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Creative Entertaining for All Seasons:

Rana Florida's Operating Manual for the Perfect Celebration Event, Every Time

New York, NY – In her best-selling book, ***Upgrade***, this CEO of the Creative Class Group gave us the insiders' formula for success in work and life. Now Rana Florida offers her own unique take on an activity for which she is renowned on several continents and across television and the internet: ***Creative Entertaining—***made simple, accessible, and as enjoyable for the host as for the guests.

A leading business expert consulting with the world's top creative brands by day and peerless cook and entertainment "designer" by night, Florida claims "it's the creativity that makes the difference" in making an event successful, whether a simple lunch or a blow-out gala dinner party. She admits that nothing gets her creative juices going faster or more intensely than the search for just the right recipe, setting, and combination of décor and style to entertain friends. In ***Creative Entertaining***, her just-released guidebook, Florida shows readers step by step how to put together the perfect environment, matched with latest culinary trends, in just the right context. The result? An entertainment event that can transform an ordinary dinner into an exotic evening, lunch or tea into a fabulous escape, a backyard barbecue into a summer standout.

A Simple Story, Simply Organized

Described as "whip smart, endlessly creative, hysterically funny and totally real" by *Time* and *Daily Beast* writer Kate Betts*,* Florida uses her video and print series for the *Huffington Post, HGTV,* and *FoodTV* to broadcast her mantra that creative entertaining is simpler than we think; in ***Creative Entertaining,*** she expands the theme as only a book can. Whether you're celebrating for a particular reason or just inviting friends to unwind from the warp-speed of busy lives, a chic glossy operating manual for precisely how to create an entertainment event efficiently, easily, and affordably.

Sensibly, the book is organized by season, not just with a panoply of varied photos which shows the reader how but with celebration theme ideas that let you brighten winter doldrums with color and warmth… celebrate spring with a host of different ethnic traditions… throw the summer party that stands out among all the summer fêtes… get crisply excited about all the things that begin in autumn… and lead the way into the most festive time of year with totally fresh ideas for a Holidays bash. From a Hamptons escape backyard bbq or Wimbeldon lunch to a New England Clam Bake or dinner at the farm, the book is chock full of entertaining ideas.

Who better to bring it all to readers than Florida, who learned the basics of cooking from her Jordanian-born mother and aunts, refined her skills at the Institute of Culinary Education in New York City, and continually explores tastes and cooking as she travels the world with her husband, Richard? A charismatic interviewer, glamorous on-screen presence, best-selling author, and very busy CEO, Florida in ***Creative Entertaining*** shows readers how to make it look easy and enjoy the party as much as their guests will.

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