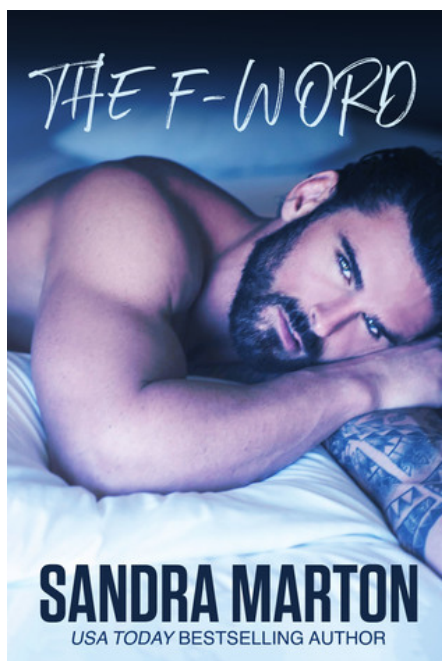




The F-Word

Sandra Marton

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The F-Word Sandra Marton

So let's get this straight. This is a story about romance.

Well, it's not a story. I mean, it's not something somebody made up. It's about me. And yeah, in case you're wondering, I'm a guy.

Surprised? Sure you are. You figure those words just don't go together. Romance, with a capital R. Guy, with a capital G. You're probably sitting there and smirking. What could a dude possibly know about romance? You figure we're big on sex. But romance? You're right.

Romance is not a male thing.

And that's exactly my problem.

The bottom line is that whatever you think you know about men and romance is pretty much correct. You figure we're big on the F-word as long as it stands for F*ck and not Forever.

The F-Word Details

Date : Published January 17th 2017

ISBN :

Author : Sandra Marton

Format : Kindle Edition

Genre : Romance, Contemporary



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From Reader Review The F-Word for online ebook

Beneath The Covers Blog says

Engaging and completely charming!

The entire time I read this book, it felt like I had a smile on my face! Its story line is quirky, fun, and very entertaining. There were plenty of moments where I was laughing, and many times where I was anxious and confused. The build up of the relationship between the characters was perfect. But to me, it seemed like the turn from professional to personal went from zero to sixty too fast. I hesitated every now and then on whether the actions that were taken were truly genuine. That's what had me confused. But I was quickly put at ease. The story contains quite a bit of self-doubt, unspoken longing, and mixed up emotions. But I did very much like both characters, and their special (and maybe strange) relationship they have.

The writing was very unique, and I loved the fact that it was told entire from the male's POV. It's always fun to have unlimited access to a man's inner thoughts, even if it's only in a book. The dialogue flowed smoothly, and the entire plot was well thought out.

This may be my first read by Sandra Marton, but it won't be my last! Strongly recommended romantic comedy!

**ARC provided in exchange for an honest review.* ~Kelly*

Alex ? says

You could easily interpret this story as modern Cinderella fairytale. In order to feel the depth of passion and love aspect you might need to consider following:

- Don't let it bother you that MC's knew each other and worked together for over 6 years and the hero saw the heroine only as his PA and never as a woman; had zero desire for her and didn't find her attractive. It's totally believable that he had his eureka moment when she got the text message which distressed her and his worry broke free his hidden feelings and lust for her!
- Don't let it irritate you, that the hero dated many OWs, slept with even more of them during all the years he knew the heroine. Because it's only equitable and even-handed when a man enjoys casual sex and a woman waits patient for him to see her as his soul mate.
- Don't judge the hero for thinking about OWs. It's only proper for a guy to compare his now-girl with his previous ones. And since he established that heroine had better everything (e.g. lips) it was ok! And it makes the hero always look sexier and more alpha when you read about his sexual achievements.
- Please let the feeling of joy embrace you that the heroine was a virgin in her mid/late twenties, because it's totally common in the 21st century! Feel free to be a little shy that *you* didn't wait so long.
- Don't judge double standards. Because it's really right when a man has rich sexual experience and a woman doesn't. See it as her gain: she can save her money and time by not buying and reading Kamasutra. A woman doesn't need it when she has a sex God as her partner. And a good woman will never let herself doubt her man and will never be jealous of his previous sexual partners, because they meant nothing to him.

