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Laura Bradford

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When Tobi Tobias opened her own advertising agency, Carter McDade was there for her every step of the way. A brilliant hairdresser, Carter has just landed his dream project: doing hair and makeup for a theatrical production of Rapunzel. But the dream turns into a nightmare when he runs into Fiona Renoir, a cruel, talentless starlet who won't let Carter touch a hair on her head.

To get Fiona out of Carter's hair, Tobi hires the difficult actress for a bit part in her latest commercial. But true to character, Fiona is a terror on set, and Tobi is starting to think she's made the biggest mistake of her life. But things get even worse when Fiona drops dead in the hairdresser's chair, and the only suspect is the man left holding the tainted hair dye, Carter McDade. And unless Tobi can prove his innocence, he'll never do hair in this town again.

30 Second Death Details

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From Reader Review 30 Second Death for online ebook

Dawn Frazier says

Absolutely loved this book, this is one of my very favorite series. I laughed and even cried a little through this one. I can't wait for the next!

Mary Brown says

30 Second Death
A Tobi Tobias Mystery, Book #2
Laura Bradford
5+ Stars

Synopsis:

To help an old friend, Tobi Tobias gets a third-rate thespian a part in a commercial, and learns that in the advertising business, bad acting can lead to murder . . .

When Tobi Tobias opened her own advertising agency, Carter McDade was there for her every step of the way. A brilliant hairdresser, Carter has just landed his dream project: doing hair and makeup for a theatrical production of Rapunzel. But the dream turns into a nightmare when he runs into Fiona Renoir, a cruel, talentless starlet who won't let Carter touch a hair on her head.

To get Fiona out of Carter's hair, Tobi hires the difficult actress for a bit part in her latest commercial. But true to character, Fiona is a terror on set, and Tobi is starting to think she's made the biggest mistake of her life. But things get even worse when Fiona drops dead in the hairdresser's chair, and the only suspect is the man left holding the tainted hair dye, Carter McDade. And unless Tobi can prove his innocence, he'll never do hair in this town again. (Goodreads)

Review:

The characters are well rounded, well developed and three dimensional. Tobi is smart, loyal, clever and very funny. She would do anything for her family and friends. She is a snackaholic, which I can relate to. Mary Fran and Sam, her friend and her friend's son are such great people and friends to Tobi. They love animals and I enjoyed reading about the pet store and all of the animals within. I loved reading about her interactions with her friends and listening to her conversations with them. And of course you have to love Grandpa Stu and all of his shenanigans.

The writing style flows smoothly and the book is an easy read. The author is very talented in her descriptive writing and through much of the book, I felt like I was right there watching all of the action taking place. I felt like I was inside the pet shop, To Know Them Is To Love Them (great name for a pet store), hanging out with the animals. Rudder Malone, one cantankerous bird, had me laughing out loud on more than one occasion.

The mystery was carried on well throughout the book. There were enough suspects to consider and and clues to sift through that it was difficult to figure out who-dunnit. I had an inkling of who the killer was but I did not know for sure until it was revealed at the end.

I would recommend this book to anyone who enjoys a well crafted cozy mystery. With wonderful characters (I so enjoy Tobi and her friends), a great mystery and humor galore, I think this is just about the perfect cozy. When I was not reading it, I wanted to be reading it, to spend time in the world that this author has created. If I could, I would give this book more than 5 Stars.

I received a free copy of this book from NetGalley in exchange for a honest review. I would like to thank NetGalley and Kensington Books for the opportunity to read and review this book.

NicoleG says

Tobi Tobias seems to be having a streak of bad luck. It looks like her boyfriend has flown the coop, her friend Mary Fran's pet shop is in trouble (thanks to overly chit chatty birds!!), and her best friend Carter is accused of Murder!

She might not be able to do anything about her boyfriend troubles or Mary Fran's avian woes but you can bet your last bowl of cocoa puffs that she'll clear Carter's name and find out who really killed the high strung and overbearing Fiona!

With several suspects to choose from and lots of twists and turns, you will be turning the pages pretty quickly to find out who Tobi has uncovered as the killer. Luckily, she has Sam and Grandpa Stu to help her! Another well-rounded and fast paced mystery by Laura Bradford! I am eagerly awaiting the next book in the series!

I voluntarily reviewed this book via NetGalley.

