



Brand-New Emily

Ginger Rue

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One teen outcast. One powerful publicist. Together, they'll create the hottest brand Wright Middle School has ever seen.

New-girl Emily Wood is in big trouble: she's accidentally crossed the alpha-clique she calls "The Daisies," and now she's the target of such social mudslinging that no one at school is talking to her. But when Emily stumbles onto some top-secret celebrity gossip, she finds herself in a position to hire New York's most powerful public relations firm—and have a shot at a whole new image!

Make way for Brand Em: she's got style, she's got attitude, and she doesn't take flak from The Daisies. But no product can stay hot forever. Will Emily discover the limits of brand loyalty, or is she in danger of becoming the brand and losing herself?

Brand-New Emily Details

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Author : Ginger Rue

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From Reader Review Brand-New Emily for online ebook

Angela says

"I'm going to let you in on a little secret. Really cool people and nerds have one thing in common: they're different from everyone else. They're weird. The thing is, though, nerds are ashamed of being weird, while cool people celebrate it."

--From Brand-New Emily by Ginger Rue

A super-cool teen book about identity, self-confidence, old-fashioned values, and cutting-edge publicity.

Brand-New Emily teaches the basics of public relations, sales, and marketing and applies those skills to a popularity contest at a local middle school.

In a time of social media and network marketing and shopping local, this book sweeps into the teen marketplace and shows them how to use those exact same skills to reposition their status in society while remaining true to themselves.

LouAnne says

I learned so much about the job of a publicist from this book. Emily learns some valuable lessons too! If you read this you might also like of "So Yesterday" by Scott Westerfield.

Kathy says

i think it is a good book im im still reading it but so far so goodi lvu this book BRAND NEW EMILY and my little sister name is emilyi hope yall all read brand new emily!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!1

Hermela Tefera says

Brand-new Emily by Ginger Rue is a good book. It is about Emily who has become the target of the popular kids. Emily struggles to stand up for herself with no friends at her side. Then Emily comes upon secret information and uses it to fix her social status. Through the process Emily tries to find out who she really is and gains some true friends and some fake ones. I found this story to be very inspirational and I recommend it to others.

Emily says

LOL i loved this book. it shows that once you put your mind to it, you can be the person you want to be. and that if you stay strong and no what you are doing no one can put you down. you know with a little help. ;)

Makayla Jacobs says

Brand New Emily By:Ginger Rue is about a girl in middle school that has no friends and is getting bullied by 8th graders. Emily is in Middle School like me so she is an outcast the new girl Emily is in big trouble cuz she accidentally pressed the outfit quick caught the daisies and now she's a target of such a social mudslinging that no one else was talking to her so after that she just sees herself and does whatever that she wants to end us let anybody stop her and bring her down this inspires me because one day I want to become like Emily because I want to stand up for myself and for bullying but I when she stumbles on to some top secret celebrity gossip position to hire New York's most powerful public relations firm and have a shot at a whole new image she's got style and attitude and she does not flake from the daisies now she is a part of the daisies and now she has friends and not everybody wants to use her as their style I recommend you reading this book because it is a very inspiring book titled stand up for bullying.

Morgan Parson says

Great book! I love the book and the author. I would definitely recommend this book to my middle school friends.

Polina Litvinova says

Ginger Rue perfectly conveys all feelings of Emily, the main character of the novel "Brand - new Emily". Emily is a new girl in the school and girls named "Daises" are bullying her. But later she finds out that popular rock-star Colby Summers is not 17 years old teenager. Because it will totally ruin his life, he ask Emily don't tell anyone. If she will keep his secret, he will help with her popularity in the school. When I am reading this book I can understand each character of this book, what they think, that they feel, what they doing. A really interesting thing about this book is it gives a lot of information and details about the field of public relations and how celebrities and products are advertised and hyped. But if you pick up this book hoping to read some inside scoop on your real-life fave celeb, forget about it. When I'm reading this book, I can feel everything that Emily feels. This book is easy to read, but the problem of this book is that you can understand what will be next, even if you are reading this book for the first time. That's why I put 4 stars of 5.

Summer says

This book was pretty cute. It definitely kept my interest, but I still found it to be too predictable and too much like the movie "Mean Girls". I also found it unrealistic for kids to be this manipulative and mean. Middle school kids are mean, but not this mean (at least in my experience, and I was bullied pretty badly in middle school.) I wouldn't let my middle school kids read this book because it encouraged behavior that is inappropriate for such young kids (dating and kissing).

