Einfluss von Influencer-Marketing auf die Generation Z Nicolay Häring,2025-12-10

Bachelorarbeit aus dem Jahr 2024 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1 0 Fachhochschule Kaiserslautern Standort Zweibr ücken Betriebswirtschaft Veranstaltung Bachelorarbeit Sprache Deutsch Abstract Ziel dieser Bachelorarbeit ist es zu untersuchen inwiefern das Influencer Marketing die Kaufentscheidung

der Generation Z beeinflusst und welche Faktoren diesen Einfluss bestimmen Durch diese Untersuchung sollen konkrete Handlungsempfehlungen f r Unternehmen abgeleitet werden wie sie das Influencer Marketing effektiv einsetzen k nnen und welche Aspekte f r eine zielgruppenadquate Ansprache von Bedeutung sind Zur Beantwortung dieser Frage wird in dieser Arbeit eine systematische Literaturrecherche durchgef hrt bei der aktuelle Studien zum Kaufverhalten der Generation Z sowie theoretische Arbeiten ber das Kaufverhalten und die Mechanismen des Influencer Marketings im Mittelpunkt stehen Zun chst wird das Kaufverhalten sowie der Kaufentscheidungsprozess im Allgemeinen eingehend betrachtet werden Im Anschluss wird die Generation Z charakterisiert und von vorherigen Generationen abgegrenzt wobei pr gende Einflussfaktoren identifiziert werden Zudem soll untersucht werden wie diese Generation als Konsument agiert welche Informationsquellen sie haupts chlich nutzt und wie sich ihre Werte und Pr fferenzen auf ihr Kaufverhalten auswirken Zudem sollen die Entstehung sozialer Medien und deren grundlegenden Mechanismen skizziert die von der Generation Z pr fferierten Social Media Plattformen identifiziert und das Influencer Marketing im Social Media Marketing eingeordnet werden Im weiteren Verlauf werden die spezifischen Aspekte des Influencer Marketings einschlie lich der Charakteristika verschiedener Influencer Typen und der damit verbundenen Kommunikationsstrategien identifiziert und skizziert Dabei wird aufgezeigt in welchen Phasen das Influencer Marketing das Kaufverhalten beeinflusst Schlie lich werden spezifische Einflussfaktoren des Influencer Marketings auf die Kaufentscheidungen der Generation Z bestimmt und erl utert Social Media und KI f r Recruiting und Employer Branding Steffen Laick, 2025-08-04 Um heute Talente zu gewinnen braucht es mehr als eine gute Stellenanzeige Social Media und k nstliche Intelligenz bieten hier enorme Potenziale Karriereentscheidungen werden heute vor allem in den sozialen Medien getroffen KI hilft uns effizienter zu arbeiten Vorurteile zu reduzieren und Talente objektiver auszuw hlen Dieses Herausgeberwerk bietet eine praxisorientierte Anleitung zur erfolgreichen Implementierung von Social Media Recruiting in Unternehmen Zudem enth lt es einen fundierten berblick ber den Einsatz von KI Technologien im Personalmanagement von der algorithmischen Vorauswahl ber Chatbots im Bewerberkontakt bis hin zu Prognosemodellen f r den Cultural Fit Das Buch vereint Praxiswissen Erkenntnisse und Best Practices f hrender Expert innen und bietet Orientierung im Spannungsfeld zwischen Innovation und Verantwortung Mit Beitr gen von Stefan Rippler Cawa Younosi Uwe von Grafenstein Prof Dr Jochen Kootz Michael Witt Robindro Ullah Dr R diger Maas Dr Eva Voss J rg Staff J rg Niederer Kira Holland Marisa Leutenecker Andreas Butz Kathrin H rnicke Gunnar Merbach Ingolf Teetz Uwe von Grafenstein Prof Dr Sonja W rtemberger Prof Dr Maja St rmer Branko Woischwill Tim Verhoeven Marisa Leutenecker Laura Koller Rainer Grill Nadine Sch fer Ann Steinbach Marina Mei ner und Alice Hopf Inhalte Grundlagen von Social Media Recruiting Zielgruppenanalyse und Auswahl der passenden Social Media Kan le Wichtige Faktoren einer positiven Candidate Experience Nutzungsverhalten von unterschiedlichen Generationen auf Social Media Datenanalyse Messen und Optimieren des Erfolgs Einsatz von KI f r ein effizienteres Recruiting Rechtliche

Rahmenbedingungen und Datenschutz *Réseaux sociaux et éthique en milieu universitaire* Oumar Sivory Doumbouya, 2023-12-14 En pré-lude à l'organisation de la quatrième édition du Forum de l'étudiant Guinéen à l'EG 2023 sous la conduite du Ministère de l'Enseignement supérieur de la Recherche scientifique et de l'Innovation MESRSI la Direction générale de l'Enseignement supérieur DGES a initié un projet dont le nom est La Plume de l'étudiant en vue de faire participer les étudiants guinéens à ce grand événement traversant l'écriture de courts textes de 8 à 10 pages par candidat. Une sélection de trois ouvrages constitue le résultat de ce projet savoir L'étudiant guinéen et son quotidien. Résultats sociaux et éthique en milieu universitaire La vie dans le campus. Ce sont les trois thèmes largement traités parmi les neuf sujets proposés dans l'appel à candidatures La Plume de l'étudiant.

