



Trust in Advertising

Victoria Michaels

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Lexi White finds herself at a crossroads. After putting everything on hold to care for her ailing father, it's finally time for her to start living her life again. An exciting new job holds the promise of a fresh start, until she comes face to face with someone from her past who has always stopped her dead in her tracks, and who evidently still has the power to make her forget her own name. This time around, Lexi's a grown woman who refuses to back away from her dreams, even if it requires working with her old high school crush. Side by side. Every day. Will he end up being her downfall or exactly what she needs? Vincent doesn't even remember Lexi from high school, but he begins to take notice when the fiery young woman is hired as his new assistant. Quickly, Lexi turns his world upside down and becomes an invaluable addition not only to his team, but to his life. Having learned a few hard lessons about trust in the past, Vincent is reluctant to let down his guard, especially when it appears that someone is out to sabotage his family's advertising agency. Professionally, they are dynamite together, but when sparks fly between them personally, will Vincent let lies and jealousy ruin everything between them, or will he finally learn not only how to love, but ultimately trust...in advertising? Victoria Michaels once again delivers a can't-put-it-down novel loaded with engaging characters, cheeky dialogue, and powerful emotions. *Trust in Advertising* is a cleverly woven tale about two people getting to know each other and ultimately themselves.

Trust in Advertising Details

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From Reader Review Trust in Advertising for online ebook

Mara De Guzman says

My rating: 2.5/5

I can't decide whether to give this a solid 2 for "it was okay" or a solid 3 for "liked it" because it was both okay and I did kind of liked it... BUT. But I think the book just goes on and on with the loving (or liking) from a afar, the banter and obvious flirting which goes on and off the entire story. At first it was cute, interesting, but when I felt like I've been reading forever... I couldn't find any sign that Lexi and Vincent would further their flirtationship until almost a hundred pages before the end of the book and it felt it was about twice as long because of how the story goes.

I have so many extreme feelings about this book so I'll just number it down to 'what I like' and 'what I didn't like'.

What I like:

- Vincent and Lexi are cute and even sweet when they exchange banter and sarcastic remarks
- I love the supporting characters. They each have a certain charm and I love how supportive they are of Lexi and Vincent
- I liked the part of the 'pool party' part of the story
- Towards the end, the story was somewhat fast-paced (compared to the first chapters)
- There are certain parts/scenes which I genuinely enjoyed, I even laughed and felt sad

What I didn't like:

- I'm sorry but I think this is just too long to just be talking and talking and talking and they never got together until the end... almost
- After about 5 chapters, my excitement died down and I was anxious to get to the really good parts. It turned out it would be just like that until the end
- Vincent has a girlfriend the entirety of the book and although there were sweet moments between him and Lexi... REALLY? Vincent has a girlfriend the entire story. I just cannot get over that.

Amanda says

Review can also be found here - <http://thebookboudoir.blogspot.com/20...>

I never had the opportunity to read Trust in Advertising in it's original form. I am now kind of glad about that. I absolutely adored the story of Lexi and Vincent. Two people that have been hurt by their pasts in one way or another.

Vincent has a wall built around himself, even when it comes to his loving family. He is the VP of the family owned advertising firm, has a supermodel girlfriend, Jade, and is probably one of the crankiest men around.

When Lexi begins looking for a job she stumbled into a position with the Hunter Advertising firm in the form of Vincent's assistant. He is a brilliant man but is well known to run off assistant after assistant. Lexi, needing a job desperately uses her sassy attitude to set Vincent straight.

Shortly after Lexi begins working with Vincent he realizes she's not like the assistants he's had in the past. She's bright, creative and innovative and that catches his attention right away. He takes her under his wing and becomes protective of Lexi, which infuriates Jade.

When Lexi becomes friends with Vincent's sister, Anna, his friend and co-worker, Sean and even his mother and brother in law, Vincent does his best to keep her from weaving her way into his heart. Lexi and Vincent do become close while working together on major accounts. Their banter and sweetness endeared both of them to me and had me rooting for them.

Lexi's growing feelings for Vincent are sweet and cute and I really felt the emotions. Try as he might to keep her at arms length Vincent begins to fall for her too. Their friendship is fun and flirty but their emerging feelings make things complicated for them both. Rumors begin flying in the office and in the advertising world.

The drama that pulls Lexi and Vincent apart was anger inducing and frustrating. I KNEW things would work out but it was still nerve wracking to see it all play out. Victoria Michaels weaved a lovely story that tugged at my heart, had me smiling, made me tear up and in the end, gave me warm fuzzies. It was charming and funny and sweet. It had everything that usually appeals to me, even a smidgen of unrequited love. I'm so glad I was able to finally pick up Trust in Advertising. I encourage others to do the same.

