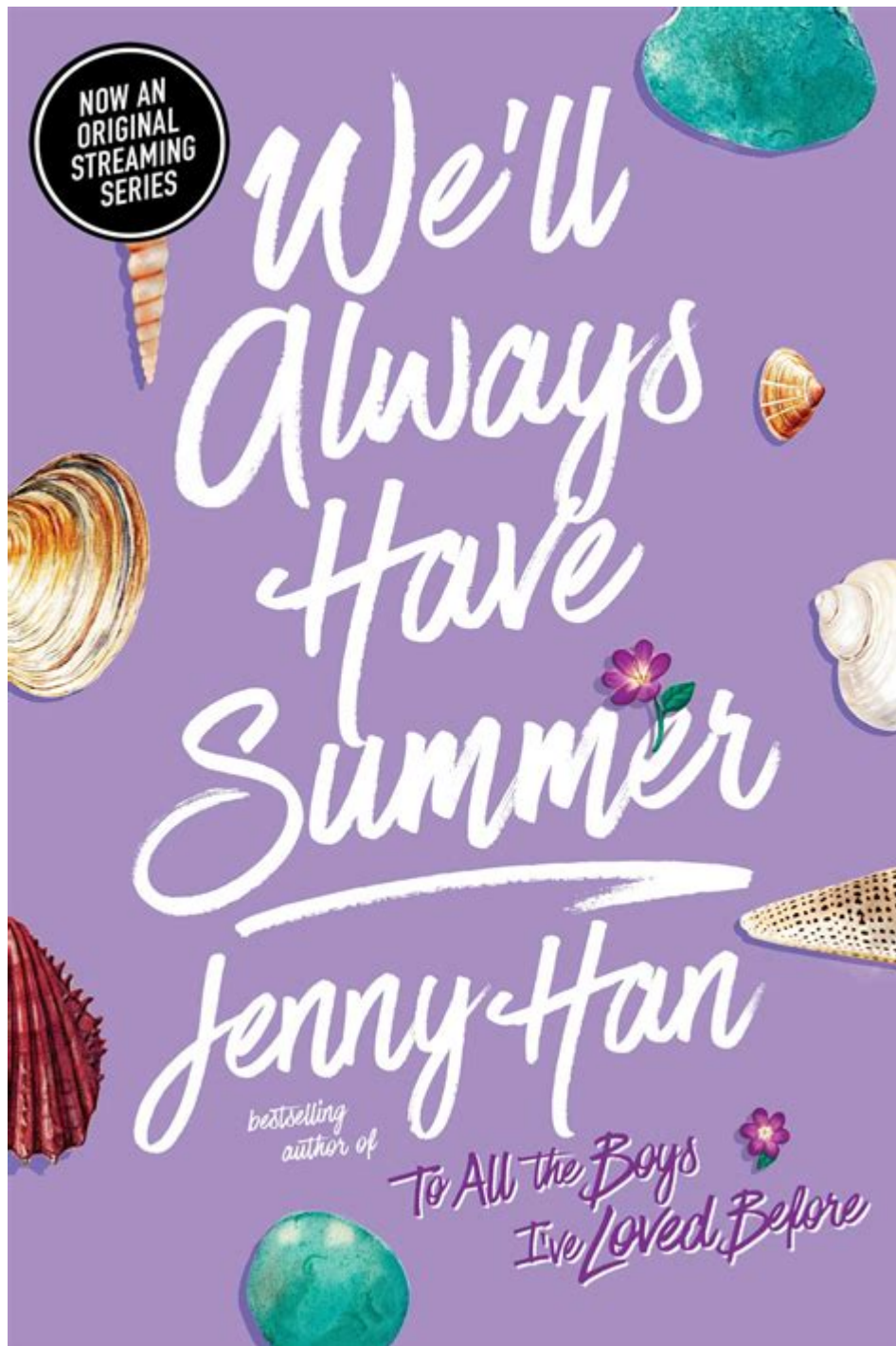


Well Always Have Summer



We'll Always Have Summer: Unlocking the Power of Nostalgia and Seasonal Marketing

Summer. The word itself conjures images of sun-drenched beaches, laughter echoing in the warm air, and the sweet taste of freedom. But as the leaves begin to turn and a chill settles in the air, the

memories of summer can feel both bittersweet and powerfully evocative. This post delves into the enduring appeal of summer nostalgia, exploring how businesses leverage this sentiment in marketing, and how you can harness its power to connect with your audience all year round. We'll explore the psychology behind summer's lasting impact, provide actionable strategies for implementing summer-themed marketing, and discuss how to maintain a consistent brand message, even outside the summer months.

H2: The Enduring Power of Summer Nostalgia

Why does summer hold such a special place in our hearts? The answer lies in a complex interplay of factors. For many, summer represents a time of carefree youth, relaxed schedules, and cherished memories. It's a season associated with positive emotions – joy, excitement, and relaxation. These positive associations are deeply ingrained in our memory, making summer a powerful emotional trigger, even long after the season has passed. This nostalgic pull is precisely what marketers exploit to connect with consumers on a deeper level.

H3: The Psychology Behind Summer Marketing

Neuromarketing research demonstrates that positive emotions drive purchasing decisions. By tapping into the nostalgia associated with summer, businesses can create a sense of warmth and familiarity, fostering trust and brand loyalty. Images of vibrant sunsets, sun-kissed skin, and refreshing drinks evoke powerful feelings, subtly influencing consumer behavior. This is why cleverly executed summer-themed campaigns can be highly effective, even during the colder months.