People, Culture & Communication Markus Milz, Carsten Bode, 2024-09-02 Alle reden vom Fachkräftemangel. Dabei mangelt es den Unternehmen vor allem an Kreativität und Mut beim Recruiting. Davon sind die Herausgeber Markus Milz und Carsten Bode überzeugt und belegen dies mit einer umfangreichen Studie und rund 70 Beiträgen namhafter Expertinnen und Experten. Das Buch beschreibt anschaulich und konkret die eklatante Lücke zwischen den Ansprüchen der Bewerberinnen und Bewerber und den Leistungsangeboten der Arbeitgeber und wie diese geschlossen werden kann. Die Autorinnen und Autoren zeigen, wie sie selbst Silodenken aufbrechen konnten mit welchen Herausforderungen sie konfrontiert waren und wie es ihnen gelungen ist HR, Vertrieb und Marketing an einem Strang ziehen zu lassen. Mit zahlreichen Praxistipps zu Strategie, Recruiting, Onboarding und Führung. Inhalte: Warum sich die meisten Bewerberinnen und Bewerber gegen ein Unternehmen entscheiden ohne überhaupt mit einem Unternehmensvertreter gesprochen zu haben und wie Sie hier gegensteuern können. Die drei wichtigsten Punkte zur Loyalitätsbildung von Mitarbeitenden und wie Sie dieses Wissen zur Mitarbeitendenbindung und zur Personalgewinnung einsetzen. Warum die Verantwortung für Recruiting und Employer Branding in den meisten Fällen nicht allein bei HR am besten aufgehoben ist. Wie ein reibungsloses Zusammenarbeiten zwischen Sales, HR und Marketing gewährleistet wird, sodass Fachkräftemangel und Auszubildendenmangel zum Fremdwort werden. Die digitale und kostenfreie Ergänzung zu Ihrem Buch auf myBook E-Book direkt online lesen im Browser. Persönliche Fachbibliothek mit Ihren Büchern. Jetzt nutzen auf mybookplus.de.

How to Get on Podcasts: Cultivate Your Following, Strengthen Your Message, and Grow as a Thought Leader through Podcast Guesting Michelle Glogovac, 2024-02-27 How to leverage podcast guesting to elevate yourself as a thought leader, generate more revenue and promote your business all for little to no cost. The explosion of social media AI enabled online advertising and the overall cacophony of the internet has made it harder than ever to connect a message with an audience. One of the most powerful emerging tools for cutting through that noise is being a guest on podcasts or podcast guesting. Michelle Glogovac, aka The Podcast Matchmaker™, knows the impact podcast guesting has on business and brand growth. She helps entrepreneurs, nonprofit leaders, activists, experts, and authors promote themselves and their businesses' organizations' stories and expertise via podcast interviews. In *How to Get on Podcasts*, she teaches you how to Create unique speaking topics without being generic. Define your ideal audience. Design branded media kits. Establish your

expertise and knowledge Share yourself freely without resorting to sales tactics Tell compelling stories Repurpose your interviews into evergreen marketing content Turn every interview into a valuable business opportunity There are more than two million podcasts out of which 500 000 host expert guests a huge opportunity for leveraging a free and robust marketing tool if you have the know how With How to Get on Podcasts you have everything you need to increase business boost your career and brand and elevate your thought leadership potential

Seal My Fate Roxy Sloane,2024-05-28 Discover the thrilling final book in the blazing hot dark academia romance trilogy from USA Today bestselling author Roxy Sloane perfect for fans of Ana Huang Emily McIntire and Lauren Asher Oxford England The city of dreaming spires dark secrets And desire I came to Oxford to avenge my sister but instead I found a web of lies Ancient loyalties Fortunes built on sin Riches they d do anything to protect I m the one who could bring their empires crashing down But can I destroy the man I love Time is