So, it's clear so far.

- Since the hero called the heroine his PA till approx. 94% of the book, don't translate it as personal assistant, but as Princess Amazing!
- Don't let it annoy you that he bought her clothes and shoes, because it made her look nicer and more feminine. He was just a great multitasking hero – not only Prince Charming but also her Godmother!
- See heroine's cousin as her stepsister who mistreated Cinderella since they were kids and earned herself a worse life, worse husband, worse everything. Because only the hero was handsome, successful, smart, funny, caring – just perfect!
- Believe in the story of saving the heroine by attending the wedding of her cousin at her side so everybody will only goggle and envy her, because the hero was a great catch!!!
- Don't let it bother you that the first time they had sex the heroine was a little tipsy, because it's only honorable for a man to come after his desire and follow the instruction of a light tipsy woman. And a woman definitely needs a bit alcohol as courage to lose her virginity before her 50th birthday!
- Don't be annoyed that they didn't use condoms! Since the heroine told she was on the pill and the hero didn't argue it was totally adequate! Because good-looking successful men don't have any STDs! Because his numerous previous hook-ups could never give him any VD! Because only fugly poor guys have STDs and the romance-heroes are always clean!!!
(It might ruin the concept of my review, but, guys, I hope you understand that this point is total b*llshit? Please never ever sleep with a man without condom before you **saw** his STD test results!)
- Don't let your OBGYN lie to you, that any birth control needs more than a couple of days to become effective!
- Don't pity the heroine because she said she wanted the hero for years. It doesn't make her weak and pathetic, but regardful and admirable! It's only applaudable when a woman desires a man for years, knows about OWs and doesn't lose her pure love and longing for him! Because it's what a real woman would do!
- Don't be mad at the hero for not wanting to call the heroine his gf in front of his mother's acquaintance. Because it's very manly to try to hide his relationship from his mother.
- Be proud of the heroine for not wanting to play the game anymore, for giving a notice and wanting to move to another city; but also for forgiving him immediately, because it's really believable and realistic that he loved her for years.
- Don't wonder why he said at the end that he loved her for years! Because it's really lifelike to love a woman without knowing about it and screwing many OWs; because, common, a real man has a right to do it! It's only appropriate to gain sexual experience with other partners (only?) to be able to satisfy the love of his life, who fortunately was a virgin, because the Barrier made it worth it!
- Be happy for the hero who was the one to get his HEA, because he got not only an untouched sweet woman who managed his business for years, but also a passionate life partner who will hopefully satisfy his standards and, if he's really lucky, will also fold his underwear and iron his socks.

Natalie The Biblioholic says

This was a delightful story. It was about Matt and his rigid determination to avoid THE F-WORD and the reader got a front row seat to watch how he inevitably succumbed to it.

Told entirely from Matt's POV, I got to know his personality, his quirks, his hopes and dreams, his plans for the future... basically what made this man tick. He had an amazing family, an awesome best friend, and the best damn personal assistant in the world. His PA, Bailey, was oftentimes overlooked because she didn't present herself as a woman in the workplace, and despite knowing her for many years, Matt found that he knew virtually nothing about her as a person.

Bailey had a problem and Matt found himself willing to solve it. He was going to be her "fake lover" date to her cousin's wedding so that she could save face. Who knew that lurking behind those ugly suits lived a beautiful and sexy woman? One he can't get his mind off of. Or his hands.

THE F-WORD was an entertaining addition to the RomCom genre, complete with a sweet as candy ending!

Release Date: January 17, 2017

Genre: Romantic Comedy

POV: Male - 1st person

Steam: 3 out of 5

Series or standalone: Standalone

Eve Recinella (Between The Bookends) says

So let me first start by saying that I really did enjoy this one. The writing was fantastic. It was fun and flowy and moved along at a nice pace. Both characters were likable (for the most part). I loved how the author wrote MATT and his POV. It had a sweet flirty overall mood to it.

So why the 3.5 Stars then? As much as I enjoyed Matt's POV, it is the ONLY POV we get through the entirety of the book. There were SO many times this left me frustrated because I wished we had gotten Bailey's POV. I wanted to know how SHE was feeling. What her thoughts were. In my opinion, this story could have been a 5 star read for me had we gotten even a *TINY* glimpse into what Bailey was thinking or feeling.

