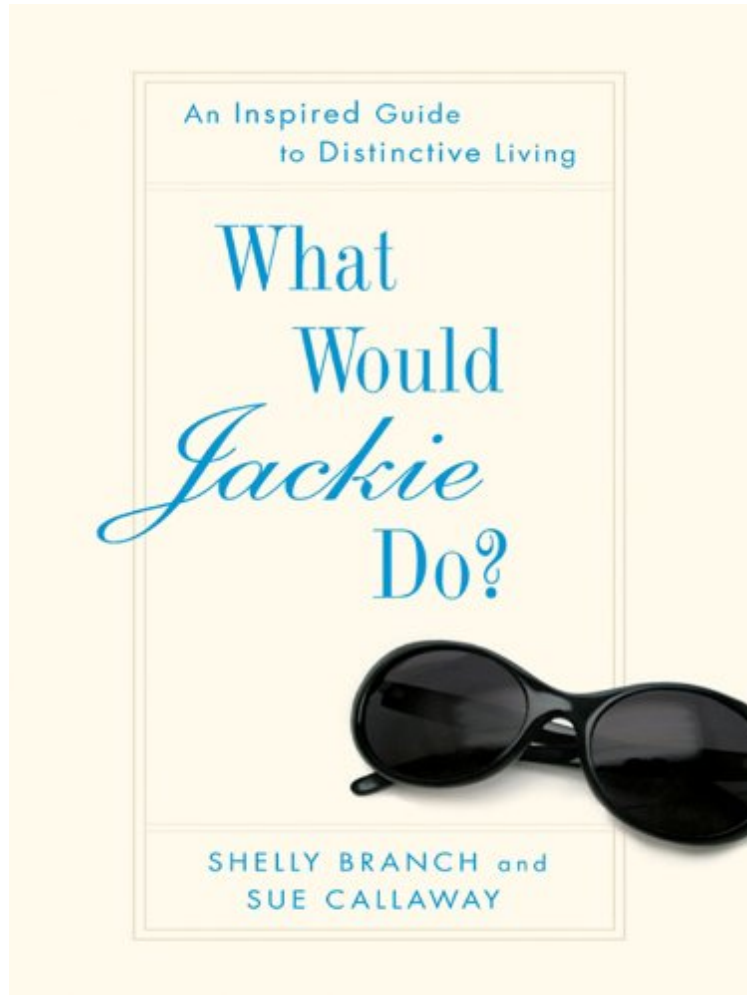


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## What Would Jackie Do?: An Inspired Guide to Distinctive Living

*Shelly Branch, Sue Callaway*

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**Shelly Branch, Sue Callaway : What Would Jackie Do?: An Inspired Guide to Distinctive Living** before purchasing it in order to gauge whether or not it would be worth my time, and all praised What Would Jackie Do?: An Inspired Guide to Distinctive Living:

1 of 1 people found the following review helpful. Good Read with Good AdviceBy DoGooderI read this book after a young friend mentioned that she wanted to read it. I enjoyed reading the book and hope that my friend will use the book as a way to transition from sorority girl to professional woman. There is good information in this book about Jackie's classic and timeless style: simple and elegant. She pulled that look off in evening gowns and casual clothes and we all loved how she looked. The author helps us understand Jackie's style philosophy; dress as though you are a lady - always. (This is much needed advice for young ladies who have grown up idolizing Britney Spears' "dress-like-a-slut" mentality. Young ladies of good taste seem unaware that there is another option to "Dressing for Sex-ess". The other option for clothing is what Jackie understood so well - don't dress in a way that makes it obvious that you are begging for attention. Sure, it's easy to get noticed when you wear low cut tops, midriff baring shirts, super short shorts.