running out *The S@#t I've Heard at Yoga* Michael J. Norton,2026-01-06 *S t I ve Heard at Yoga* is a collection of humorous unexpected and insightful essays that reveals how yoga helped a Type A cynic transform to a Type Y oga optimist Calm is the new superpower This collection of eclectic anecdotes charts my reluctant evolution from cynic to optimist Inspired by bits of random dialogue with fellow yogis confessional phone calls from friends loud talkers in coffee shops a stare down with a winter skinny deer and salient nuggets from yoga instructors in various locales including the Hamptons Palm Springs Upstate New York Los Angeles Nantucket and Martha s Vineyard the sharp edged wisdom found in these pages is the ultimate DIY therapy Rather than explore the spiritual core or physical practice of yoga these stories capture how yoga can lighten the rest of your day by quieting the crazy squirrels that live in your head In the context of our social political and cultural oddities these essays surf the edge between outrage and OM As a wisewoman said Yoga really begins when class ends Michael s theory if everyone was required to practice yoga we d have a lot less s t to deal with in the world Whether you re twenty thirty or sixty if you re stuck if you re trying to navigate a shift in your personal professional or romantic identity *S t I ve Heard at Yoga* may help you go from Now what to What s next

Perfect Happiness Kristyn Kusek Lewis,2020-06-09 From the beloved author of *Half of What You Hear* a perceptive and poignant novel about a woman discovering that her expertise can only get her so far in matters of the heart Charlotte McGanley knows happiness Just ask anyone who s read *Perfect Happiness* her bestselling book about how she a busy mother and professor used her no nonsense positive psychology research to brighten her own life She always pictured her career beginning and ending in the halls of academia but now she s become a bit of a self help guru No one is more surprised by this than Charlotte herself who has secretly never been more miserable Though her husband of many years Jason is her partner in all things she finds more gratification most evenings in a glass or three of Chardonnay or another scroll through her Instagram feed Meanwhile their daughter Birdie is feeling the pressure of being her high school s star tennis player keeping up her GPA and having her first boyfriend and Charlotte despite all her expertise has no idea how to help her As Charlotte preaches the gospel of happiness to her undergraduate

students audiences across the country and her own online followers she's faced with some tough questions What is happiness when the family you've nurtured starts to fall apart in front of your eyes When your daughter seems determined to self destruct When the man you thought you'd spend the rest of your life with and took for granted because of it gets fed up When all of the tools that you push to your loyal followers just don't seem to work In this bittersweet family love story Kristyn Kusek Lewis explores how easy it is to lose connection with the people closest to us and what happens when we try to find our way back

The Sunshine Potluck Society Lilly Mirren, 2024-06-11 Four women One monthly potluck brunch And the friendships that become family Lifelong friends Joanna Debbie and Gwen grew up on Bribie Island together in the quaint little hamlet of Sunshine Now that they're on the cusp of retirement they hold a regular potluck brunch to catch up Joanna is a retired chef who married a restauranteur in her twenties Now she's a sixty year old widow she finds it hard to leave the house The world is so big and overwhelming at times she decides to hire full time live in carer Emily Miller to help her navigate it She pays the bills by writing cookbooks and spends her days testing out recipes with Emily pitching in Debbie is a glamorous sixty and can't bring herself to fully retire The successful law firm she spent her life building requires her constant attention and she struggles to pull herself away to embrace a more relaxed pace of life with her friends in Sunshine Her husband is a workaholic as well and the two of them never had children They hardly see each other most weeks and she's beginning to wonder if he's intentionally isolating himself Gwen was a stay at home mother for over two decades but now her husband and children act entitled and spoiled They don't have the kind of respect for her she'd hoped When her husband's dirty laundry comes home smelling of a perfume she doesn't recognise she worries her perfectly manicured life may well fall apart Joanna's grandson Aaron moves back to the island looking for a place to live She lets him stay with her until he gets on his feet But that forces Emily to face the boy who ghosted her after high school graduation Aaron Gilston was her brother's best friend the high school bad boy and captain of the hockey team Her first childhood crush he stole her first kiss and then broke her heart And now he's back in town living in the bedroom beside hers From the USA Today bestselling author of The Waratah Inn series with over one million books sold comes a captivating new beach read A feel good small town story

[Island Weddings](#) Lilly Mirren, 2023-01-10 Secrets and lies threaten to tear Coral Island's close knit community apart Charmaine moves to Coral Island and lands a job working at a local florist shop It seems as though the entire island has caught wedding fever with weddings planned every weekend It's a good opportunity for her to get to know the locals but what she doesn't expect is to be thrown into the middle of a family drama Penny and Rowan's wedding is coming up fast and Penny's working too hard to give it her full attention Rowan's still figuring out what to do with his life when a suggestion from a friend gives them both an idea Could change bring them closer together or will it push them apart Beatrice and Aidan are content with how their lives are going but one heated night results in an impulsive proposal They'll have to decide whether to give in to the romance or let common sense prevail Coral Island has wedding fever Can these couples withstand

the heat The Coral Island series is full of family drama sweet romance renewal mystery and friendship

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