Kelly says

I voluntarily read this ARC

I absolutely love this series! This was another book that I have been impatiently waiting for since I finished the first book, and now I'm anxiously awaiting book three. The romantic bits were a bit predictable, but oh my gosh that mystery! I loved it! There were so many suspects and some good motives. Add in a visit from her grandpa and the plot was jam-packed from beginning to end.

Mark Baker says

When Tobi's friend Carter goes off on an actress at the theater where he works, he's afraid of losing his job.

Tobi decides to help out by hiring the actress to be in a commercial she is about to shoot for an advertising client, but when the actress dies on set while Carter is coloring her hair, he immediately finds himself the top suspect. Now Tobi must do another favor – clear Carter of murder.

I loved the first book in this series, and one of the main reasons was the characters. They are a delight to be around, and their relationships are so wonderful. I felt the mystery in this one was slow, especially in the first half where a couple of sub-plots got in the way of Tobi solving the mystery. Still, it did reach a logical conclusion at the end.

NOTE: I received an ARC of this book.

Read my full review at Carstairs Considers.

Lisa Morin says

Writing catchy ads by day and working in the pet store as needed leaves Tobi Tobias some time for fun with new beau Andy.

For those of you who read the first in this series by Laura Bradford, Andy was a client Tobi worked with.

Picking up on the cliffhanger of Andy's ex entering the story, Tobi feels sad and confused and isn't sure what Andy wants.

Working with two new clients has her feeling a bit better, but when her bff finds himself accused of murder, Tobi has no choice but to get involved.

Revenge, secrets and greed will keep you turning the pages in this exciting book.

Once again we are left with a cliffhanger and I can't wait to read the next book.

I voluntarily read an ARC of this book provided by the publisher and NetGalley.

Peggy R says

If you enjoyed the first book in this series then do yourself a favor and make sure to add this one to the TBR list. The second installment in the Tobi Tobias Mystery is another page turning read filled with great characters and what I thought was a terrific mystery. Tobi is such a great character. For only the second book in the series she is complex, multi-dimensional and layered. I find her to be an independent spirit who loves her family and friends and has a terrific wit and sense of humor that will make you chuckle several times throughout the book (at least I did). The rest of the cast is back and ready to go as they have to help clear Carter of suspicion of murder. The mystery is well plotted, fast paced and had a twist that I just did not expect.

This is quickly becoming a series that I really look forward to reading and can't wait to see what is in store for the group in the next book.

I voluntarily read an advanced review copy of this book which was provided to me by the publisher through Netgalley.

Doward Wilson says

Meet Tobi Tobias as she navigates the ins and outs of owning her own advertising agency. When she does a favor for her best friend, Carter McDade, he ends up as a murder suspect and she ends up scrambling to save her business. The characters are real and the murder plot complex. The dialogue is snappy and gives you a lot laughs. I to go back and read the first book and keep up with this fun series.

Carrie Schmidt (Reading is My SuperPower) says

Tobi Tobias is delightfully layered and realistically flawed. She places great stock in friendships and has an endearing narrative voice. I sort-of see her as Sandra Bullock in “While You Were Sleeping” or “Miss Congeniality” – a little awkward, a lot lovable, and a good heart. She’s witty and smart, she snort-laughs, she has stand-offs with parrots, and she is a total junk food addict.

In 30 Second Death, the main supporting characters are back and Tobi has her hands full! She must solve a murder to save Carter and solve a business problem to save Mary Fran. All while maintaining her own advertising business and trying not to gag at the thought of her beloved Grandpa Stu’s simmering romance with Tobi’s hated neighbor. You can imagine the hilarity that ensues.

The mystery isn’t so much about solving who did it as it is about proving who didn’t. The victim is so obnoxious that’s it’s almost a relief when she’s killed (i know... that’s awful. But you haven’t met her yet! Trust me.) but then the dread sets in as you realize that Tobi’s best friend Carter (another fave character of mine) is the number one suspect.

Bottom Line: Humor, heart, and a well-plotted mystery. It doesn’t get much better. Tobi Tobias is a heroine you’d want as a friend – and she’ll feel like one after you’ve read a book in this series. 30 Second Death is the second book but it can work as a standalone if you haven’t read Death in Advertising yet. Emphasis on ‘yet’ because you should, even just for the enjoyment factor. And the ending of this book has me eagerly waiting for And Death Goes To... to see how both revelations will play out in Mary Fran’s life. (Not a cliffhanger, per se, so don’t panic.) If you’re a fan of cozy mysteries, make sure this series is on your TBR list!

