

IS IHOP GOING OUT OF BUSINESS

IS IHOP GOING OUT OF BUSINESS HAS BEEN A QUESTION CIRCULATING AMONG LOYAL CUSTOMERS AND CASUAL DINERS ALIKE. THE ICONIC AMERICAN DINER CHAIN HAS FACED NUMEROUS CHALLENGES OVER THE YEARS, LEADING MANY TO SPECULATE ABOUT ITS FUTURE. IN THIS ARTICLE, WE WILL EXPLORE THE CURRENT STATE OF IHOP, INCLUDING FINANCIAL PERFORMANCE, RECENT CHANGES WITHIN THE COMPANY, AND FACTORS INFLUENCING ITS LONGEVITY. WE WILL ALSO DELVE INTO THE BROADER CONTEXT OF THE RESTAURANT INDUSTRY AND HOW IHOP FITS INTO THAT LANDSCAPE. BY THE END OF THIS ARTICLE, YOU WILL HAVE A COMPREHENSIVE UNDERSTANDING OF WHETHER IHOP IS TRULY AT RISK OF GOING OUT OF BUSINESS.

- INTRODUCTION
- CURRENT FINANCIAL STATUS OF IHOP
- RECENT CHANGES AND CHALLENGES
- MARKET TRENDS IN THE RESTAURANT INDUSTRY
- CONSUMER SENTIMENT AND BRAND LOYALTY
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CURRENT FINANCIAL STATUS OF IHOP

TO UNDERSTAND IF IHOP IS GOING OUT OF BUSINESS, ONE MUST FIRST EXAMINE ITS CURRENT FINANCIAL STATUS. IHOP OPERATES UNDER THE PARENT COMPANY DINE BRANDS GLOBAL, INC., WHICH ALSO OWNS APPLEBEE'S. OVER THE PAST FEW YEARS, IHOP HAS SEEN FLUCTUATIONS IN ITS REVENUE AND PROFITABILITY.

IN RECENT FINANCIAL REPORTS, IHOP HAS DEMONSTRATED RESILIENCE AMIDST CHALLENGES FACED BY THE RESTAURANT INDUSTRY. THE COMPANY HAS REPORTED STEADY SALES GROWTH IN ITS BREAKFAST AND BRUNCH OFFERINGS, WHICH REMAIN POPULAR AMONG CONSUMERS. HOWEVER, THE IMPACT OF THE COVID-19 PANDEMIC HAS LED TO TEMPORARY CLOSURES AND REDUCED CAPACITY IN MANY LOCATIONS, AFFECTING OVERALL REVENUE.

REVENUE TRENDS

IN THE FISCAL YEAR 2022, IHOP REPORTED AN INCREASE IN SAME-STORE SALES, INDICATING A RECOVERY FROM THE PANDEMIC'S IMPACT. THIS GROWTH CAN BE ATTRIBUTED TO A COMBINATION OF FACTORS, INCLUDING MENU INNOVATION AND EFFECTIVE MARKETING STRATEGIES AIMED AT ATTRACTING MORE DINERS.

FINANCIAL CHALLENGES

DESPITE POSITIVE TRENDS, IHOP STILL FACES CHALLENGES SUCH AS RISING FOOD COSTS AND LABOR SHORTAGES, WHICH HAVE PLAGUED THE ENTIRE RESTAURANT SECTOR. THESE FACTORS CAN SQUEEZE PROFIT MARGINS AND MAKE IT DIFFICULT FOR THE CHAIN TO MAINTAIN ITS COMPETITIVE EDGE. INVESTORS AND ANALYSTS ARE CLOSELY MONITORING HOW IHOP MANAGES THESE CHALLENGES IN THE COMING YEARS.

RECENT CHANGES AND CHALLENGES

IHOP HAS UNDERGONE SEVERAL CHANGES RECENTLY, AIMED AT REVITALIZING ITS BRAND AND ENHANCING CUSTOMER EXPERIENCE. THESE CHANGES ARE CRUCIAL AS THEY DIRECTLY IMPACT PUBLIC PERCEPTION AND THE COMPANY'S ABILITY TO THRIVE IN A COMPETITIVE MARKET.