H2: Marketing Strategies that Capture the Summer Spirit Year-Round

The key to successful summer-themed marketing lies in understanding how to subtly weave the essence of summer into your campaigns, regardless of the season. This isn't about blatant summer sales in December; it's about evoking the feeling of summer.

H3: Visual Storytelling: The Power of Imagery

High-quality imagery and video are crucial. Think beyond beach scenes. Focus on evoking the feeling of summer: golden light, vibrant colors, playful moments. Consider using images that convey feelings of freedom, relaxation, and connection. These visuals can be incorporated into website banners, social media posts, email marketing campaigns, and even product packaging.

H3: Sensory Marketing: Engaging Multiple Senses

Go beyond visuals. Consider how other senses contribute to the summer experience. A summery scent in your store, the sound of waves crashing (in a subtle background track on your website), even the taste of a summer-inspired product—all these elements can evoke powerful summer memories.

H3: Targeted Content Marketing: Tailoring Your Message

Your summer-themed content shouldn't be generic. Instead, tailor your messaging to specific demographics and their unique summer experiences. A young adult's summer might involve music festivals and road trips, while a family's summer might focus on outdoor adventures and BBQs. Understanding your target audience is crucial for crafting resonant content.

H3: Consistent Brand Messaging: Maintaining the Summer Vibe

While your campaigns might subtly shift to reflect the current season, maintain a consistent brand voice and visual identity. The summer feeling should be integrated into your brand's DNA, subtly appearing throughout your marketing efforts, creating a lasting impression on your audience.

H2: Beyond the Season: Sustaining Summer's Impact

The power of summer nostalgia isn't limited to seasonal promotions. By incorporating elements of summer's feeling into your brand's core identity, you can build a stronger connection with your audience year-round. This long-term strategy helps maintain brand recognition and fosters customer loyalty beyond the summer months.

H2: Measuring Success: Tracking Your Summer Campaigns

Track key metrics like website traffic, social media engagement, and sales conversions to measure the effectiveness of your summer-themed campaigns. This data will help you refine your strategies and optimize future marketing efforts. Use analytics tools to identify what resonates most with your audience and adjust accordingly.

Conclusion:

We'll always have summer, at least in our hearts and minds. By understanding the psychology behind summer nostalgia and employing strategic marketing techniques, businesses can harness this powerful emotion to connect with their audience on a deeper level, creating lasting brand loyalty and driving sales throughout the year. It's not just about selling summer; it's about selling the feeling of summer, a feeling that transcends seasons.

FAQs:

1. Can summer marketing be effective during winter? Absolutely! By focusing on the feeling of summer, rather than the season itself, you can create campaigns that resonate with consumers even during the coldest months.
2. What are some examples of summer-themed products that can be marketed year-round? Products associated with relaxation, fun, and outdoor activities can be successfully marketed year-round. Think sunscreen (for year-round sun protection), outdoor clothing, or even games and puzzles for indoor fun.
3. How can I avoid making my summer marketing feel forced or inauthentic? Authenticity is key. Focus on genuine connections with your audience and avoid overly commercial or cliché representations of summer.
4. What social media platforms are best for summer marketing? Instagram and Pinterest are visually driven platforms ideal for showcasing summer imagery. However, other platforms like Facebook and TikTok can also be effective depending on your target audience.
5. How can I measure the return on investment (ROI) of my summer marketing campaign? Track key performance indicators (KPIs) such as website traffic, social media engagement, conversions (sales or leads), and brand mentions to gauge the effectiveness of your campaigns and calculate the ROI.

well always have summer: We'll Always Have Summer Jenny Han, 2012-04-24 The summer after her first year of college, Isobel Belly Conklin is faced with a choice between Jeremiah and Conrad Fisher, brothers she has always loved, when Jeremiah proposes marriage and Conrad confesses that he still loves her.

well always have summer: It's Not Summer Without You Jenny Han, 2011-04-05 In Jenny Han's follow-up to *The Summer I Turned Pretty*, Belly finds out what comes after falling in love. Now available in paperback!

well always have summer: Shug Jenny Han, 2012-05-29 Annemarie "Shug" Wilcox is clever and brave and true (on the inside anyway). And she's about to become your new best friend in this enchanting middle grade novel from the New York Times bestselling author of *To All the Boys I've Loved Before* (soon to be a major motion picture!), Jenny Han. Annemarie Wilcox, or Shug as her family calls her, is beginning to think there's nothing worse than being twelve. She's too tall, too freckled, and way too flat-chested. Shug is sure that there's not one good or amazing thing about

her. And now she has to start junior high, where the friends she counts most dear aren't acting so dear anymore -- especially Mark...

well always have summer: Gone Lisa McMann, 2010-11-01 Things should be great for Janie - she has graduated from high school and is spending her summer with Cabel, the guy she's totally in love with. But deep down she's panicking about how she's going to survive her future when getting sucked into other people's dreams is really starting to take its toll. Things get even more complicated when she meets her father for the very first time -and he's in a coma. As Janie uncovers his secret past, she begins to realize that the choice she thought she had has more dire consequences than she ever imagined.

