



Dying Brand

Wendy Tyson

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When image consultant Allison Campbell attends an award ceremony to honor a designer friend, she's thrust into a murder investigation. Only this time, it's personal.

A former boyfriend is dead, slain on the streets of Philadelphia. His widow claims he was meeting with Allison, yet Allison hadn't spoken to him in years. Nothing about his death—or life—makes sense. When compromising photos from their past arrive at Allison's office, they raise more questions than they answer.

Driven to find justice, Allison deconstructs the image her ex had created for himself, looking for clues about the man he'd become. As her hunt for the truth unveils secrets, Allison's past and present collide—with deadly results.

Dying Brand Details

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Author : Wendy Tyson

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From Reader Review Dying Brand for online ebook

LORI CASWELL says

Dollycas's Thoughts

Wendy Tyson just keeps getting better and better! Dying Brand, the 3rd book in this series is the most compelling read of the 3 and the others were excellent.

Alison Campbell is an image consultant working side by side with her friend Vaughn. When a former boyfriend is found dead in one of the most dangerous places in Philadelphia Allison just knows there is more to the story. Especially when some racy photos from her past start arriving at her home and office and to her current boyfriend that also happens to be her ex-husband Jason. Things get dicey at home and Allison decides she has to find out what really happened and why.

Tyson takes us on a roller coaster ride as her protagonist puts herself and her friends in some very dangerous situations while they search out the truth. As always the characters are captivating and their lives are complex bringing to light a few subplots. In this installment we really get to know more about supporting cast and Allison too. I really appreciate the way they are all evolving and growing. Jason and Allison are working on their relationship and Mia and Vaughn's has hit rough patch. Jamie's life also takes an interesting turn. Allison's sister comes to town adding a whole new twist to the story.

There are many things happening all at once throughout the entire story but Tyson entwines them all together in a very cohesive and entertaining story.

While this book can be read as a stand alone I highly recommend reading all 3 to get the most enjoyment from the story. Start with Killer Image, then Deadly Assets, and then Dying Brand.

JG says

Dying Brand is the third book in Allison Campbell series by the ever talented Wendy Tyson. As always the writing is tight, the plot and storyline gripping and keeps the readers guessing till the very end what the mystery is all about. The story starts with the murder of Allison's former lover at the time she was estranged from her husband. This coincides with her getting sexually explicit photos of her with said dead guy. She never told her ex-husband now boyfriend Jason about what happened and she intends to keep it that way. But the more she keeps digging about who killed Scott the more it becomes less about her and more about what is really going on. As always what a reader thinks and what the author intends don't match at all. Also, this mystery hits Allison in a more personal level, in fact all her secondary characters personal lives seems to be getting a closer view in this particular book as opposed to the previous ones. Which gives a good glimpse of who Allison really is. In the end this whodunit will remain a total mystery till the last page. A very good murder mystery indeed.

ARC provided thru NetGalley

Samantha March says

I received a review copy

I have read all the books in the Allison Campbell series, and I love them all! Tyson has a way of bringing you into the world and right in the center of the mystery. Dying Brand was no exception. I loved the short and snappy sections of the book, and it made the story seem to fly by. I couldn't put the book down, especially as I neared the end. There were so many possible suspects in the death of Allison's ex-boyfriend, and I had trouble deciding who I thought was the real killer. Turns out, I really wasn't close at all! Definitely a mystery series not to miss.

Randee Baty says

My rating is really 4 1/2 stars but I can't do that here on Goodreads.

I'm really enjoying these mysteries from Wendy Tyson. They are not quite cozy so they aren't overly sweet like some series have become but they aren't hard-boiled. Somewhere in between. I like the tone and style. This series is becoming a comfort read for me.

Allison Campbell is really just recovering from her last outing (I do like the continuity in the series) when she gets a call from the wife of an ex-boyfriend. He's been murdered and she blames Allison. Allison hadn't seen him years but the wife doesn't want to believe that. The murder really doesn't have anything to do with Allison and the police don't think she's involved but when compromising pictures of the old relationship start arriving, she has to find out what happened. As usual, Vaughn, her business manager and Mia, her ex-mother in law get involved in the case also. Thomas Svengetti, the ex-federal agent is back from the last book like I assumed he would be. The mystery is good and I didn't figure it out until about the same time Allison did. Tyson does a very good job of drawing the settings for the story. While it's not an atmospheric novel, you can clearly picture each location.