MENU INNOVATIONS

ONE OF THE MOST SIGNIFICANT UPDATES HAS BEEN THE INTRODUCTION OF NEW MENU ITEMS AND SEASONAL OFFERINGS. BY DIVERSIFYING ITS MENU, IHOP AIMS TO ATTRACT A BROADER CUSTOMER BASE AND ENCOURAGE REPEAT VISITS. THE ADDITION OF HEALTHIER OPTIONS AND UNIQUE FLAVORS CATERS TO CHANGING CONSUMER PREFERENCES, PARTICULARLY AMONG YOUNGER GENERATIONS.

MARKETING STRATEGIES

IHOP HAS ALSO RAMPED UP ITS MARKETING EFFORTS, UTILIZING SOCIAL MEDIA AND DIGITAL PLATFORMS TO ENGAGE WITH CUSTOMERS EFFECTIVELY. CAMPAIGNS SUCH AS "NATIONAL PANCAKE DAY" NOT ONLY PROMOTE BRAND AWARENESS BUT ALSO FOSTER COMMUNITY ENGAGEMENT, HELPING TO SOLIDIFY CUSTOMER LOYALTY.

MARKET TRENDS IN THE RESTAURANT INDUSTRY

THE RESTAURANT INDUSTRY IS EVOLVING RAPIDLY, WITH TRENDS THAT SIGNIFICANTLY IMPACT CHAINS LIKE IHOP. UNDERSTANDING THESE TRENDS IS ESSENTIAL FOR PREDICTING THE FUTURE OF IHOP AND ASSESSING ITS BUSINESS VIABILITY.

SHIFT TOWARDS DELIVERY AND TAKEOUT

ONE NOTABLE TREND IS THE INCREASING DEMAND FOR DELIVERY AND TAKEOUT OPTIONS. MANY CONSUMERS PREFER DINING AT HOME, AND AS A RESULT, RESTAURANTS ARE ADAPTING THEIR BUSINESS MODELS ACCORDINGLY. IHOP HAS STARTED TO FOCUS ON ENHANCING ITS DELIVERY SERVICES AND PARTNERSHIPS WITH FOOD DELIVERY PLATFORMS.

HEALTH AND WELLNESS TRENDS

HEALTH CONSCIOUSNESS AMONG CONSUMERS IS ON THE RISE, INFLUENCING MENU DECISIONS ACROSS THE INDUSTRY. IHOP IS RESPONDING BY OFFERING HEALTHIER ALTERNATIVES, CATERING TO A DEMOGRAPHIC THAT PRIORITIZES NUTRITION WITHOUT SACRIFICING TASTE. THIS SHIFT IS CRUCIAL FOR RETAINING EXISTING CUSTOMERS AND ATTRACTING NEW ONES.

CONSUMER SENTIMENT AND BRAND LOYALTY

CONSUMER SENTIMENT PLAYS A PIVOTAL ROLE IN DETERMINING THE SUCCESS OF ANY RESTAURANT CHAIN. IHOP HAS A LOYAL CUSTOMER BASE, AND UNDERSTANDING THE FACTORS THAT CONTRIBUTE TO THIS LOYALTY IS VITAL IN ASSESSING ITS LONG-TERM PROSPECTS.

BRAND HERITAGE AND IMAGE

ESTABLISHED IN 1958, IHOP HAS BUILT A STRONG BRAND IDENTITY CENTERED AROUND COMFORT FOOD AND A FAMILY-FRIENDLY ATMOSPHERE. THIS HERITAGE RESONATES WITH MANY CUSTOMERS WHO HAVE FOND MEMORIES OF DINING AT IHOP. MAINTAINING THIS IMAGE WHILE ADAPTING TO MODERN TRENDS IS CRUCIAL FOR THE BRAND'S SUSTAINABILITY.

CUSTOMER ENGAGEMENT

IHOP'S ENGAGEMENT WITH CUSTOMERS THROUGH SOCIAL MEDIA AND LOYALTY PROGRAMS HAS HELPED REINFORCE BRAND LOYALTY. BY LISTENING TO CUSTOMER FEEDBACK AND MAKING ADJUSTMENTS BASED ON PREFERENCES, IHOP CAN FOSTER A SENSE OF COMMUNITY AND BELONGING AMONG ITS PATRONS.

