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Influence



Synopsis

Book Details:Format: HardcoverPublication Date: 10/20/2008Pages: 272Reading Level: Age 12 and Up

Book Information

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Average Customer Review: 4.5 out of 5 stars See all reviews (55 customer reviews)

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Age Range: 12 and up

Grade Level: 7 and up

Customer Reviews

I'm torn on this. Let's start with the cover. It could be said that having two versions of the book, each with a different cover depending on which twin you end up with, is artistic. Since I am in the marketing business, I'll put that down to marketing - an attempt to make enthusiasts and collectors buy 2 copies (it works by the way, just look at the sales of magazine that do the same thing). On the one hand this book contains some good insight into scions of the fashion world, but on the other hand it is yet another example of the efficient and admirable marketing machine that is the Olsen twins... yet it has very little of any substance that is built on their abilities or talent, and you start to wonder if they have any, other than the fact that they were born twins and cute. Without question they know how to market themselves and their product, and for that you have to admire them and their success, but when they stand next to the subjects of their interviews, what becomes very apparent is that they are not in that same class from an artistic and raw talent perspective, even though they are financially more successful than most of them. I think what the twins have managed to expose in this book is that they find themselves in a very privileged and fortunate position of

power in the fashion industry because they have declared fashion their creative outlet through their Elizabeth & James line. They have access that many less fortunate, but far more talented purveyors of the craft, would kill for and as such they are able to parlay that into a book that seeks to elevate their credibility through association.

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