Marian says

SPOILERS

Okay, so I love reading chick lit. I love books with dreamy boys in it, you know, the rich-suave-hot-tempered-pretty-boys lol who doesn't? WHO??? So, anyway, this book has a dreamy boy and his name is Vincent Giovanni Drake. Oh my, I want my own Vincent Drake. I remember having a big crush on someone when I was in High School and... oh let's not dwell on that, I have moved on lol

So, I basically love the story. It's sweet and cute. I like sweet and cute lol but it's a little predictable. But I like that there was a lot that happened before they got together. I love reading about their ups and downs. And reading from both protagonists point of view is really reassuring for me, as a reader. At least I know what Vincent was thinking while Lexi was scribbling notes as his assistant. I love reading the man's perspective cos you know, guys think differently from us girls. At least I know the reason why he's smiling like an idiot in one scene or why he's mad.

I admire Alexandra White, for being so selfless and loving and caring and... oh she's too much! I have to say, as a girl, she's someone I want to be. I admire her dropping out of college to care for her sick dad, at least she dropped out for a purpose, not only because she's an ass or something. I admire her smart-mouth and witty responses to Vincent and I admire her courage. She's strong for facing problems such as the death of both her parents and stopping her life for ten years and meeting her high school crush again but this time as her boss. Well, at least she got to meet him again. This was like a second chance given to her, to start over and be someone that she had wanted herself to be, ten years ago. This is really inspiring. The message of the book is

like, never give up on something or someone that you want especially if that something or someone is meant to be for you or with you. Agree? Yes, you should lol

I love the whole Drake clan and how they welcome Lexi to their family. They are so supportive of her and Vincent. And i like how they hate Jade, Vincent's supermodel girlfriend who only eats veggies lol she is such a bitch (sorry for the language, but you'll also hate her if you have read the book) Ugh. This book has made me think that supermodels are spreading their legs to every business man/opportunity that comes to them, in real life. I know, I know, that's wrong but I can't help it. Seems like Jade and her friends in the book does that every time. Uhhh, what else? Ohhh I love Hope!! She's such a cute best friend. I know they only knew each other for five or six months but the girl's a badass lol that's why she captured Sean's heart. And I love Madison!! Such an adorable little girl, it's so funny when she asked Lexi and Vincent to read Beauty and the Beast to her as a bedtime story and she made them dance and kiss. Such a cute chapter lol

Oh there is so much to say but I think I should stop. This is getting to long but I hope I helped you convince to read this work. I know the writing is not that good but it's okay, you'll love the story. This book made me cry and blush, I love it! Ciao!

Yvonne says

Wow, I had the greatest time reading "Trust in Advertising". Vincent is your typical Alpha hero; tall, dark, handsome, rich, and distrustful. Lexi is the independent, tenderhearted, sassy heroine. I loved them both! The author was just as dedicated to fully developing all the friends, co workers and family. I fell in love with everyone, with the exception of Jade - I loved to HATE her! She was so over the top, I couldn't believe the stuff coming out of her mouth. LOL

It was a fabulously romantic read and I couldn't put this book down! I will read whatever I can get my hands on from V.M.

The only thing missing for me was a steamy love scene, especially after all the playful teasing. This is a PG read. 4.5 Stars!

Rhonda says

<http://samsawesomness.blogspot.com/20...>

Trust in Advertising
by Victoria Michaels

I spent 4 days reading this book, and it was absolutely wonderful, I just couldn't put it down no matter how much it pissed me off! LOL! It was a little slow to start up, but I found myself so invested in the story and the characters, that I just had to know how this was all going to play out.

Lexie White lost her mother as a young girl, which forced her to grow up a little faster than most. Then having to help her father run their household along with taking care of herself, she missed out on a lot as a

child. Once in high school, the super shy Lexie had a massive crush on Vincent Drake, the most popular guy in school. But he never knew, and in fact Lexie pretty much stayed to herself, and Vincent never knew she existed. Upon graduation, Lexie receives a scholarship to NYU to continue her education in advertising. After two years in college, she had to drop out to go back home to care of her father who has been diagnosed with Alzheimer's, which is where she spent the next several years.