CONCLUSION

WHILE CONCERNS ABOUT THE POSSIBILITY OF IHOP GOING OUT OF BUSINESS ARE UNDERSTANDABLE, THE CHAIN HAS SHOWN RESILIENCE AND ADAPTABILITY IN THE FACE OF NUMEROUS CHALLENGES. BY FOCUSING ON FINANCIAL STABILITY, MENU INNOVATION, EFFECTIVE MARKETING STRATEGIES, AND UNDERSTANDING MARKET TRENDS, IHOP IS ACTIVELY WORKING TO SECURE ITS FUTURE. THE RESTAURANT INDUSTRY IS UNDENIABLY COMPETITIVE, BUT WITH A LOYAL CUSTOMER BASE AND CONTINUOUS IMPROVEMENT EFFORTS, IHOP IS WELL-POSITIONED TO NAVIGATE THE COMPLEXITIES OF THE MARKET. ALTHOUGH THE FUTURE REMAINS UNCERTAIN, IHOP'S COMMITMENT TO EVOLVING WITH CONSUMER PREFERENCES INDICATES THAT IT IS NOT HEADING TOWARDS CLOSURE ANYTIME SOON.

Q: IS IHOP GOING OUT OF BUSINESS?

A: CURRENTLY, THERE ARE NO INDICATIONS THAT IHOP IS GOING OUT OF BUSINESS. THE CHAIN IS ACTIVELY WORKING ON STRATEGIES TO IMPROVE ITS FINANCIAL PERFORMANCE AND ADAPT TO MARKET TRENDS.

Q: WHAT CHALLENGES DOES IHOP FACE?

A: IHOP FACES CHALLENGES SUCH AS RISING FOOD COSTS, LABOR SHORTAGES, AND COMPETITION IN THE RESTAURANT INDUSTRY. THESE FACTORS CAN IMPACT ITS PROFITABILITY BUT THE COMPANY IS ADAPTING TO OVERCOME THEM.

Q: HOW HAS IHOP CHANGED ITS MENU RECENTLY?

A: IHOP HAS INTRODUCED NEW MENU ITEMS, INCLUDING HEALTHIER OPTIONS AND SEASONAL OFFERINGS, IN RESPONSE TO CHANGING CONSUMER PREFERENCES AND TO ATTRACT A BROADER CUSTOMER BASE.

Q: WHAT MARKETING STRATEGIES IS IHOP IMPLEMENTING?

A: IHOP IS UTILIZING SOCIAL MEDIA AND DIGITAL CAMPAIGNS TO ENGAGE CUSTOMERS. PROMOTIONS LIKE "NATIONAL PANCAKE DAY" HELP BUILD BRAND AWARENESS AND CUSTOMER LOYALTY.

Q: HOW IS CONSUMER SENTIMENT AFFECTING IHOP?

A: CONSUMER SENTIMENT IS CRITICAL FOR IHOP'S SUCCESS, AS A LOYAL CUSTOMER BASE INFLUENCES THE CHAIN'S VIABILITY.

IHOP'S EFFORTS IN CUSTOMER ENGAGEMENT HELP STRENGTHEN THIS LOYALTY.

Q: WHAT MARKET TRENDS ARE IMPACTING THE RESTAURANT INDUSTRY?

A: TRENDS SUCH AS THE SHIFT TOWARDS DELIVERY AND TAKEOUT OPTIONS, AS WELL AS INCREASED HEALTH CONSCIOUSNESS AMONG CONSUMERS, ARE SIGNIFICANTLY IMPACTING THE RESTAURANT INDUSTRY, INCLUDING IHOP.

Q: HOW DOES IHOP PLAN TO ENHANCE CUSTOMER ENGAGEMENT?

A: IHOP PLANS TO ENHANCE CUSTOMER ENGAGEMENT BY LEVERAGING SOCIAL MEDIA PLATFORMS, LISTENING TO CUSTOMER FEEDBACK, AND IMPROVING ITS LOYALTY PROGRAMS TO FOSTER A SENSE OF COMMUNITY.

Q: IS IHOP FOCUSING ON DELIVERY SERVICES?

A: YES, IHOP IS FOCUSING ON ENHANCING ITS DELIVERY SERVICES AND PARTNERSHIPS WITH FOOD DELIVERY PLATFORMS TO MEET THE GROWING DEMAND FOR TAKEOUT AND DELIVERY OPTIONS.

Q: WHAT IS THE LONG-TERM OUTLOOK FOR IHOP?

A: THE LONG-TERM OUTLOOK FOR IHOP APPEARS POSITIVE AS THE COMPANY CONTINUES TO ADAPT TO MARKET TRENDS, ENGAGE CUSTOMERS, AND INNOVATE ITS MENU WHILE MANAGING FINANCIAL CHALLENGES EFFECTIVELY.

