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# BRIDES, INC.: AMERICAN WEDDINGS AND THE BUSINESS OF TRADITION



University of Pennsylvania Press, United States, 2008. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book. Named Best of the Best from the University Presses for 2007 by the American Library Association Weddings today are a \$70-billion business, yet no one has explained how the industry has become such a significant component of the American economy. In Brides, Inc., Vicki Howard goes behind the scenes of the various firms involved-from jewelers to caterers-to explore the...

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- Authored by Vicki Howard
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