There is a lot of growth and development in the characters. Allison and Jason make some decisions, as does Mia. Allison still puts herself in stupid situations but somehow that isn't bothering me in this series as much as in some. As with the last book, you have to suspend disbelief a bit. She spends an awful lot of time and money investigating the mystery while running a prestigious business.

I really like these characters. They are smart (most of the time!) and compassionate and they have realistic relationships. I'll be in for the next one Ms. Tyson writes.

Book provided by Netgalley but my reviews are always my honest thoughts.

Margaret Tidwell says

Dying Brand by Wendy Tyson was a book I wasn't sure I was going to like but I ended up reading it in one afternoon and loving everything about it. I have read one other book by this author but to be honest I don't

really remember that book. This is the third book in the series but you don't have to read the other books to understand this one but some of the smaller plot lines might be easier understood if you had read the other two books before this one but you don't have to read them first. Anyway let's get on to the review of this book. As I said before I loved this book but there were spots that could have been cut out because they just slowed the story down but all in all I loved the story. I was a huge fan of the characters and the author writing. She made me feel as if I was there with the characters and I could understand the choices they made even if I didn't agree with them. Allison at times did get on my nerves but that usually happens when the main character is female. This book made me want to go back and read the other two books in this series. If you love mystery books than I would for sure recommend this book to you.

FTC:I received a free copy of this book in exchange for my honest review.

Pamela says

Dying Brand is the third book in the Allison Campbell mystery series. It is a well written and professionally edited full length novel.

Allison Campbell, an image consultant, is surprised to hear that her ex boyfriend has been murdered during an apparent drug deal gone wrong. She is horrified when photos of their love making, that she was not aware of, are mailed to her friends and relatives. With her professional and family relationships endangered, she is determined to investigate the murder.

Wendy Tyson writes deliciously complex plots that keep me interested from beginning to end. There are also several sub plots involving secondary characters which add to the book's depth.

I did have a problem with the relationship between Allison, her ex mother in law, Mia, and her ex husband, Jason. Despite their protestations of love neither Mia or Jason seem to trust Allison. Neither relationship seemed promising or convincing to me.

Overall, I highly recommend Dying Brand and I look forward to reading future books in this series.

ARC provided by Henery Press via Netgalley.

JoAnne McMaster (Any Good Book) says

Allison Campbell is a successful Image Consultant. She helps people not only look good for the job they either have or want to have, but helps them with their personal well-being; learning how to act, breathe, feel confident, etc.

While attending a former client's award dinner, she receives an odd text from the wife of an old client - and ex-lover. It seems Scott Fairweather has died, murdered - and his widow, Leah, wants to know why Allison's name was on his calendar for that day. She is convinced that Allison has continued her affair with Scott (even though it was ended before Scott married,) and nothing Allison says is convincing her otherwise.

But now Allison is curious as to why. And if she wasn't sure she wanted to get involved, she soon receives

an unmarked manila envelope with photos inside - photos of her and Scott in compromising positions. Photos, that if leaked, could cause serious problems in her relationship with Jason, her ex-husband and current love.

Although Jason and Allison are divorced, they're still deeply in love and planning a new future together, although right now they're still in the 'planning stages.' Allison had a short fling with Scott when she was newly separated, and since it's been several years since she saw him, doesn't understand why her name would be on his calendar.

Allison finds out that Scott's death was highly suspicious, and highly out of character for him, so she starts investigating on her own, and things begin to heat up. She starts digging for the truth, and soon finds herself in a tunnel that she may not be able to find her way out of.

The more she digs, the thicker the walls seem to be; and when she receives another envelope with more pictures, she's even more sure that Scott's death wasn't as random as the police seem to think it was - a drug deal gone bad.

With the help of Vaughn, her business manager and friend, his brother Jamie, her computer expert, and Mia, Jason's mother, Allison is discovering that Scott may have been in over his head, and some things are better left alone. Even warnings to stay out of it by both friends and enemies, Allison presses on, and by the time she finds out what she's been searching for, it may be too late to save even herself.