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business plan, hiring the team, raising capital, managing technology, doing market research, and, of course, marketing the product. Once the business is up and running, the book can be consulted for advice on managing growth and inspiring and retaining employees, as well as for knowledge about handling crises and flourishing even during a recession.

is ihop going out of business: *Black Enterprise*, 1995-09 BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

is ihop going out of business: *Fast Company The Rules of Business* Fast Company's Editors and Writers, 2005-10-18 From The Rules of Business Rule #1 The first rule of business is the same as the first rule of life: Adapt or die. "What gets measured, gets done." —Peter Drucker Rule #8 Nothing is more overrated than a new idea. Ideas by themselves are worthless. It's what you do with them that matters. "Bet on the jockey, not on the horse." —Malcolm Forbes "Best practices usually aren't." —Christopher Locke, co-author, The Cluetrain Manifesto Rule #49 If it is not right, don't do it; if it is not true, don't say it. "If you think you're too small to have an impact, try going to bed with a mosquito in the room." —Dame Anita Roddick, founder, The Body Shop In THE RULES OF BUSINESS, Fast Company's renowned editor in chief, John Byrne and the writers and editors of Fast Company, distill the major ideas and principles of the world of business into fifty-five essential rules. These rules are elaborated on and enhanced by quotes and insights from over 200 business leaders, practitioners, and thinkers into what is sure to be an essential desk reference for managers, professionals, and executives-to-be. Published on the tenth anniversary of the magazine, FAST COMPANY'S THE RULES OF BUSINESS features the essential principles behind today's most important business topics, from customer service to innovation, from strategic thinking to leadership and management. The book introduces each category with a two-page commentary, and weaves two to four essential rules throughout every chapter. At the end of each chapter a boxed, bulleted "Fast Take" section gives readers specific takeaways they can use in their day-to-day work. The heart of each chapter, however, is the quotes and insights on the subject culled from the great minds in business, both living and historical—leaders and thinkers such as Machiavelli and Jack Welch, Adam Smith and his invisible hand and Tom Peters on marketing Me, Inc., Michael Porter on (what else?) strategy and A.G. Lafley, Jeff Bezos on the perils of hiring the wrong person and Bill Gates on the value of information technology, Anne Mulcahy and Warren Buffett, and many more. FAST COMPANY'S THE RULES OF BUSINESS is the ultimate desk reference.

is ihop going out of business: *Site Selection and Construction of a New Eugene Station, Lane County*, 1995

is ihop going out of business: *Intellectual Property Licensing and Transactions* Jorge L. Contreras, 2022-06-30 A comprehensive and practical textbook in the field of intellectual property licensing.

is ihop going out of business: *Pancake* Ken Albala, 2013-06-01 Round, thin, and made of starchy batter cooked on a flat surface, it is a food that goes by many names: flapjack, crêpe, and okonomiyaki, to name just a few. The pancake is a treasured food the world over, and now Ken Albala unearths the surprisingly rich history of pancakes and their sizzling goodness. Pancake traverses over centuries and civilizations to examine the culinary and cultural importance of pancakes in human history. From the Russian blini to the Ethiopian injera, Albala reveals how pancakes have been a perennial source of sustenance from Greek and Roman eras to the Middle Ages through to the present day. He explores how the pancake has gained symbolic currency in diverse societies as a comfort food, a portable victual for travelers, a celebratory dish, and a breakfast meal. The book also features a number of historic and modern recipes—tracing the first official pancake recipe to a sixteenth-century Dutch cook—and is accompanied by a rich selection of illustrations. Pancake is a witty and erudite history of a well-known favorite and will ensure that the pancake will never be flattened under the shadow of better known foods.

is ihop going out of business: *Svenskt och engelskt lexicon*, Gustaf Widegren, 1788

is ihop going out of business: Forbes , 2004

is ihop going out of business: Ms. Dee Ann Meets Murder Patsy Pridgen, 2019-11-12