But what exactly are you trying to say when you have jiggle cheeks that announce "I am wearing a thong."? As a woman in her mid-fifties, I can appreciate that you want to wear sexy outfits when you spend time with your friends (for they are likely all dressed alike). However, I am appalled that these same outfits are worn when spending time with grandparents who are in their 70's. Why wear a low cut top to a restaurant and obliviously lean over with your elbows on the table (ugh) thus giving your unfortunate grandfather a peep show? Does she know what she is doing? We don't want to see the entire top half of your boobs in an outdoor cafe. (There I said it.) I found the book highly readable and a real page turner. The book has good advice about how to make people (all people) feel good when you are in their company. Paying attention to people is a skill that young people should work to improve. In the age of facebook, snapchat and instagram (the it's all about me) generation - Jackie's philosophy was a good one - pay attention to what others have to say and be curious, curious, curious for the rest of your life. You will continue to impress people with your wit and your elegance (not your skin). Jackie was a remarkable person and her philosophies are to be admired and emulated. (Save, perhaps, her addiction to shopping.) 12 of 13 people found the following review helpful. What would Jackie do? By Robin Landry This highly readable, and very enjoyable book, gives us insight into what made Jackie Kennedy Onassis so pleasureable to watch throughout her lifetime. While breeding might account for some of her class, it was more in the way she treated those with little power. She remembered her long-time employees' names, their children and spouses' names, treated them with respect, and as consequence, none so far, as I know, have written any nasty tell-all books about her. If we all followed the advice in this book, the world would be a better place to live in. Jackie embraced life, and the world is a little darker with out her in it. Robin Landry author When I Dream 0 of 0 people found the following review helpful. Soooo much fun to read By Lalelilolu Soooo much fun to read. I would have preferred to get it for my Kindle, but it isn't available yet. The book certainly doesn't paint Jackie as a saint, just as a very determined woman. If you enjoy style manuals and beauty books, you might like this one. I usually like to read "how to be Parisian" type books just for fun, and this one appeals to that side of me. I especially liked the section of the book that suggested how to know when your look was "over" .. pretty entertaining.

We can't help but want to be like her: Exuding unmatched poise and style, she continues to fascinate people of all ages. But how would Jackie have handled the twenty-first-century? What would she think about a society that celebrates outsized egos, instant everything, and casual rules of conduct? How might she dress for the office, scan for a man, accessorize a homedash; and get away from it all when necessary? With intriguing research, commentary from today's experts, and fond reminiscences from those who knew and admired the first lady of perfection, journalists Shelly Branch and Sue Callaway now offer a sparkling answer to the question, What Would Jackie Do? Applying Jackie's philosophies to every aspect of contemporary life, including relationships, office politics, family matters, and entertaining, What Would Jackie Do? is a trove of advice, featuring: • Noblesse Oblige for Beginners • How Not to be an Interchangeable Woman • Mastering the Effortless Rich look • The art of attachment: lessons on sex, marriage, and men of consequence • Career Whirl: Pearls for Getting Ahead • Caftan in a Kelly bag: How to travel beautifully • O- Behave! Anti-brat strategies for parents • En Suite Home: Perfecting Your Domestic Pitch The next best thing to having Jackie O. as a personal adviser, What Would Jackie Do? reveals the practical wisdom behind an icon and gives all readers a piece of the Jackie mystique, be it of the heart, the mind, or the home.

From Publishers Weekly Never mind what Jackie would do. The bigger question is, what would she think about having her name attached to this chatty, gossipy manual that covers everything from how to gracefully decline a date ("Oh, you're so thoughtful but I'm terribly busy these days") to how to avoid a "customs confrontation" regarding your overseas spending ("book your flight through an airport where the agents are apt to be less savvy" about recognizing Prada). Journalists Branch and Callaway have mined every detail of Jackie's life to generate such advice as "Do suck up to people with private craft" and interviewed a variety of incongruous experts like designer Oleg Cassini and Thom Filicia of Queer Eye for the Straight Guy, who observes, "So many clients want to create a facade.... Jackie would never do that." Branch and Callaway deem Jackie "the model for how to do practically everything right," but leave wiggle room to point out her shortcomings, among them smoking, skipping meals and using appetite-suppressing medications. As a guide to the social niceties (and sometimes not-so-niceties) this should be taken with a pile of salt; gossip hounds may take a look just to feed their appetite for all things Jackie. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Fresh anecdotes and insights from friends and fans . . . an entertaining trifle of a self-help book. (New York Post) Reveals the art of living, Jackie O-style. (Boston Herald) A style tome that answers scorching etiquette what-ifs. . . . [The authors] whimsically apply the most fabulous former First Lady's philosophies to every aspect of contemporary life. (Daily News, New York) This delicious, witty book shows that her life lessons are as timeless as the woman herself. (Charlotte Ford, author of 21st-Century Etiquette) A funny, fact-rich, and surprisingly motivating manual about how to move through life with Jackie Kennedy Onassis—like smarts and grace. . . . What would Jackie do with this witty little book? She'd read it. (More magazine) About the Author Shelly Branch is a reporter at The Wall Street Journal, and has written for Fortune and

Money, among other publications. In 1997 she authored a book for Money's "America's Financial Advisor" series. She is a graduate of Barnard College and the Columbia Graduate School of Journalism. Sue Callaway is a journalist who has worked for Esquire, Harper's Bazaar, Men's Journal, and Fortune. She also served as the director of marketing for Ford's luxury brands and as general manager of Jaguar Cars North America. She is a graduate of Smith College.