I also enjoyed the fact that the personal lives of not only Allison and Jason are taken into new territory, but the lives of others in her circle are affected in their lives as well. For while Allison is trying to navigate her life with Jason yet keeping him from finding out about Scott, her absent sister Amy appears with a problem of her own and needs Allison's help. It is here that we find out more about Allison as a human being, and how she deals with personal problems, regardless of the outcome.

As the third book in the Allison Campbell mysteries, it can be read as a stand-alone, but I also recommend you read the first two, *Killer Image* and *Deadly Assets*. A first-class mystery and welcome addition to the series. Kudos to Ms. Tyson. Highly recommended.

I received a free copy in exchange for an honest review but this in no way influenced my decision.

Claire - The Coffeeholic Bookworm says

Just when Allison Campbell thought everything's going fine in her relationship, a terrible news jolted her senses and awoken her long kept secret. Scott Fairweather was dead. Scott, her one-time fling while she and her husband Jason were having marital issues. Years had passed before she heard from him again. And now, Leah, Scott's widow, accused her of having to do with his murder. Could Allison prove her innocence when everything point back to her?

Dying Brand by Wendy Tyson is a great murder mystery. I got my fill of action, suspense, amateur sleuth discovery, romance and highly entertaining story. Although I wasn't able to read the first two books in this Allison Campbell mystery, I still felt connected with the characters and the story flowed without a hitch. The suspense kept me glued to my seat and almost took out my breath. The other characters, Mia, Vaughn,

Jason's mom, and Allie's sister Amy, all of which had their spot in this series and I would love to read more about them again on Ms. Tyson's next book!

Lynn Farris says

“Dying Brand” is the third book in the Allison Campbell Mystery series by Wendy Tyson. The first book in the series “Killer Image” made my list of top Best mystery books for book clubs 2014. I also named Wendy Tyson to my list of Authors who deserve a greater readership – Part 1.

As “Dying Brand” opens Allison, an image consultant, is attending an award ceremony for a designer friend when she gets a phone call. A former boyfriend is dead and his wife believes that he had an appointment with Allison. However Allison knows nothing about this. But it raises her curiosity.

The plot twists and turns as Allison struggles to figure out why Scott was killed in a poor section of Philadelphia. The search for the truth becomes personal as compromising photos from the past start arriving at Allison’s office.

I love the entire cast of characters in this series and “Dying Brand” delves more into many of their lives. They are struggling with a variety of issues from taking care of aging parents to alcoholism to being a quadriplegic to simply dealing with the complications inherent in any relationship.

To read the rest of the review see: <http://www.examiner.com/article/read-...>

Bestselling Thrillers says

Dying Brand Wendy Tyson 4 stars

An unexplained murder; compromising photographs – that’s just the beginning

This is the second in Wendy Tyson’s Allison Campbell series, and although I hadn’t read the first, this works well as a stand-alone novel.

Allison Campbell is Philadelphia’s premier image consultant and part time sleuth. Life is going well for her, she is dating Jason, her ex-husband again, and celebrating an award ceremony for her latest client.

Then she receives a telephone call from Leah, the wife of a previous client, Scott, with whom Allison had a brief relationship some years before. It appears that Scott has been murdered, and his appointment diary shows Allison’s name for the day he died. Leah is convinced that their affair has resumed. Allison is mystified; she and Scott have not spoken for years, and she has no idea why he would have scheduled a meeting with her.

As if that were not bad enough, she then receives explicit photos of herself and Scott together (which appear to have been taken secretly by Scott), and they are also sent to Jason and her business manager and friend, Vaughan.

Rumours abound about Scott’s last months and there is a suggestion of his being involved with drugs.

Allison has two goals; to find out why Scott was killed, and by whom, and to discover who is sending the photographs and why.

This is a fast paced novel which had me reading it in two days. There is plenty of suspense, deception, betrayal and suspicion, plus Allison has to try to hold together her relationship with Jason, and sort out her

sister Amy, a drug addict, who has returned to town with her small daughter, Grace.

The writing is slick, the surprises keep on coming, and there are enough relationship issues to add realistic dimension to the story. The characters are developed really well and are thoroughly convincing.

I really enjoyed it and am sure that you will as well!

Pashtpaws

Maria says

I received a complimentary copy of this book as a part of a book tour for a fair and honest review and rated it 5 out of 5 stars.