well always have summer: People We Meet on Vacation Emily Henry, 2021-05-11 From the #1 New York Times bestselling author of *Book Lovers* and *Beach Read* comes a sparkling novel that will leave you with the warm, hazy afterglow usually reserved for the best vacations. Two best friends. Ten summer trips. One last chance to fall in love. Poppy and Alex. Alex and Poppy. They have nothing in common. She's a wild child; he wears khakis. She has insatiable wanderlust; he prefers to stay home with a book. And somehow, ever since a fateful car share home from college many years ago, they are the very best of friends. For most of the year they live far apart—she's in New York City, and he's in their small hometown—but every summer, for a decade, they have taken one glorious week of vacation together. Until two years ago, when they ruined everything. They haven't spoken since. Poppy has everything she should want, but she's stuck in a rut. When someone asks when she was last truly happy, she knows, without a doubt, it was on that ill-fated, final trip with Alex. And so, she decides to convince her best friend to take one more vacation together—lay everything on the table, make it all right. Miraculously, he agrees. Now she has a week to fix everything. If only she can get around the one big truth that has always stood quietly in the middle of their seemingly perfect relationship. What could possibly go wrong? Named a Most Anticipated Book of 2021 by Newsweek • Oprah Magazine • The Skimm • Marie Claire • Parade • The Wall Street Journal • Chicago Tribune • PopSugar • BookPage • BookBub • Betches • SheReads • Good Housekeeping • BuzzFeed • Business Insider • Real Simple • Frolic • and more!

well always have summer: When I Was Summer J. B. Howard, 2019 Feeling like an outsider in her adoptive family, 16-year-old Nora Wakelin identifies three women living elsewhere in California who could be her biological mother. So she sets out to track them each down, one by one, under the pretense of a statewide tour with her rock band, Blue Miles.

well always have summer: The Summer I Turned Pretty Jenny Han, 2010-04-06 One girl, two boys and the summer that changed everything.

well always have summer: Such a Rush Jennifer Echols, 2012-12-18 The wildly popular author of *Going Too Far*, *Forget You*, and *Love Story* returns with a sexy and poignant romantic tale of a young daredevil pilot caught between two brothers.

well always have summer: If He Had Been with Me Laura Nowlin, 2013-04-02 If he had been with me everything would have been different... I wasn't with Finn on that August night. But I should've been. It was raining, of course. And he and Sylvie were arguing as he drove down the slick road. No one ever says what they were arguing about. Other people think it's not important. They do not know there is another story. The story that lurks between the facts. What they do not know—the cause of the argument—is crucial. So let me tell you...

well always have summer: Burn for Burn Jenny Han, Siobhan Vivian, 2013-08-06 KAT is sick and tired of being bullied by her former best friend.

well always have summer: The Last Summer (of You and Me) Ann Brashares, 2008-05-06 From the New York Times-bestselling author of *The Sisterhood of the Traveling Pants* Ann Brashares comes her first adult novel In the town of Waterby on Fire Island, the rhythms and rituals of summer are sacrosanct: the ceremonial arrivals and departures by ferry; yacht club dinners with terrible food and breathtaking views; the virtual decree against shoes; and the generational parade of sandy, sun-bleached kids, running, swimming, squealing, and coming of age on the beach. Set against this vivid backdrop, *The Last Summer (of You and Me)* is the enchanting, heartrending story of a

beach-community friendship triangle and summertime romance among three young adults for whom summer and this place have meant everything. Sisters Riley and Alice, now in their twenties, have been returning to their parents' modest beach house every summer for their entire lives. Petite, tenacious Riley is a tomboy and a lifeguard, always ready for a midnight swim, a gale-force sail, or a barefoot sprint down the beach. Beautiful Alice is lithe, gentle, a reader and a thinker, and worshipful of her older sister. And every summer growing up, in the big house that overshadowed their humble one, there was Paul, a friend as important to both girls as the place itself, who has now finally returned to the island after three years away. But his return marks a season of tremendous change, and when a simmering attraction, a serious illness, and a deep secret all collide, the three friends are launched into an unfamiliar adult world, a world from which their summer haven can no longer protect them. Ann Brashares has won millions of fans with her blockbuster series, *The Sisterhood of the Traveling Pants*, in which she so powerfully captured the emotional complexities of female friendship and young love. With *The Last Summer (of You and Me)*, she moves on to introduce a new set of characters and adult relationships just as true, endearing, and unforgettable. With warmth, humor, and wisdom, Brashares makes us feel the excruciating joys and pangs of love—both platonic and romantic. She reminds us of the strength and sting of friendship, the great ache of loss, and the complicated weight of family loyalty. Thoughtful, lyrical, and tremendously moving, *The Last Summer (of You and Me)* is a deeply felt celebration of summer and nostalgia for youth.

well always have summer: *The Most Fun We Ever Had* Claire Lombardo, 2021-04-06 NEW YORK TIMES BEST SELLER • “A gripping and poignant ode to a messy, loving family in all its glory.” —Madeline Miller, bestselling author of *Circe* In this “rich, complex family saga” (*USA Today*) full of long-buried family secrets, Marilyn Connolly and David Sorenson fall in love in the 1970s, blithely ignorant of all that awaits them. By 2016, they have four radically different daughters, each in a state of unrest. Wendy, widowed young, soothes herself with booze and younger men; Violet, a litigator turned stay-at-home-mom, battles anxiety and self-doubt; Liza, a neurotic and newly tenured professor, finds herself pregnant with a baby she's not sure she wants by a man she's not sure she loves; and Grace, the dawdling youngest daughter, begins living a lie that no one in her family even suspects. With the unexpected arrival of young Jonah Bendt—a child placed for adoption by one of the daughters fifteen years before—the Sorensons will be forced to reckon with the rich and varied tapestry of their past. As they grapple with years marred by adolescent angst, infidelity, and resentment, they also find the transcendent moments of joy that make everything else worthwhile.

