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Entertaining



Synopsis

With 500 glorious full-color photographs, 300 original recipes, and hundreds of innovative ideas, Entertaining is the book that revolutionized the way people entertain today. 500 full-color photographs.

Book Information

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Customer Reviews

This book was published over 20 years ago. It is the foundation of Martha Stewart's reputation, the starting point of her magazine, TV shows, and Kmart product line. The book is worthy of that reputation, as I am hard pressed to think of how any book could do a better job at its chosen task. I chose to review this old, now classic volume because I recently reviewed two new books on entertaining menus and I felt I could not do the subject justice without consulting the established authority on the subject. I also felt compelled to visit this book because in spite of Martha's well-publicized problems, I have believed she is very good at what she does. Her success is not built on hype, marketing, or fluff. This book demonstrates that fact. As pointed out by a recent biographer, Christopher Byron, in the book 'Martha, Inc.', Stewart has largely invented her persona of talented amateur who happens to be very good at classic 'homemaking' tasks. This 'handmade' aspect of her character comes through in all her works, and it is not seen as phoniness or pretend knowledge. I believe it is seen as an attitude of 'Look, even I, an untrained (fill in what you will) can do this. You can too.' In fact, on one of her TV shows, Martha says her job is really 'learning fast' from experts. She constantly praises and quotes from genuine experts such as Julia Child without assuming any credit for having the smarts to have borrowed from such a well-recognized source. In decorating, a constant theme is doing clever things with inexpensive materials to achieve a 'Wow'

effect. Many of her recommendations can lead one to a fairly hefty price tag, but then, you are foolish if you plan a party for 12 or 24 or 48 or 100 and wish to have it come off well, and not expect a pretty sizable cost.

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