Married for just sixteen months, since December 14, 1977, Dee Ann Bulluck is unhappy with her husband Joe about moving to isolated Narrow Creek, North Carolina, for his job as the new man at the bank. She has a baby girl, no family close by, and no job herself. Dee Ann feels doomed to a life of genteel poverty and boredom--until the murder of the town's two-timing, drug-dealing playboy. Tempted by the \$10,000 reward for information leading to an arrest in the case, she decides she has a chance of discovering the identity of the killer by simply reading about the murder in the local paper and listening to any gossip Joe brings home from the bank. After all, there's only so much investigating a stay-at-home mama can do. But Dee Ann soon ventures out in Narrow Creek, getting an earful about the murdered man along with a curly perm at the Kut and Kurl. She overhears two of the victim's former girlfriends accuse each other at the Narrow Creek Ladies' Society Arts and Crafts Bazaar and meets another person of interest, the victim's jealous uncle, when she goes for a job interview at the community college. As Dee Ann searches for the killer's identity, she finds her niche in Narrow Creek. She learns her new hometown, respectable on the surface, has an underbelly of cheating women and sexist men. Ms. Dee Ann Meets Murder depicts small-town Southern life in the late 1970s, with leisure suits, funeral food, Sunday church...and a feisty amateur sleuth.

is ihop going out of business: Wake Up Happy Michael Strahan, 2016-10-04 Michael Strahan spent his childhood on a military base in Europe, where community meant everything, and life, though idyllic, was different. For one, when people referenced football they meant soccer. So when Michael's father suggested he work toward a college scholarship by playing football in Texas, where tens of thousands of people show up for a weekend game, the odds were long. Yet he did, indeed, land a scholarship and from there a draft into the NFL where he scaled the league's heights, broke records, and helped his team win the Super Bowl, as a result of which he was inducted into the Hall of Fame. How? By developing Strahan's Rules -- a mix of mental discipline, positive thinking, and a sense of play. He also used the Rules to forge a successful post pro-ball career as cohost with Kelly Ripa on Live! -- a position for which he was considered the longshot -- and much more. In Wake Up Happy, Michael shares personal stories about how he gets and stays motivated and how readers can do the same in their quest to attain their life goals.

is ihop going out of business: Dream Year Ben Arment, 2014-08-05 Arment helps readers identify and hone entrepreneurial ideas, ultimately turning them into fulfilling, exciting, and financially rewarding enterprises. —Success Somewhere along your road to adulthood, you pushed your dreams to the side. You had to pay bills. You feared taking a risk on yourself. If it's any comfort, you're far from alone; 66 percent of Americans hate their jobs. But what if someone could guide you, step-by-step, as you identify, plan, and launch your dream career—in just one year. That's what Ben Arment does in his transformative coaching class, which has helped hundreds of people reinvent their lives to enjoy greater enthusiasm and fulfillment while also making a living. Now he's sharing his best insights, advice, and inspiring true stories in Dream Year. You'll find out how people just like you are discovering (or rediscovering) what they were truly born to do, then following a proven process to make it real. There's no dream too big (or too small) that is beyond the power of Dream Year.

is ihop going out of business: Big Data Analytics with SAS David Pope, 2017-11-23

Leverage the capabilities of SAS to process and analyze Big Data About This Book Combine SAS with platforms such as Hadoop, SAP HANA, and Cloud Foundry-based platforms for efficient Big Data analytics Learn how to use the web browser-based SAS Studio and iPython Jupyter Notebook interfaces with SAS Practical, real-world examples on predictive modeling, forecasting, optimizing and reporting your Big Data analysis with SAS Who This Book Is For SAS professionals and data analysts who wish to perform analytics on Big Data using SAS to gain actionable insights will find this book to be very useful. If you are a data science professional looking to perform large-scale analytics with SAS, this book will also help you. A basic understanding of SAS will be helpful, but is not mandatory. What You Will Learn Configure a free version of SAS in order to do hands-on exercises

dealing with data management, analysis, and reporting. Understand the basic concepts of the SAS language which consists of the data step (for data preparation) and procedures (or PROCs) for analysis. Make use of the web browser based SAS Studio and iPython Jupyter Notebook interfaces for coding in the SAS, DS2, and FedSQL programming languages. Understand how the DS2 programming language plays an important role in Big Data preparation and analysis using SAS. Integrate and work efficiently with Big Data platforms like Hadoop, SAP HANA, and cloud foundry based systems. In Detail SAS has been recognized by Money Magazine and Payscale as one of the top business skills to learn in order to advance one's career. Through innovative data management, analytics, and business intelligence software and services, SAS helps customers solve their business problems by allowing them to make better decisions faster. This book introduces the reader to the SAS and how they can use SAS to perform efficient analysis on any size data, including Big Data. The reader will learn how to prepare data for analysis, perform predictive, forecasting, and optimization analysis and then deploy or report on the results of these analyses. While performing the coding examples within this book the reader will learn how to use the web browser based SAS Studio and iPython Jupyter Notebook interfaces for working with SAS. Finally, the reader will learn how SAS's architecture is engineered and designed to scale up and/or out and be combined with the open source offerings such as Hadoop, Python, and R. By the end of this book, you will be able to clearly understand how you can efficiently analyze Big Data using SAS. Style and approach The book starts off by introducing the reader to SAS and the SAS programming language which provides data management, analytical, and reporting capabilities. Most chapters include hands on examples which highlights how SAS provides The Power to Know®. The reader will learn that if they are looking to perform large-scale data analysis that SAS provides an open platform engineered and designed to scale both up and out which allows the power of SAS to combine with open source offerings such as Hadoop, Python, and R.

