



# One Perfect Day: The Selling of the American Wedding

*Rebecca Mead*

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## **One Perfect Day: The Selling of the American Wedding** Rebecca Mead

Astutely observed and deftly witty, *One Perfect Day* masterfully mixes investigative journalism and social commentary to explore the workings of the wedding industry—an industry that claims to be worth \$160 billion to the U.S. economy and which has every interest in ensuring that the American wedding becomes ever more lavish and complex. Taking us inside the workings of the wedding industry—including the swelling ranks of professional event planners, department stores with their online registries, the retailers and manufacturers of bridal gowns, and the Walt Disney Company and its Fairy Tale Weddings program—*New Yorker* writer Rebecca Mead skillfully holds the mirror up to the bride's deepest hopes and fears about her wedding day, revealing that for better or worse, the way we marry is who we are.

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