

# Martha Stewart: The Goddess of Greed

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a pen holder. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A 'Write My Essay!' button is present. A 'Calculate the price' widget is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', with 'Writing' selected. It also shows 'Essay (any type)', 'College', '2 weeks', '1 page / 275 words', 'Double spaces' (selected), and a price of '\$11.4' with a 'Write My Paper' button. Below the banner, three review sections are shown: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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Everywhere you look, there she is. Martha Stewart has invaded every avenue of domesticity. Her "radiant presence... seems to be infinite, like that of the Almighty, or of Starbucks" (Lippert & Ferguson: 26\*) The outposts of her "omnimedia empire" are quite fortified (Africannet page). Reigning over a vast technical spectrum, her multi-million, multi-media kingdom includes a magazine with a circulation of 1.2 million, a syndicated column, and a TV show with audience of 5.3 million, but she does not have an official web site (Lippert & Ferguson: 26). There are numerous webpages that fans and foes have dedicated to her.

Martha [Stewart](#) is energizing the homemaking marketplace. The home is a key part of the American Dream, Her ideas of housekeeping depart from the long-standing tradition of frugality, where practicality was paramount. She mentions Helen and Scott Nearing's *The Good Life* in an essay in Martha Stewart's *Living* April edition. While she enjoys foraging for 'nature's hidden treasures,' she does not share the Nearing's core values. Their idea of getting back to nature is to live lightly-- few things, low energy consumption. Hers is highly technical, wasteful and showy. "Make due with less" is not Martha's motto, it's "Just have more."

Perfectionism is integral to her image. Having her audiences attempt the impossible ideal of perfection which she claims gets them hooked (if it's easy for Martha, it can be easy for you, too). Most people never realize the staffing that is involved for a layout in her magazine, Martha Stewart Living, or the production hours that go into a few minute long segment on her Lifetime cable show.

The photo layouts in her magazine regularly have both a director an...

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...ecome more profuse. To proselytize the population must be one of the things she thinks about during the mere four hours she allows for sleep each night.

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--"\*" Indicates an article was obtained through online services, exact pagination is not available (estimates were made).

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