After the death of her father, a now 28 year old Lexie moves to San Francisco and is looking for work. After having to drop out of college and having no experience or credentials in advertising, which is her dream career, she thinks she is going to have to end up taking a crap job. After the encouragement of her friend Hope who lives across the hall from her, they scour the want ads together, and Lexie applies for some positions at a few local advertising companies. She ends up landing a low level position with Hunter Advertising, a company who prefers to promote within. By pure accident, Lexie moves up within the company very quickly becoming assistant to one of the top executives. Imagine her shock when she finds out on her first day in her new position that she has become the personal assistant to Vincent Drake.

The years apparently haven't been kind to Vincent, the outgoing, charismatic boy from high school has been replaced with a brooding, pompous ass! Vincent has gone through his personal assistants like the changing of his underwear, either firing them or they've quit because of his asinine behavior. After his first face to face meeting with his new personal assistant (Lexie) goes really bad, it becomes apparent that he has no idea who she is. For now Lexie is content to keep things that way, until his twin sister spills it to Vincent, and much to Lexie's disappointment he doesn't remember her from high school. Vincent and Lexie really start to develop a friendship while working together, and those friendly feelings start to blossom into more, but the biggest obstacle in their way is Vincent's girlfriend, (wicked witch music) Jade who is a bitch beyond words. Jade is a supermodel, and I wanted to punch her the first time she appeared, and it only got worse. Jade was the central part of what pissed me off about this book, but as the story plays out, she plays a huge part in the plot. I still wanted to strangle her every time she showed up!

There were situations involving Jade, Vincent and Lexie that made me want to beat the crap out of Vincent.

Over the years, Vincent has endured betrayal more than anyone should have to, and as a result he has become very guarded, and untrusting. As the story progresses, Lexie starts to see through his facade as he starts to let the barriers down for her, and she sees that there is still in fact that charismatic boy from high school lurking within.

The story between Lexie and Vincent is really sweet but doesn't come without some turbulence. I loved their bantering, and watching these two fall completely in love.

This was really a great read, the plot was good. The characterization was outstanding!!!!

I mean, every single character in this book was so well written, from the H/h through the entire cast. My favorites aside from Lexie and Vincent were Hope, Lexie's best friend, and Sean, Vincent's cousin. I loved hope every time she showed up, she provided a lot of comic relief with her quick wit, and her tough girl attitude. And she is a great friend to Lexie, listening, helpful, supportive, and ready to kick anyone's ass that jacks with her friend. And Sean.... *falls over swooning* He is funny, easy going and is also a great supportive friend to Vincent along with being family. Vincent's 5yr old niece was just too cute for words. There are a ton of characters in this book, and they all play a role in this story.

I definitely recommend this to anyone who likes contemporary romance, it was like watching a good chick flick. There were lots of laughs, and too many good quotes to start listing them. Great Job Victoria Michaels!!!!

Megan • Reading Books Like a Boss (book blog) says

Click on the banner to read my review on my website.

I was bad this week and reread a book when I am on a deadline to finish two other books. But I couldn't help myself. I wanted to revisit Lexi and Vincent, two of my old friends. This book is like comfort food for me. But see? I'm being good and finally writing down my thoughts on this one after reading it first almost 3 years ago. **Trust in Advertising is one of the books I go to when I want something sweet. It makes me smile and leaves me feeling giddy.**

Vincent hires Lexi as his new assistant but he doesn't realize (as she does) that they were actually classmates in high school. She remembers because she had a huge crush on him (and still does). But he's kind of gruff and jerky to her in the beginning. He's also taken. He's dating a model named Jade and she's a major stuck-up jerk with an inferiority complex where Lexi's concerned.

Over the course of the novel, Vincent warms up to Lexi, realizing that she just a really sweet person with drive and ambition. His whole family loves her. She's also incredibly talented when it comes to advertising. The two start working together on advertising campaigns and sparks fly. But Vincent is **still** with Jade. Ugh!

What I enjoy so much about this book is the whole office romance setting. When I hear office romance, I immediately think it's going to be super sexualized erotica (which I don't have a problem with) but sometimes I just want a straight up contemporary office romance. This is the book that fits that description.

Surprisingly enough, this book has no sex scenes in it, which is unusual for adult contemporaries. The focus in this book is on building the relationship between Lexi and Vincent and creating that delicious romantic tension readers love so much in books. It's totally there, you guys! And it pulled at my heart and kept me reading.

Some of the things that bothered me was Vincent and how he stayed with Jade **for so long**, even though he knew Jade was all wrong for him. I mean really, dude, get the nerve to break it off with her. Jade's character as a villain was over-exaggerated. Every scene she was in she was downright nasty and it got to a point where it wasn't realistic. I would have understood that she was bad without it being so blatant. Lastly this book is really, really long. I think it could have been cut down quite a bit and still had the same effect. Nonetheless, those things bothered me but they didn't completely take away from my enjoyment of the book.