My other issue is really twofold. One, I did not like the thoughts Matt had about Bailey at the beginning of this book. He called her frumpy, and flat chested. He, and I quote **"Don't see her as a woman"** AND **"She's not any kind of distraction for me. How could she be? She's not tall or stacked; she's petite and, well, let's just say she's not at all sexy"** AND **"She's definitely not my type of woman"** Uhh OK, wow, I am already feeling the love. Which brings me to the second thing that I had an issue with. The ending was VERY rushed. One minute Matt is thinking "it was just sex" and the next he is saying "I've loved you for

YEARS" Now hold the f@ck on. These two have known (worked together for over six years). Now go ahead and refer back to the above quotes, and let me add that this guy knew NOTHING about Bailey AT ALL. Other than she was a VERY good PA. He NEVER not ONCE in ALL those years asked her anything personal. NOTHING...and now I am supposed to believe he LOVED her for years?? Ya, NO...

Like I said earlier, this had the potential of being a 5 Star read for me. AND even with the issues above, I still found it an enjoyable way to spend a couple hours. So 3.5 Stars from yours truly.

Cindy Hamilton says

Once again Sandra Marton captured my imagination by writing a book using the male POV with The F-Word. It took me a few minutes of reading to get my mindset that I am reading a male's thoughts but once I did, this book turned out to be great. Bailey a P.A and Matt her boss are highly entertaining and funny. Matt who does not have any self esteem problems helps Bailey out in a tight spot and also helps her to coming into her own, to discover the beautiful person she actually is. I encourage you to getting this book to see what happens, it has it all. The male mind and thoughts are highly entertaining and these two character are great together as they reach for the Forever!!

I received an ARC for an honest review.

Vicky Wilson says

Arc received for an honest review

This is my first book by Sandra Martin and was lucky enough to receive an arc and it will not be my last. Sandra has a way with words that pulls you in from the get go.

The f word was written beatifully, I loved the main characters, the story line, the humor and all the feelings this book gave me. I espesially loved that it was in the male POV as this is a favourite of mine, being a woman I'm sure I'm not the only one who wonders what's going on in a mans mind at certain points.

This was a refreshing read, minimal drama, lots of fun and lots of heat.

I can't say much more without giving away spoilers but this is definitely worth a read

Stacey (Sassy Book Lovers) says

This my first taste of Sandra Marton's work and it definitely won't be the last, another author to add to my ever growing stalker list. ^_^

I really enjoyed this book, from start to finished it was hard to put down. I did feel that the ending was a little

rushed but that could just be me and my feelings.

I found the storyline to be refreshing and fun, I loved how it was told from a males POV, it made things very interesting indeed. With Sandra's beautiful writing everything just worked well together, well developed characters, chemistry that could bring a house down, quite a few laugh out loud moments and it will definitely bring out those emotions. It's a story I could see myself reading again and again.

Would I recommend this story? Why yes, yes I would. ^_^

The Rock Stars of Romance says

Read a Steamy Excerpt @TRSoR: <http://www.trsor.com/spotlights/the-f...>

Kathleen R. says

Title: The F-Word

Author: Sandra Marton

5 amazing stars

"A picture swims in my head of a guy standing in an elevator with a box of Tide in his arms."

Rarely do I find myself having to quiet myself down because I'm laughing too much, but that's exactly what happened when I read The F-Word by Sandra Marton. I laughed so much that the bed shook underneath me and more than once I was asked why I was laughing. Only, how could I explain that the antics of a business owner wanting to avoid a long term commitment whose thoughts were as blunt as those of so many I know, but with the humourous twist, and he's not afraid to help his friends, no matter how 'out there' the idea might be. So it's no wonder that when his personal assistant Bailey tells a lie to her mother, Matt jumps in to solve the problem the only way he can think about: pretend to be her lover and fool her family.

4 breath taking dreams

"I'm going away with her for the weekend to get even with Cousin Violet Who Once Killed A Doll Named Suzy, not because I have the hots for Bailey. I mean, Bailey's good people. She's sweet, she's smart, and she's efficient. What she isn't, is hot."