Nothing says

This was interesting. At first it was pretty outlandish, but if you step back and look at it as an analogy of sorts, it makes a lot more sense and suddenly feels more believable.

One can look at it as a statement about the obvious; popularity, bullying & staying true to yourself™, and in many ways it was. But it was about much more, the image that we project to the world (in a sense Em & Colby Summers were dealing with the same issue. The idea of Emily "becoming" Em (essentially becoming Heatherly) was interesting. The age old "power corrupts" moral. But I felt it was also about the contrived manipulation behind brands. Brynn was doing for Emily what Heatherly's dad was doing for her, it felt like a comparison between an actual PR campaign & your average "staying on top of the middle school food chain" campaign. (Are they really that different?)

What made "Em" so likable, was it her style or the sound advice Brynn gave her throughout the book about how to make/keep friends. Em's new look caught people's eye but notice the difference between the way people treat her vs Heatherly & the Delt girls. People seem to genuinely like her, the new look just caught their eyes. I was impressed with that, I was afraid it would be all about being hip, trendy and cool, "fake nice" etc. But aside from all the "have the right look" advice, I found Brynn's advice to be quite sound, and even many adults could use some reminders here & there.

07BrittanyO says

Brand-New Emily

by: Ginger Rue

240 pages

Fourteen year old Emily Wood is getting bullied by the "popular" girl at school. Her self-esteem is low and she wants other people to like her and take down the bully. She then hires a publicist and together they create "Brand Em". Emily changes her hair, clothes, and even part of her personality. However, did she really change for the best? When Emily has a crush on a guy that likes her too, he gets a bitter taste of "Em" and he starts to back off. Heatherly, the school bully, sees this as a weakness and tries to take her down. Will Emily lose her friends, the guy she likes and herself to become "Brand Em"?

This book is recommended to girls ages 12 to 17. It is about a fourteen year old girl who is being bullied at school. Her self esteem is low and she wants to become popular. This realistic-fiction is based in a modern time and is easy to relate to for most girls. However, I only gave it three stars because the main character started to become a brat and it was becoming boring and made you want to put the book down and walk away from the storyline. For instance, the theme for this book would be "Change isn't always for the better." Because Emily changes herself to make other people like her, but she doesn't make herself any better. She gets worse and does not become a very good example.

I do not like this book very much because I think Emily becomes too self centered and stuck up. For example, on page 198, Emily was mean to Heatherly and then Heatherly told her she was mad at her and all Emily had to say was "Ooh, that's too bad. That's probably going to rule out any chance of my putting in a good word for you next year." and she walks away with her nose in the air. And on page 212, her friends from a high society club make her ask an overweight girl how she gained all the weight, so, to stay in the club she walks up to the girl and says "You know, how did you become so heavy?" She then just walks back to her group. She doesn't care about anybody else. I am so disappointed.

Mary Caroline says

Read this book last summer and loved it!!! I want to read more books like it.

Emily says

Yes, I started this book because it has my name in the title...great tween read. Smart girl, new school...it reads like Mean Girls for tweens.

Mikayla says

I think this book was very interesting. I finished the book very fasted not because it was short but because it was a good book. This book was very well thought out plot. And the character where so realist that I could picture the characters. There was time that I didn't want to put the book down. The books kept me reading till the last page.

Jan says

Emily is the new girl in town, but worse than that, she's the target of the uber-classy "Daisies," who take every opportunity to humiliate her. Fortunes begin to turn for Emily when she discovers that her uncle the cop is working security for hot young actor Colby Summers. Emily wangles an intro and an interview, and then embarks on the boldest adventure of her life - the re-branding of Emily, now known as "Em." With brilliant - and almost unbelievable assistance from Colby's publicist, Em sets out to beat the Daisies at their own game -- and is surprised at the outcome.

The author's knowledge of the way 8th graders talk is so current and so accurate that as soon as teen conversation styles change, this book is gonna be, like, so a loser. Get it now, before it's outdated! I wasn't surprised to learn that the author teaches middle school English and is immersed in teen conversations every day.

On the whole, highly believable social behavior and language, but a bit over the top with the availability of a superstar to a teen. Girls 11-14 will love it.
