



# **Absolutely Now!: A Futurist's Journey to Her Inner Truth**

Lynne Franks

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Lynne Franks is a legendary figure in international fashion and public relations and the inspiration for the outrageous and driven character of Edina on the cult television series, 'Absolutely Fabulous.' Yet at the pinnacle of her success, after building a world class public relations firm by working 20-hour days, spinning off new ideas and tracking trends for her clients at the expense of her personal life, she abruptly sold her company and reclaimed her life, embarking on a quest for meaning that took her around the globe.

Lynne Franks' journey took her to the United Nations Women's Conference in Beijing; a holy mountain in India; the sacred Celtic sites of Ireland, Scotland, and Wales; the Californian Redwoods; and trance dancing to African drums. She addressed conferences on ethical business and spent time with many of the world's spiritual leaders, leading environmentalists and visionaries. This book recounts that journey. For entrepreneurs; for women and men doing far too much; for those interested in socially responsible business practices; and for anyone interested in simplifying life; Franks points the way to achieving a balanced, happy life with the same dead-on intuition that has made her one of the top trend-spotters of our time.

This 2014 Bloomsbury Reader edition includes a new introduction by Lynne Franks.



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