No matter what Matt first imagined about Bailey, he's the first to admit his mistake when he gets to know the true woman that is Bailey. Never would have he imagined that in a few short days he'd be taken for a ride trying to reconcile the woman who is his assistant and the woman who is sexual and beautiful. This was an absolute treat to read and I loved the F-Word. This only proved that I need to read more from Sandra Marton.

*ARC provided by Author in exchange for an honest review.

Reviewed by Kathleen, The Small Girl from A small girl, her man and her books

J.E. Benoit says

Reviewed on behalf of The Book Boyfriend Addict (www.bookboyfriendaddict.com). A complimentary copy was provided in exchange for an honest review.

3.5 Stars

“What happened to my prim and proper PA?”

“You set her free.”

Matt O'Malley has never had a problem with the ladies. Successful business owner and good looking, he finds he usually has his pick of women. However, he's not looking for any sort of commitment. Bailey Abrams, Matt's PA, is quite the opposite. She's always played second fiddle to her cousin, Violet, and as a result she's left with some self-esteem issues. Not at all experienced when it comes to men, she surprises herself when she uses the excuse of going away for a romantic weekend with a man as a way to get out of going to her cousin's wedding. Matt overhears her plight and offers to help her out by posing as her date and accompanying her to the wedding in hopes of finally showing up her awful cousin. Matt's never seen Bailey as more than his shapeless suit wearing, sharp as a tack personal assistant so he's not worried that posing as her boyfriend will have any impact on their working situation. However, the more time he spends with Bailey, helping her find her confidence, the more he realizes what a beautiful and wonderful woman lies beneath that buttoned up shell of hers. The F-Word has always meant one thing to Matt, but after this weekend with Bailey, could it wind up meaning something entirely different?

I thought that overall this was a quick, enjoyable read. It's told entirely from Matt's POV which I found to be amusing. He seemed a little manic at first with all of the tangents he would end up on but I thought it was funny and pretty realistic. The male POV was definitely believable and provides some highly entertaining insights into the male brain. I liked seeing Bailey's transformation over the course of the book. It was clear that she had it in her all along, but it took a little motivation from Matt to get her to act on it. Their friendship and their time together was sweet and it was fun seeing Matt's feelings towards Bailey evolve. My only real grip with the story is that things wrapped up very quickly and they seemed to go from 0 to 60 in terms of their relationship in seemingly no time at all. I think this was made more noticeable than it would have otherwise been by the fact that we didn't have Bailey's POV so it wasn't all that clear what her feelings towards Matt really were. I mean we could guess based on things we're told but it was never really shown. Don't get me wrong, I enjoyed the ending, I just wished there was a little more leading up to it. But if you are looking for a quick, male POV, friends/co-workers to lovers story, give this one a try!

A Book Lover's Emporium Book Blog says

I absolutely loved this standalone book, from the first word to the last. I've never read anything from this author but I'm going to look to see what is out there right now!

I love that it's from the male's point of view and his inner diatribe had me laughing so hard. Matt's relationship with his sister is funny too. Typical siblings. The writing is flawless and hilarious. The musings of Matt are just how I would imagine they should be. I wouldn't change a single word.

Bailey is such a great character too. She is shy but efficient at her job as Matt's PA. She positively blooms throughout the story. Fabulous.

The blurb sets the scene for the story and it unravels perfectly from there.

Definitely one I'd highly recommend.

Kate's Corner says

What could a dude possibly know about romance? You figure we're big on sex. But romance? You're right. Romance is not a male thing. And that's exactly my problem.

Matthew O'Malley former Wall Street genius has his own contractor business. He has good self-esteem but not to the point where it comes over as being unbearable. As Cooper says it's all about DNA. He knows how to pitch himself to us the readers.

Where was I? Chromosomes. Right. Well, mine gave me dark hair, kind of an inky black colour. Blue eyes. Fairly regular features. And for the past couple of years I've had what my Mom calls facial fuzz.

Matt has the best assistant in the world for six years everything has been smooth sailing. That is until he gets to see another side to the pragmatic PA he has.