A cozy mystery with colorful characters and plenty of suspense, *Dying Brand* by Wendy Tyson, the third instalment in her *Allison Campbell Mystery* series, is as tautly written as a thriller and full of deception, betrayal and emotional angst. More focused on main character Allison than the two previous installments, we get a real look at who Allison was and who she is now. We also get to continue watching the secondary characters stories develop and see how their interactions with Allison change them all. If you like well written mysteries and well developed characters, this is definitely the book for you.

Attending an award ceremony for a friend she's mentored in the past, Allison is dismayed when she receives a call from the wife of Scott Fairweather, a man who was a former boyfriend. A former boyfriend that Jason, her ex-husband and current boyfriend, doesn't know about. A relationship she never wants him to know about. Discovering Scott is now dead, Allison soon finds herself pulled into investigating another mystery when shocking, and intimate pictures of her and Scott arrive at her office and are also sent to Jason and her assistant Vaughn. Determined to save her relationship with Jason, and figure out how Scott died and why someone is sending her pictures, Allison has to delve into her own past to solve a mystery that may ruin the life she's managed to rebuild.

Ms. Tyson does a wonderful job continuing to develop Allison's character and I found myself reconnecting with her very easily. A successful "image" consultant, Allison is a hard working woman who is generous to friends and family, but like any other person she's made some mistakes. Getting involved with another man while she and Jason were on a "trial separation" is unfortunately the kind of mistake that usually comes back to haunt you. As Allison digs into Scott's death, while trying to keep her relationship with Jason from imploding, she soon realizes that the case is really less about her and Scott's previous relationship and more about the man Scott had become after their affair was over.

Ms. Tyson also does a good job developing the secondary characters and I am really enjoying how Jason and Vaughn's characters are coming along. I've always liked Jason and I've been rooting that he and Allison would be able to continue developing their relationship. I have also always liked Vaughn and consider him hilarious – he's not only a caring individual and great co-worker for Allison, he's smart and keeps Allison's business running smoothly while she's involved in solving the mystery. The mystery itself is well written and takes plenty of twists and turns. As always, Ms. Tyson's writing is tight and very entertaining and I found myself unable to put the book down.

Will Allison discover how and why Scott really died? Will her relationship with Jason be able to survive past lies and secrets? You'll have to read *Dying Brand* to find out. I really enjoyed this installment and can't wait

to see what happens with Allison and the rest of the gang in the next installment.

HENERY PRESS PUBLISHING says

"Engaging, intelligent, and riveting, *Dying Brand* kept me on the edge of my seat—guessing until the end. Bravo!" –Mollie Cox Bryan, Author of the Agatha Award Nominated Cumberland Creek Series

Debbie says

This was a great story. So many suspects and not a single reason for the murder of one of Allison's ex client/ex boyfriend. This had suspects and reasons coming out of the woodwork every turn. And, of course, a little romance.

The Allison Campbell series is a good one and one I highly recommend.

Thanks Henery Press and Net Galley for providing me with this free e-galley in exchange for an honest review.

Rowena says

Wendy Tyson's version of suspense gets tighter and more anxiety inducing with each book. In DYING BRAND, we get a clearer picture of who Allison Campbell was when we first met her in KILLER IMAGE. While in the previous novels the mystery/murder is something that Allison stumbles upon in one capacity or another, in DYING BRAND she is personally part of the mystery and that made me even more vested in the outcome. I won't give any spoilers, but Tyson quite literally had me leaning forward to get closer to the page because I was so nervous for Allison and her companions. Vaughn remains a favorite character and this latest installment only solidifies my love for him. If you haven't preordered DYING BRAND, do that now. You won't be sorry.

Suzanne says

This is a good, taut crime thriller packaged as a cozy mystery. There's nothing wrong with cozy mysteries; I enjoy them as much as anyone. But "Dying Brand" has at its core a sex/crime combo that rivals any offered in conventional thrillers. The writing is first-rate and the pace is fast. I was fascinated by the story and frankly didn't want to tear myself away from the book. The characters are engaging and their lives compelling. Their stories add to the plot rather than compete with it. There are nicely layered details that compliment the plot and move it forward. All in all: a really good book you won't want to miss. I received my copy from the publisher and Netgalley and am appreciative of the opportunity.