well always have summer: *P.S. I Still Love You* Jenny Han, 2019-12-17 Now a Netflix original movie starring Lana Condor and Noah Centineo and the inspiration behind the Netflix spin-off series *XO, Kitty*, now streaming! In this highly anticipated sequel to the “lovely, lighthearted” (*School Library Journal*) New York Times bestselling *To All The Boys I've Loved Before*, Lara Jean still has letters to write and even more to lose when it comes to love. Lara Jean didn't expect to really fall for Peter. She and Peter were just pretending. Except suddenly they weren't. Now Lara Jean is more confused than ever. When another boy from her past returns to her life, Lara Jean's feelings for him return too. Can a girl be in love with two boys at once? In this charming and heartfelt sequel to the New York Times bestseller *To All the Boys I've Loved Before*, we see first love through the eyes of the unforgettable Lara Jean. Love is never easy, but maybe that's part of what makes it so amazing.

well always have summer: *Ashes to Ashes* Jenny Han, Siobhan Vivian, 2014-09-16 Think Mary, Kat, and Lillia have nothing left to lose? Think again. The fiery conclusion to the *Burn for Burn* trilogy from New York Times bestselling author of *To All the Boys I've Loved Before* (soon to be a major motion picture!), Jenny Han, and New York Times bestselling author of *The List*, Siobhan Vivian. They only meant to right the wrongs. It was about getting even. Burn for burn. But the fire they lit kept raging...Reeve ended up hurt, then Rennie ended up dead. Everything will turn to ash if they don't stop what they started. But now that Mary knows the truth about what happened to her, will she want to? Secrets drew Lillia, Kat, and Mary together. The truth might tear them apart.

well always have summer: Summer of '79 Elin Hilderbrand, 2020-02-11 Elin Hilderbrand's brief, irresistible postscript to her #1 New York Times bestselling novel *Summer of '69*. Catch up with Blair, Jessie, and Kirby Levin ten years after the summer everything changed. This *Summer of '69* story by Elin Hilderbrand—which first appeared in print in the New York Times bestseller *Reunion Beach*, an anthology in tribute to the beloved novelist Dorothea Benton Frank—is now once again available in digital form.

well always have summer: Every Summer After Carley Fortune, 2022-05-10 A radiant debut.—Emily Henry, #1 New York Times bestselling author of *Book Lovers* THE NEW YORK TIMES BESTSELLER! Named One of the Hottest Reads of Summer 2022 by Today • Parade • PopSugar • USA Today • SheReads • BuzzFeed • BookBub • Bustle • and more! Six summers to fall in love. One moment to fall apart. A weekend to get it right. They say you can never go home again, and for Persephone Fraser, ever since she made the biggest mistake of her life a decade ago, that has felt too true. Instead of glittering summers on the lakeshore of her childhood, she spends them in a stylish apartment in the city, going out with friends, and keeping everyone a safe distance from her heart. Until she receives the call that sends her racing back to Barry's Bay and into the orbit of Sam Florek—the man she never thought she'd have to live without. For six summers, through hazy afternoons on the water and warm summer nights working in his family's restaurant and curling up together with books—medical textbooks for him and work-in-progress horror short stories for her—Percy and Sam had been inseparable. Eventually that friendship turned into something breathtakingly more, before it fell spectacularly apart. When Percy returns to the lake for Sam's mother's funeral, their connection is as undeniable as it had always been. But until Percy can confront the decisions she made and the years she's spent punishing herself for them, they'll never know whether their love might be bigger than the biggest mistakes of their past. Told over the course of six years and one weekend, *Every Summer After* is a big, sweeping nostalgic story of love and the people and choices that mark us forever.

well always have summer: 28 Summers Elin Hilderbrand, 2020-06-16 A captivating and bittersweet novel by the #1 New York Times bestselling author of *Summer of '69*: Their secret love affair has lasted for decades—but this could be the summer that changes everything (*People*). When Mallory Blessing's son, Link, receives deathbed instructions from his mother to call a number on a slip of paper in her desk drawer, he's not sure what to expect. But he certainly does not expect Jake McCloud to answer. It's the late spring of 2020 and Jake's wife, Ursula DeGournsey, is the frontrunner in the upcoming Presidential election. There must be a mistake, Link thinks. How do Mallory and Jake know each other? Flash back to the sweet summer of 1993: Mallory has just inherited a beachfront cottage on Nantucket from her aunt, and she agrees to host her brother's bachelor party. Cooper's friend from college, Jake McCloud, attends, and Jake and Mallory form a bond that will persevere—through marriage, children, and Ursula's stratospheric political rise—until Mallory learns she's dying. Based on the classic film *Same Time Next Year* (which Mallory and Jake watch every summer), *28 Summers* explores the agony and romance of a one-weekend-per-year affair and the dramatic ways this relationship complicates and enriches their lives, and the lives of the people they love.