Bailey is a wallflower constantly being compared to her cousin Violet and that she isn't pretty enough only intelligent she has always accepted that fact. Although the relationship between her and Matt has always been professional that is about to change. Well and mainly one-sided.

While driving back to the office from a construction site, Matt can't help but overhear a conversation Bailey has with her mother. She vehemently doesn't want to not go to cousin Violet's wedding. She does what every person would do she lies.

"That's right. A date. A man. A gorgeous, successful, fantastic man. He's taking me away for a weekend of hot sex, not for a weekend at Cousin Violet's wedding!" I can feel my eyeballs pop. Did my logical, always calm, always proper PA just drop the F-bomb? Did she say hot sex?

Only there is no man and Matt calls her on it. After explaining the whole situation to Matt he has the most wonderful idea ever. He wants to help and well also because Violet Who Once Killed A Doll Named Suzy and that is just plain mean. I personally think dolls were made by Satan and that they deserve to have their heads ripped off. Yes I don't like dolls if you can't tell. They are freaky. Getting back in his opinion it's not because he has the hots for Bailey. Keep on telling yourself that there mate.

"Here's my idea," I say. "Why don't I go with you?" – Matt that is a recipe for disaster.

There are so many things wrong with that plan. So many. Too many. Bailey constantly wants to back

out but in the end caves. Thing is though Bailey knows everything about Matt and well Matt has a lot to learn in three days about Bailey because he knows nothing.

Sometimes it bothered me that Bailey changed so much with Matt's help going from a wallflower to a beauty with the right clothing etc. Although he did see her for who she was from the beginning it is hard to realise that he can actually be that oblivious about his surroundings. But with is hearing his thoughts we know what he really feels although it does take a while.

And it isn't because my ugly duckling has turned into a swan. I told you right away, I'm the kind of dude who's always done just fine with women, so having a beautiful woman on my arm is nothing new. Yes, but this beautiful woman is Bailey. At the risk of sounding corny, she's beautiful inside as well as out.

This is my first book by this author and I think that personally she did an outstanding job. What grabbed my attention the most about book is the blurb. Told from a male POV which let's face it peeps how often does that happen?

I can count maybe on one hand how many books I have read with a Hero's POV. But at the same time I was also thinking if it could really work?

I also liked that the author didn't make the Hero to be a complete cocky bastard. Yes he had his moments but I really liked him. Okay so he was denial when it came to some things but his Mum set him right as Mum's usually do.

This book is light-hearted and I loved reading it as it has a feel good vibe to it. I felt for Bailey when it went to shite and I would have liked to have seen Matt grovel a bit more than he did which was virtually nil. Zero grovelling involved.

All in all a hilarious read especially when you want something light after you have read something with a lot of angst. A pick me up for sure.

On a personal note oh what was in the book I think this is something a guy wouldn't say I press my mouth to the petals of the pink flower her parted thighs reveal. So although the male POV was good it didn't always quite hit the mark. I think I kind of contradicted myself there with what I said above.

Review can be found @ <http://jerisbookattic-reviewblog.blog...>

Nerdy Dirty & Flirty says

This was a wonderfully entertaining book about a man named Matthew that doesn't believe in forever. But he really likes and enjoys women. He's a loving son and brother. He adores his niece. And his work life is run by his ever efficient PA Bailey. When Bailey finds her self in need of a date to a family wedding, Matthew

steps in and offers to help. He assures her that they can convince everyone that they are a loving couple, and she hesitantly goes along with it. But soon, Matthew is spending evenings getting to know her, and finding out she's more than he ever imagined.

I really enjoyed this story. I don't often come across books that are told only in the leading man's point of view. But it was really well done and I loved the insight into Matthew's mind. Bailey was this amazing mix of contradictions. She was really smart but so naive. She was really efficient and organized at work, but a borderline mess at home. She was take charge but so insecure. I absolutely loved it.

This was a book that I finished in a little over two days because I only put it down to work and sleep. But it was well written, humorous, and had great characters. I definitely recommend this story.

Kelly Emery (Beneath The Covers Blog) says

Full review can be found at **Beneath The Covers Blog** --> <https://www.goodreads.com/review/show...>

ARC provided in exchange for an honest review.

Jenny says

[No (hide spoiler)]