(I voluntarily reviewed a complimentary copy of this book)

see my review at [Reading Is My SuperPower](#)

LORI CASWELL says

Dollycas’s Thoughts

All Tobi wants is to help her friend Carter, she never knew what a can of worms she was opening. Fiona was making hairdresser Carter McDade’s life miserable. She thinks she is a talented actress and he doesn’t agree and let’s her know it which gets him in hot water at the theater. Tobi decides to hire Fiona for a commercial to try and smooth the waters much to the displeasure of the person she had already promised the part. Fiona arrives on set and makes a horrible impression. When the actress is found dead after a break everyone on the

shoot quickly becomes a suspect but Carter is the prime suspect especially when they learn the hair dye he was applying may be the murder weapon.

I was excited to visit again with my literary friend Tobi Tobias, she and I have a couple of things in common, like an unusual laugh and our diets. She has a huge heart and went way beyond the limits to help Carter this time. Not sure I would have done the same thing. Alive Fiona was a ticking time bomb that started to explode immediately when she tried to tell everyone how to do their jobs. Even if she hadn't died she could have ruined the commercial and the reputation of Tobi's firm.

On the romantic front for Tobi, what started looking hopeful in the first book really hit the skids in this one. Mary Fran is also having problems at her pet shop with a neighbor and she ends up with a huge surprise. So murder, romance drama and an upset neighbor. Tobi has her hands full. But my favorite part was Grandpa Stu returns to help clear everything up. These are a superb group of characters. It is so easy to become invested in their lives.

Ms Bradford presents a wonderful plot with an unusual murder weapon and one that hits very close to home for me. Had I been in Fiona's position I would have been dead too. She gave a plethora of suspects and they all had the means and after spending time with Fiona motive was spread around liberally. I was totally surprised when the real culprit was revealed.

I really enjoy this series because it gives me everything I want in a cozy mystery. She also includes those moments that make me laugh out loud and would have Tobi snorting as well.

This story is fast paced and a quick read. I do recommend that if you haven't read Death in Advertising, start with that one first as this one picks up where that one left off.

Debbie says

I loved this book as I do all of Ms. Bradford's. I would actually give this a 4 1/2 star.

When a diva that has problems with Tobi's good friend Carter, Tobi tries to help, but when she ends up dead and eyes turn to Carter, there are even bigger problems. Tobi is torn in this book between Carter being under suspicion, Grandpa Stu falling for Mrs. Rapple, her boyfriend's ex fiancé in town and Mary Fran having problems at the pet store, she is definitely pulled in many directions.

I love the characters in this series. Tobi is a strong woman, but she does have insecurities and is addicted to junk food, I love that because she comes across as very real developed character. Grandpa Stu is lovable as always and I was thrilled to see him back in this book, I think his burgeoning romance with Mrs. Rapple is cute and can't wait to see what happens next. I love Mary Fran's son, a teenager who knows what he wants to do in life, has a good head on his shoulders but still has the teen excitement of seeing a studio. The mystery was good and kept me guessing until close to the end. I did do quite a bit of laughing, Rudder the bird being a big source of humor, but the one client actually had me laughing out loud, I love when a book can do that. I will definitely be continuing on with this series and eagerly await the next.

Katreader says

30 SECOND DEATH by Laura Bradford
The Second Tobi Tobias Mystery

Business is booming for Tobi Tobias, unfortunately, her personal life isn't faring so well. Andy's ex has come back into his life and in trying to help her good friend, she may just have set Carter up for a murder charge! A diva at Carter's theatre company has made the mellow Carter lose his cool, so in order to save his job, Tobi rescinds the acting offer she gave the Art Director and gives the job to the Diva. A nightmare on the set, Fiona angers everyone, but it's only after Carter works on her hair that she drops dead. Now Carter's the prime suspect, but plenty of people had motive. Will Tobi be able to prove Carter's innocence when even Mary Fran doubts him? Will she work out her relationship with Andy? And just what is Rudder getting up to at night that the police are called for a noise disturbance?