well always have summer: Seveneves Neal Stephenson, 2015-05-19 From the #1 New York Times bestselling author of *Anthem*, *Reamde*, and *Cryptonomicon* comes an exciting and thought-provoking science fiction epic—a grand story of annihilation and survival spanning five thousand years. What would happen if the world were ending? A catastrophic event renders the earth a ticking time bomb. In a feverish race against the inevitable, nations around the globe band together to devise an ambitious plan to ensure the survival of humanity far beyond our atmosphere, in outer space. But the complexities and unpredictability of human nature coupled with unforeseen challenges and dangers threaten the intrepid pioneers, until only a handful of survivors remain . . . Five thousand years later, their progeny—seven distinct races now three billion strong—embark on yet another audacious journey into the unknown . . . to an alien world utterly transformed by cataclysm and time: Earth. A writer of dazzling genius and imaginative vision, Neal Stephenson

combines science, philosophy, technology, psychology, and literature in a magnificent work of speculative fiction that offers a portrait of a future that is both extraordinary and eerily recognizable. As he did in *Anathem*, *Cryptonomicon*, the *Baroque Cycle*, and *Reamde*, Stephenson explores some of our biggest ideas and perplexing challenges in a breathtaking saga that is daring, engrossing, and altogether brilliant.

well always have summer: *Caterpillar Summer* Gillian McDunn, 2019-04-02 This beautifully written, emotional debut perfect for fans of Lynda Mullaly Hunt or Ali Benjamin tells the story of a girl, her special needs brother, and the summer they will never forget. An engaging, honest book. --Kimberly Brubaker Bradley, Newbery Honor-winning author of *The War That Saved My Life* A beautiful story of family, forgiveness, life on an island, and growing up."--Kate Messner, author of *Breakout* and *The Seventh Wish* Cat and her brother Chicken have always had a very special bond--Cat is one of the few people who can keep Chicken happy. When he has a meltdown she's the one who scratches his back and reads his favorite story. She's the one who knows what Chicken needs. Since their mom has had to work double-hard to keep their family afloat after their father passed away, Cat has been the glue holding her family together. But even the strongest glue sometimes struggles to hold. When a summer trip doesn't go according to plan, Cat and Chicken end up spending three weeks with grandparents they never knew. For the first time in years, Cat has the opportunity to be a kid again, and the journey she takes shows that even the most broken or strained relationships can be healed if people take the time to walk in one another's shoes. An Indies Introduce Pick A Parents Best Book of the Year A Kirkus Reviews Best Book of the Year An Amazon Best Book of the Year

well always have summer: *Why Nations Fail* Daron Acemoglu, James A. Robinson, 2013-09-17 Brilliant and engagingly written, *Why Nations Fail* answers the question that has stumped the experts for centuries: Why are some nations rich and others poor, divided by wealth and poverty, health and sickness, food and famine? Is it culture, the weather, geography? Perhaps ignorance of what the right policies are? Simply, no. None of these factors is either definitive or destiny. Otherwise, how to explain why Botswana has become one of the fastest growing countries in the world, while other African nations, such as Zimbabwe, the Congo, and Sierra Leone, are mired in poverty and violence? Daron Acemoglu and James Robinson conclusively show that it is man-made political and economic institutions that underlie economic success (or lack of it). Korea, to take just one of their fascinating examples, is a remarkably homogeneous nation, yet the people of North Korea are among the poorest on earth while their brothers and sisters in South Korea are among the richest. The south forged a society that created incentives, rewarded innovation, and allowed everyone to participate in economic opportunities. The economic success thus spurred was sustained because the government became accountable and responsive to citizens and the great mass of people. Sadly, the people of the north have endured decades of famine, political repression, and very different economic institutions—with no end in sight. The differences between the Koreas is due to the politics that created these completely different institutional trajectories. Based on fifteen years of original research Acemoglu and Robinson marshal extraordinary historical evidence from the Roman Empire, the Mayan city-states, medieval Venice, the Soviet Union, Latin America, England, Europe, the United States, and Africa to build a new theory of political economy with great relevance for the big questions of today, including: - China has built an authoritarian growth machine. Will it continue to grow at such high speed and overwhelm the West? - Are America's best days behind it? Are we moving from a virtuous circle in which efforts by elites to aggrandize power are resisted to a vicious one that enriches and empowers a small minority? - What is the most effective way to help move billions of people from the rut of poverty to prosperity? More philanthropy from the wealthy nations of the West? Or learning the hard-won lessons of Acemoglu and Robinson's breakthrough ideas on the interplay between inclusive political and economic institutions? *Why Nations Fail* will change the way you look at—and understand—the world.

well always have summer: *The Truth About Forever* Sarah Dessen, 2006-04-06 From the award-winning and New York Times bestselling author of *Once* and for All Expect the unexpected.

Macy's got her whole summer carefully planned. But her plans didn't include a job at Wish Catering. And they certainly didn't include Wes. But Macy soon discovers that the things you expect least are sometimes the things you need most. "Dessen gracefully balances comedy with tragedy and introduces a complex heroine worth getting to know." —Publishers Weekly Sarah Dessen is the winner of the Margaret A. Edwards Award for her contributions to YA literature, as well as the Romantic Times Career Achievement Award. Books by Sarah Dessen: *That Summer Someone Like You* *Keeping the Moon* *Dreamland* *This Lullaby* *The Truth About Forever* *Just Listen* *Lock and Key* *Along for the Ride* *What Happened to Goodbye* *The Moon and More* *Saint Anything* *Once and for All*

well always have summer: For All Time Shanna Miles, 2021-09-28 A Parade Magazine Best Young Adult Book of 2021 "A romance for the ages...one perfect little novel." —Stacey Lee, award-winning author of *The Downstairs Girl* *The Sun Is Also a Star* meets *Outlander* in this "unforgettable and artfully crafted romance" (Julie Murphy, #1 New York Times bestselling author of *Dumplin'*) about two teens who relive their tragic love story over and over until they uncover what they must do to change their fate. Tamar is a musician, a warrior, a survivor. Fayard? He's a pioneer, a hustler, a hopeless romantic. Together, Tamar and Fayard have lived a thousand lives, seen the world build itself up from nothing only to tear itself down again in civil war. They've even watched humanity take to the stars. But in each life one thing remains the same: their love and their fight to be together. One love story after another. Their only concern is they never get to see how their story ends. Until now. When they finally discover what it will take to break the cycle, will they be able to make the sacrifice?