I've read Victoria Michaels' *Boycotts and Barflies* a few years ago and really need to reread it again. She released another book last year called *Concealed*, but I've yet to get to that one. I really one to because the two books I've read of hers I've enjoyed. I hope she keeps on releasing books because I will read them.

3 stars

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Jacqueline says

Ever since finishing *The Wall of Winnipeg and Me* a couple of weeks ago I've been desperate to read another slow burn. So when I found this one ranking high on a slow burn books gr list along with *Winnipeg* and then discovered it featured a high school crush who has become an asshole boss I thought I'd be in reading heaven. Sadly, I was so pigheaded in my determination to enjoy this that I pushed on, long past the point where I'd usually accept defeat and dnf. By then, I'd spent so many hours reading this, I also fell into the trap of pushing on to the end because I didn't want to have wasted my time.

Dumb. Dumb. Dumb.

I didn't enjoy this, it was tediously long, lacking any chemistry and the male lead needed to man up. He was a major dickhead who spent most of the book in a relationship with someone else, but not allowing that small detail to put him off flirting with the female lead (who is also his employee). Yup, he's a keeper. But, since I am a silver lining kind of gal I will take several learning points from this experience:

1 Third person narrative style is rarely my friend.

2 When the dialogue sounds a bit off it's an early sign that I'm not going to like the book. So next time I stop and wonder who actually talks like that, I need to put my kindle down and step away instead of pushing on and hoping if I ignore it and pretend it's fine, it won't bug me through the whole damn book.

3 Lexi's job could be my new career, I feel like I've been fully trained. Should Lexi ever need to take a few days off, I could totally step in and cover her duties for her. Everything from answering the phone to operating the photocopier to preparing a PowerPoint presentation for a big pitch was covered so thoroughly and in so much detail that I know I could be that girl.

4 After hours and hours of build-up, I crave some decent payoff in the form of smut or at least some heat or I get grumpy. Very grumpy.

This one wasn't what I was hoping for, so my search for the slow burn continues.

Lauren (Sugar & Snark) says

Please God let *Something* start happening!

This book is SO boring!!!!

Actually on second thought, I am more than 50% of the way through this book and there has been absolutely NO romance! **NONE!** Not even a little flirting!! And the rest of the story line just rambles on and on...

This is supposed to be a romance right!?

So I give up! DNF

OK Scratch that I hate just giving up. And then I couldn't help thinking what if the book got really awesome?

So I went back and finished it.

Verdict-I shouldn't have bothered!!

Hazel *Craves the Angst Reviews* says

First Read Through - 03/22 - 03/24/2012

Review:

I really really liked this book! It was smartly written, it was fun and the story was very well developed. The characters were easy to relate to and I loved the build up between Lexi and Vincent.

Lexi was the intelligent, sweet and competent heroin who's struggles in life lead her to the workplace of her high school crush, the incredibly hot, domineering and choleric Vincent, only to find that he was completely changed from the warm and funny boy he used to be. She has to find a way past his defenses so she can work for him and find friendship with a man who never knew she existed.

It was a terrific story. The author did an excellent job with the push-pull dynamic of these two. I loved the advertisement company backdrop and the side characters were fantastic. I loved the family aspect of this story and the friendship Lexi had with the tough and sexy enigmatic Hope, was such a warm part of the story.

There was plenty of intriguing characters, hair pulling moments, story build up and romantic gestures to fulfill any readers wants. It was just a fantastic read all the way around!

Second... Maybe Third Read Through - 04/12/15 - Read this book.. AGAIN! I love doing re-reads of my favorites, especially when I just need something mind-numbing. This one is in my top 20! And I loved it just as much this time as I did the first two times ;)

Third + Read Through - 07/01 - 07/02/2016 - I still love this book. Sometimes I just need something tame and familiar to bring me out of my book funks and this is one of my go-to books. Psst... I've actually read it more than three times, but I'm kind of embarrassed to list them all. Just thought you should know. :D

T.Y. Mazer says

Yaaniiii neden bu kadar uzun sürdü bu kadar k?sa bir kurgu, son 150 sayfa yaz?lmak için yaz?lm?? gibiydi. Yoksa güzeldi hikaye. ?irket ve ihale sahnelerini de sevdim. Ama dedi?im gibi çok fazla uzat?lm??t?.

Carrie (Loving Evan Matthews) Ayd says

This book seemed to take off a little slow for me and I wasn't 100 % sure where it was going, but I'm glad I kept reading. Lexi was an awesome character. Her family values and strong will to succeed make her impressive in comparison to other female characters I've read.