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is ihop going out of business: Undocumented Truths Stanton Braverman, 2011-02 Having a successful career. Being a good spouse. Being a good parent. Can these ever really mix? What will you need to sacrifice? In *What Is the Price?* first-time author Dr. Diana Wilkins takes a look at the lives of several different women to explore this very question. Challenge and realize your own values through the lives of Monique, Anna, Tony, and several others in scenarios crafted from real-life experiences. Encounter the intimate details of everyday people trying to navigate the roads of life, and discover the freedom of finding peace amidst societal pressures choosing a career over family. *What Is the Price?* is an informative, easy-to-read tool, perfect for small groups or personal independent reflection.

is ihop going out of business: The role of faith-based organizations in providing effective social services United States. Congress. House. Committee on Government Reform. Subcommittee on Criminal Justice, Drug Policy, and Human Resources, 2004

is ihop going out of business: California Business, 1983

is ihop going out of business: Fanocracy David Meerman Scott, Reiko Scott, 2020-01-07 A Wall Street Journal bestseller From the author of *New Rules of Marketing & PR*, a bold guide to converting customer passion into marketing power. How do some brands attract word-of-mouth buzz and radical devotion around products as everyday as car insurance, b2b software, and underwear? They embody the most powerful marketing force in the world: die-hard fans. In this essential book, leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs, veteran business owners, startup founders, nonprofits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation. They lay out a road map for converting customers' ardor into buying power, pulling one-of-a-kind examples from a wide range of organizations, including: · MeUndies, the subscription company that's revolutionizing underwear · HeadCount, the nonprofit that registers voters at music concerts · Grain Surfboards, the

board-building studio that willingly reveals its trade secrets with customers · Hagerty, the classic-car insurance provider with over 600,000 premier club members · HubSpot, the software company that draws 25,000 attendees to its annual conference For anyone who seeks to harness the force of fandom to revolutionize his or her business, Fanocracy shows the way.

is ihop going out of business: True Love, Real Fear George Winters, 2014-07-01 This book starts near the east coast, and ends in the mid-west. It's a love story-thriller about Two people who meet under very different circumstances. A scary situation in the beginning, that becomes a story of true love. There are some very scary times during their life. Facing the real problems and enjoying the good times, always working together in love. This story is fiction, but could be anyone of us in reality. The good times, and bad times in the lives of a young man and woman, their family and some close friends

is ihop going out of business: The Red in Her Eyes Cori Todd, 2011-09-08 ATTENTION: I am pleased to announce that I will hosting Adult Book Discussion at the Cleveland Public Library where we will discuss my debut novel, The Red in Her EYES, and everything else!!! Date: Saturday, August 25, 2012 Time: 2pm-until Address: 6901 Superior Avenue, Cleveland, OH (Addison Branch) The Red in Her EYES has been labeled as a page turner with unbelievable twists. Find out for yourself why once started, you wont be able to put it down! To read a short except go to www.CoriTodd.com. All it took was one pleasure-filled dream to get Tristyns fantasies twisted around the man who once stood as the center of her life and the man of her dreams, Trey Armstrong. Now that he has resurfaced, she cant seem to shake the feeling that something just isnt right . . . a feeling that only Trey can explain. Trey ended his college relationship with Tristyn before it could blossom. Now, seven years later, fate has graciously pushed her back into his life. After losing her once, he is now determined not to lose her again, even though he is not ready to make the ultimate commitment he knows she is waiting for. Plagued with thoughts of losing her again, he makes the only decision he has left. Unfortunately, that ultimate decision may cause him to lose more than he bargained for.

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