well always have summer: Wrong Way Summer Heidi Lang, 2020-04-21 Heidi Lang's novel *Wrong Way Summer* is a moving summer road-trip story for fans of *Crenshaw* and *The Someday Birds*. A Junior Library Guild Selection Claire used to love her dad's fantastical stories, especially tales about her absent mom—who could be off with the circus or stolen by the troll king, depending on the day. But now that she's 12, Claire thinks she's old enough to know the truth. When her dad sells the house and moves her and her brother into a converted van, she's tired of the tall tales and refuses to pretend it's all some grand adventure, despite how enthusiastically her little brother embraces this newest fantasy. Claire is faced with a choice: Will she play along with the stories her dad is spinning for her little brother, or will she force her family to face reality once and for all? Equal parts heartwarming and heartbreaking, *Wrong Way Summer* is a road-trip journey and coming-of-age story about one girl's struggle to understand when a lie is really a lie and when it's something more: hope. "This is a sweet story about family, truth, protection, friendship, and first crushes . . . Not only does the author construct a story that draws the reader in, she also provides a love and understanding of the art of storytelling." —School Library Connection

well always have summer: The Chase Elle Kennedy, 2018-08-06

well always have summer: A Little Life Hanya Yanagihara, 2016-01-26 NEW YORK TIMES BESTSELLER • A stunning "portrait of the enduring grace of friendship" (NPR) about the families we are born into, and those that we make for ourselves. A masterful depiction of love in the twenty-first century. NATIONAL BOOK AWARD FINALIST • MAN BOOKER PRIZE FINALIST • WINNER OF THE KIRKUS PRIZE *A Little Life* follows four college classmates—broke, adrift, and buoyed only by their friendship and ambition—as they move to New York in search of fame and fortune. While their relationships, which are tinged by addiction, success, and pride, deepen over the decades, the men are held together by their devotion to the brilliant, enigmatic Jude, a man scarred by an unspeakable childhood trauma. A hymn to brotherly bonds and a masterful depiction of love in the twenty-first century, Hanya Yanagihara's stunning novel is about the families we are born into, and those that we make for ourselves. Look for Hanya Yanagihara's latest bestselling novel, *To Paradise*.

well always have summer: The Little Engine That Could Watty Piper, 2005-09-27 I think I can, I think I can, I think I can... Discover the inspiring story of the Little Blue Engine as she makes her way over the mountain in this beloved classic—the perfect gift to celebrate the special milestones in your life, from graduations to birthdays and more! The kindness and determination of

the Little Blue Engine have inspired millions of children around the world since the story was first published in 1930. Cherished by readers for over ninety years, *The Little Engine That Could* is a classic tale of the little engine that, despite her size, triumphantly pulls a train full of wonderful things to the children waiting on the other side of a mountain.

well always have summer: *The Unhoneymooners* Christina Lauren, 2019-05-14 THE INSTANT NEW YORK TIMES BESTSELLER! Starred reviews from Kirkus Reviews * Publishers Weekly * Library Journal Named a "Must-Read" by TODAY, Us Weekly, Bustle, BuzzFeed, Goodreads, Entertainment Weekly, Publishers Weekly, Southern Living, Book Riot, Woman's Day, The Toronto Star, and more! For two sworn enemies, anything can happen during the Hawaiian trip of a lifetime—maybe even love—in this romantic comedy from the New York Times bestselling authors of *Roomies*. Olive Torres is used to being the unlucky twin: from inexplicable mishaps to a recent layoff, her life seems to be almost comically jinxed. By contrast, her sister Ami is an eternal champion...she even managed to finance her entire wedding by winning a slew of contests. Unfortunately for Olive, the only thing worse than constant bad luck is having to spend the wedding day with the best man (and her nemesis), Ethan Thomas. Olive braces herself for wedding hell, determined to put on a brave face, but when the entire wedding party gets food poisoning, the only people who aren't affected are Olive and Ethan. Suddenly there's a free honeymoon up for grabs, and Olive will be damned if Ethan gets to enjoy paradise solo. Agreeing to a temporary truce, the pair head for Maui. After all, ten days of bliss is worth having to assume the role of loving newlyweds, right? But the weird thing is...Olive doesn't mind playing pretend. In fact, the more she pretends to be the luckiest woman alive, the more it feels like she might be. With Christina Lauren's "uniquely hilarious and touching voice" (Entertainment Weekly), *The Unhoneymooners* is a romance for anyone who has ever felt unlucky in love.

well always have summer: *The Lottery* Shirley Jackson, 2008 A seemingly ordinary village participates in a yearly lottery to determine a sacrificial victim.

well always have summer: *Ask a Manager* Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

well always have summer: *Daylighters* Rachel Caine, 2013-11-05 Something drastic has happened in Morganville while Claire and her friends were away. The town looks cleaner and happier than they've ever seen it before, but when their incoming group is arrested and

separated-vampires from humans-they realize that the changes definitely aren't for the better. It seems that an organization called the Daylight Foundation has offered the population of Morganville something they've never had: hope of a vampire-free future. And while it sounds like salvation-even for the vampires themselves-the truth is far more sinister and deadly. Now, Claire, Shane and Eve need to find a way to break their friends out of Daylighter custody, before the vampires of Morganville meet their untimely end.

