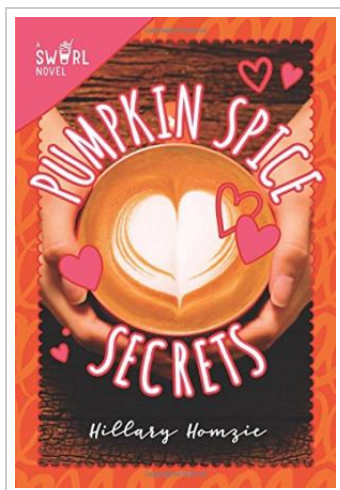




Pumpkin Spice Secrets: A Swirl Novel (Paperback)

By Hillary Homzie

Skyhorse Publishing, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Swirl is a new line of collectible, tween-girl-centered stand-alone novels! Featuring fun, light, and realistic contemporary stories about friendship, crushes, school, and family. We're starting with 4 Swirl books in Fall 2017 to give this a great presence in stores. Book covers and spines will feature easily recognizable line packaging, and titles are tied together by the theme of trendy flavors, making them feel cohesive and collectible. Simon Schuster (MIX Books) and Scholastic (Wish Books) have both had huge success with this type of tween book line. There's clearly a large tween girl market that loves to read about characters their age going through the same type of everyday issues that they are! Stories never delve too deep into romance or serious trouble -- which makes these perfect aspirational books for younger readers (not-quite-tweens) who like to read up. Pumpkin Spice merchandise is everywhere, and Starbucks-type coffee drinks feel grown-up in a way that is especially appealing to tweens! Books are written by multiple authors with great experience in this genre. Each story has totally different characters and plot, and they can be read...



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Reviews

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