Tobi's junk food diet makes my eating habits look positively healthy and her snorting, along with her reaction to it, gets on my nerves. Despite the fact that I find Tobi annoying at times, her deep rooted kindness makes me appreciate her as a person and as a character. And although poor decisions abound, if better choices were made there'd be no mystery.

I really enjoyed the mystery in 30 SECOND DEATH. Laura Bradford is quite adept at misdirecting readers, leading us toward what seem like the logical conclusion. When the mystery is solved we're reminded of all those well placed clues we may have glossed over which now make us say, "Well, of course. It all makes sense now!" The romantic anticipations and troubles of both Tobi and Mary Fran add to the angst of the story, heightening the drama. The mood is lightened, however, with plenty of humor, from Tobi's new clients, Dom and Gina Paletti, but especially from Rudder, wise words from teenager, Sam, and those quirky traits of Tobi.

30 SECOND DEATH is a well rounded mystery that provides a pleasurable mixture of laughter and drama while highlighting the importance of love and friendship.

FTC Disclosure – The publisher sent me a digital ARC provided through NetGalley, in the hopes I would review it.

Sabine says

Review coming soon..... Happy New Year to y'all my goodreads friends :)

Juli says

Advertising agency owner and admitted chocoholic Tobi Tobias is back in 30 Second Death, a new cozy mystery by Laura Bradford. This is the 2nd book in the Tobi Tobias Mystery series.

The basics: To help out her Bestie, Hair Stylist Carter McDade, Tobi offers a part in a commercial to a problematic local prima donna, Fiona Renoir. Fiona causes problems wherever she goes and has little talent. She refuses to allow Carter to do her hair for a local production of Rapunzel, but happily leaves the cast when offered the commercial. On set, Fiona continues to cause problems. She throws tantrums, yells at the crew, and continues to make Carter's professional life a living hell. When Tobi informs her that she has no choice but to allow Carter to color her hair as part of the commercial, Fiona agrees. Unfortunately, seconds after he applies chemical to her hair, Fiona drops dead. Immediately the police suspect he killed her because of the feud they had going. Tobi jumps right into the case to clear her best friend before he is arrested and charged with murder. With the help of her grandfather and friends, Tobi sifts through suspects to prove Carter's innocence.

Although first person perspective is usually not my favorite, Laura Bradford pulls it off perfectly. The humor, advertising theme, and mystery makes this a fun, enjoyable cozy series! Tobi Tobias is an intelligent, funny and engaging main character. Her cast of supporting friends (and grandfather) add a nice depth to the books. As with most cozies, the mystery portion of the plot is light, but still engaging. No gore, no spurting blood, no cussing. So these books would be appropriate for readers from middle grade on up to adult. I enjoy the interaction between the characters -- a parrot who insists on making snorting noises whenever he sees Tobi, the relationship between Tobi and her grandfather, and Tobi and Carter's ongoing dislike of their elderly, cantankerous neighbor (and their horror when the grandfather wants to date her).

I enjoyed 30 Second Death just as much as the first book in this series (Death in Advertising). The mystery is well-paced, interesting and has plenty of suspects, twists and turns. I enjoy the advertising theme and the humor sprinkled liberally into each story as well. I will definitely be reading more of this series! The next book, And Death Goes To....., will be coming out in December 2017. I can't wait! :)

Laura Bradford is the author of several other cozy series including the Emergency Dessert Squad and An Amish Mystery series. For more information on the author and her books, check out her website:
<http://www.laurabradford.com/>

Lisa Ks Book Reviews says

30 SECOND DEATH was 8 hours of unbelievable reading!

Oh, I do love this series. As I mentioned in my review of book one, DEATH IN ADVERTISING I was blown away with every aspect of it. In starting 30 SECOND DEATH, I of course was hoping for more of the same, and author Laura Bradford delivered!

Tobi Tobias is a fresh and fun protagonist. I love her quirky sense of humor, and that she snorts when she laughs like I do! She's feel very real to me, meaning, she could be someone I know. When I read some leads in other series, I feel like I could never be them. But Tobi, she makes me feel like I can do anything.

30 SECOND DEATH was a fast paced, exciting story that touched on every emotion in me at one point or the other. When I wasn't laughing at the antics of some of the characters, or deep into other story points of this great book, I was holding my breath over the whodunit portion of the tale. Ms. Bradford really upped the mystery content in this installment of the Tobi Tobias Mysteries, and after the last book, I wouldn't have thought that possible!