well always have summer: *The Sweetness of Water* (Oprah's Book Club) Nathan Harris, 2022-05-03 AN INSTANT NEW YORK TIMES BESTSELLER / AN OPRAH'S BOOK CLUB PICK ONE OF PRESIDENT OBAMA'S FAVORITE BOOKS OF 2021 Winner of the Ernest J. Gaines Award for Literary Excellence Longlisted for the Man Booker Prize Longlisted for the 2022 Carnegie Medal for Excellence Longlisted for the Center for Fiction First Novel Prize In the spirit of *The Known World* and *The Underground Railroad*, a miraculous debut (Washington Post) and a towering achievement of imagination (CBS This Morning) about the unlikely bond between two freedmen who are brothers and the Georgia farmer whose alliance will alter their lives, and his, forever--from a storyteller with bountiful insight and assurance (Kirkus) A Best Book of the Year: Oprah Daily, NPR, Washington Post, Time, Boston Globe, Smithsonian, Chicago Public Library, BookBrowse, and the Oregonian A New York Times Book Review Editors' Choice A July Indie Next Pick In the waning days of the Civil War, brothers Prentiss and Landry--freed by the Emancipation Proclamation--seek refuge on the homestead of George Walker and his wife, Isabelle. The Walkers, wracked by the loss of their only son to the war, hire the brothers to work their farm, hoping through an unexpected friendship to stanch their grief. Prentiss and Landry, meanwhile, plan to save money for the journey north and a chance to reunite with their mother, who was sold away when they were boys. Parallel to their story runs a forbidden romance between two Confederate soldiers. The young men, recently returned from the war to the town of Old Ox, hold their trysts in the woods. But when their secret is discovered, the resulting chaos, including a murder, unleashes convulsive repercussions on the entire community. In the aftermath of so much turmoil, it is Isabelle who emerges as an unlikely leader, proffering a healing vision for the land and for the newly free citizens of Old Ox. With candor and sympathy, debut novelist Nathan Harris creates an unforgettable cast of characters, depicting Georgia in the violent crucible of Reconstruction. Equal parts beauty and terror, as gripping as it is moving, *The Sweetness of Water* is an epic whose grandeur locates humanity and love amid the most harrowing circumstances.

well always have summer: Big Summer Jennifer Weiner, 2020-05-05 A deliciously funny, remarkably poignant "beach read to end all beach reads" (Entertainment Weekly) about the power of friendship, the lure of frenemies, and the importance of making peace with yourself through all of life's ups and downs—from the #1 New York Times bestselling author of *Good in Bed* and *Best Friends Forever*. Six years after the fight that ended their friendship, Daphne Berg is shocked when Drue Cavanaugh walks back into her life, looking as lovely and successful as ever, with a massive favor to ask. Daphne hasn't spoken one word to Drue in all this time—she doesn't even hate-follow her ex-best friend on social media—so when Drue asks if she will be her maid-of-honor at the society wedding of the summer, Daphne is rightfully speechless. Drue was always the one who had everything—except the ability to hold onto friends. Meanwhile, Daphne's no longer the same self-effacing sidekick she was back in high school. She's built a life that she loves, including a growing career as a plus-size Instagram influencer. Letting glamorous, seductive Drue back into her life is risky, but it comes with an invitation to spend a weekend in a waterfront Cape Cod mansion. When Drue begs and pleads and dangles the prospect of cute single guys, Daphne finds herself powerless as ever to resist her friend's siren song. A sparkling, "insightful page-turner" (Real Simple) about the complexities of female relationships, the pitfalls of living out loud and online, and the resilience of the human heart, *Big Summer* is a witty, moving story about family, friendship, and figuring out what matters most.

well always have summer: These Precious Days Ann Patchett, 2021-11-23 The beloved New York Times bestselling author reflects on home, family, friendships and writing in this deeply

personal collection of essays. The elegance of Patchett's prose is seductive and inviting: with Patchett as a guide, readers will really get to grips with the power of struggles, failures, and triumphs alike. —Publisher's Weekly "Any story that starts will also end." As a writer, Ann Patchett knows what the outcome of her fiction will be. Life, however, often takes turns we do not see coming. Patchett ponders this truth in these wise essays that afford a fresh and intimate look into her mind and heart. At the center of *These Precious Days* is the title essay, a surprising and moving meditation on an unexpected friendship that explores "what it means to be seen, to find someone with whom you can be your best and most complete self." When Patchett chose an early galley of actor and producer Tom Hanks' short story collection to read one night before bed, she had no idea that this single choice would be life changing. It would introduce her to a remarkable woman—Tom's brilliant assistant Sooki—with whom she would form a profound bond that held monumental consequences for them both. A literary alchemist, Patchett plumbs the depths of her experiences to create gold: engaging and moving pieces that are both self-portrait and landscape, each vibrant with emotion and rich in insight. Turning her writer's eye on her own experiences, she transforms the private into the universal, providing us all a way to look at our own worlds anew, and reminds how fleeting and enigmatic life can be. From the enchantments of Kate DiCamillo's children's books (author of *The Beatryce Prophecy*) to youthful memories of Paris; the cherished life gifts given by her three fathers to the unexpected influence of Charles Schultz's Snoopy; the expansive vision of Eudora Welty to the importance of knitting, Patchett connects life and art as she illuminates what matters most. Infused with the author's grace, wit, and warmth, the pieces in *These Precious Days* resonate deep in the soul, leaving an indelible mark—and demonstrate why Ann Patchett is one of the most celebrated writers of our time.