And Vincent...the dreamy, arrogant, sexy boss. I had a love/hate relationship with this character. He seemed so easy to love but understandably easy to hate at time.

The story wasn't just a love story, but a drama filled with sorrow, joy, jokes, fun, friendships, backstabbing and more.

A good read, thoroughly enjoyable. I downloaded this on my Kindle but I do plan on getting it in print as it is worthy of a place on my "real" bookshelf.

Kristen says

A horribly unromantic love story with very unlikable characters and a very boring plot. Skip this one unless you want to read about a hero who has no respect for the heroine, is with another women the whole book, and or like doormat heroines that yearn for that type of hero.

Morgan says

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I spend hours on Goodreads.com and Amazon.com browsing book descriptions and recommendations. There are endless options out there to choose from, and I am constantly searching for my next read. Because I read about a book a day, this is a vicious, continuous process. Search for book. Pick book. Read book. Search for book. Pick book. Read book... It never ends.

Yesterday, I narrowed it down to two books: Trust in Advertising and Boycotts and Barflies. I kept going back and forth between the two books; I couldn't make a decision. Then, I realized Victoria Michael's wrote both books. What are the odds? So, I randomly picked Trust in Advertising, and I developed an action plan: If I really enjoyed Trust in Advertising then I would pick up Boycotts and Barflies next!

My inbox just went *ding* because I just received a copy of my receipt for Boycotts and Barflies from Amazon.com.

Needless to say, I really enjoyed Trust in Advertising. It's witty, smart, romantic and hysterical.

Favorite Part: The first few text messages between Lexi and Vincent. The text messages display both of the characters charm, intelligence and tenacity.

Second Favorite Part: Any interaction between Jade and Lexi. I love how Lexi stands up for herself and doesn't let Jade walk all over her.

Third favorite part: Probably, the first time Lexi meets Tony. Lexi shows everyone she is strong, independent and not afraid to stick up for herself. I love that about her.

I also love any scene that includes Hope, Lexi's best friend. She is hysterical. I also became obsessed with Vincent's entire family, especially his niece, Madison. Long story short, I liked all of it!

Overall, the story, characters and plot are wonderful and well developed.

In my opinion, the Epilogue was an added bonus. Michaels delivered a great conclusion, and she was original and, sort of, sneaky about it. I thought it was the perfect ending to a delightful story. I can't wait to begin Boycotts & Barflies.

I gave Trust in Advertising by Victoria Michaels 4 STARS. I strongly recommend this novel. It's sexy, fresh, and perfect for adults. It will make you smile, laugh out loud, and wish pain and torture upon a certain model named Jade.

-XOXO

READING, EATING AND DREAMING

Leslie says

1.5 Stars...

I sincerely thought I would like this book more than I did. The premise seemed intriguing enough. A highschool girl named, "Lexi White," has a MAJOR crush on the very handsome, very popular football quarterback (who, of course, has no clue who she is) named, "Vincent Drake."

Now, fast forward Lexi's life 10 years after highschool graduation and years of caring and nursing her father, who unfortunately succomes to Alzhiemer's. Lexi, quickly leaves the small suburb of San Francisco and moves to the big city where she applies for a job at a prestigious advertising firm. Knowing she only had 2 years at NYU, she pushes forward and surprisingly, lands an entry level job. Lexi is thrilled and what's even more thrilling is when she's immediately promoted... and I'll give you one guess who she ends up working for. Yep, none other than, "THE Vincent Drake!" (Who, by the way, is still very handsome, though stays in a perpetual bad mood, and is a downright pain-in-the arse.) This should be fun, right? Without going into the entire story, there were fun parts. Just not enough.

This book would be great for a person interested in a marketing career. There was certainly enough information on how to pitch your product, reading body language and how to sell a company's ideas. (Ugh, kill me!!) Also, this book should have seriously been 150 pages shorter. The author, Victoria Michaels, is a good writer but was so painfully descriptive, I was nodding off on more than one occassion. (SO not good!) The ultimate "I love you's" that were f-i-n-a-l-l-y spoken didn't reach print until the very end of the

book...which, by the way was 445 pages! No reader should have to work this hard!

I wanted more from this book after giving it so much of my time and I am left terribly unsatisfied.

Erika says

Exhausted...

It took me a lot of patience to finish the book. I tried to like it but honestly, I couldn't. The characters made me angry, the slow-paced story was so boring, and the writing style wasn't helping at all. I want to say more but I'm too tired...

At least I finished it.

Not my cup of tea.