well always have summer: Again Again E. Lockhart, 2020-06-02 This twisty novel from the New York Times bestselling author of *We Were Liars* and *Genuine Fraud* asks: What if there were infinite universes and infinite ways to fall in love? If you could live your life again, what would you do differently? After a near-fatal family catastrophe and an unexpected romantic upheaval, Adelaide Buchwald finds herself catapulted into a summer of wild possibility, during which she will fall in and out of love a thousand times--while finally confronting the secrets she keeps, her ideas about love, and the weird grandiosity of the human mind. A raw, funny story that will surprise you over and over, *Again Again* gives us an indelible heroine grappling with the terrible and wonderful problem of loving other people. Inventive, philosophical and romantic. --GAYLE FORMAN, #1 New York Times bestselling author of *If I Stay* Don't miss, *Family of Liars*, the eagerly anticipated prequel to the New York Times Bestselling phenomenon, *We Were Liars*. Available in May 2022!

well always have summer: The Love Hypothesis Ali Hazelwood, 2021-09-14 The Instant New York Times Bestseller and TikTok Sensation! As seen on THE VIEW! A BuzzFeed Best Summer Read of 2021 When a fake relationship between scientists meets the irresistible force of attraction, it throws one woman's carefully calculated theories on love into chaos. As a third-year Ph.D. candidate, Olive Smith doesn't believe in lasting romantic relationships--but her best friend does, and that's what got her into this situation. Convincing Anh that Olive is dating and well on her way to a happily ever after was always going to take more than hand-wavy Jedi mind tricks: Scientists require proof. So, like any self-respecting biologist, Olive panics and kisses the first man she sees. That man is none other than Adam Carlsen, a young hotshot professor--and well-known ass. Which is why Olive is positively floored when Stanford's reigning lab tyrant agrees to keep her charade a secret and be her fake boyfriend. But when a big science conference goes haywire, putting Olive's career on the Bunsen burner, Adam surprises her again with his unyielding support and even more unyielding...six-pack abs. Suddenly their little experiment feels dangerously close to combustion. And Olive discovers that the only thing more complicated than a hypothesis on love is putting her own heart under the microscope.

well always have summer: Proxy Alex London, 2013 Privileged Knox and his proxy, Syd, are thrown together to overthrow the system--

well always have summer: Darkhouse Karina Halle, 2013-09-24 Perry Palomino is not what

you would call 'ordinary'. For one thing, there's her past which she likes to pretend never happened, and then there's the fact that she sees ghosts. Luckily for her, that all comes in handy when she stumbles across Dex Foray, an eccentric producer for an upcoming webcast on ghost hunters. Even though the show's budget is non-existent and Dex himself is a maddening enigma, Perry is instantly drawn into a world that both threatens her life and seduces her with a sense of importance. Her uncle's haunted lighthouse provides the perfect catalyst and backdrop for a horrific mystery that unravels the threads of Perry's fragile sanity and causes her to fall for a man, who, like the most dangerous of ghosts, may not be all that he seems.

well always have summer: Shatter Me Tahereh Mafi, 2011-11-15 The gripping first installment in New York Times bestselling author Tahereh Mafi's *Shatter Me* series. One touch is all it takes. One touch, and Juliette Ferrars can leave a fully grown man gasping for air. One touch, and she can kill. No one knows why Juliette has such incredible power. It feels like a curse, a burden that one person alone could never bear. But The Reestablishment sees it as a gift, sees her as an opportunity. An opportunity for a deadly weapon. Juliette has never fought for herself before. But when she's reunited with the one person who ever cared about her, she finds a strength she never knew she had. And don't miss *Defy Me*, the shocking fifth book in the *Shatter Me* series!

well always have summer: I Know What You Did Last Summer Lois Duncan, 2011-03-03 It was only an accident but it would change their lives forever. Last summer, four terrified friends made a desperate pact to conceal a shocking secret. But now, someone has learned the truth, and the horror is starting again. There is an unknown avenger out there who is stalking them in a deadly game. Will he stop at terror--or is he out for revenge? This summer, four friends are going to learn that some secrets just won't stay buried.

well always have summer: The Upside of Falling Alex Light, 2020-02-18 A fun, flirty teen debut from Wattpad phenom Alex Light about a fake relationship and real love. Perfect for Jenny Han fans. It's been years since seventeen-year-old Becca Hart believed in true love. But when her former best friend teases her for not having had a boyfriend, Becca impulsively pretends she's been secretly seeing someone. Brett Wells has it all. As captain of the football team and one of the most popular guys in his school, he should have no problem finding someone to date, but he's always been more focused on his future than who to bring to prom. When he overhears Becca's lie, Brett decides to step in and be the mystery guy. It's the perfect solution: he gets people off his back for not having a meaningful relationship and she can keep up the ruse that she's got a boyfriend. Acting like the perfect couple isn't easy, though, especially when you barely know the other person. But with Becca still picking up the pieces from when her world was blown apart years ago and Brett just barely holding his together now, they begin to realize they have more in common than they ever could have imagined. When the line between what is pretend and what is real begins to blur, they're forced to answer the question: Is this fake romance the realest thing in either of their lives?

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