



So Wrong It Must Be Right

Nicole Helm

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It's all fun and games until fantasy gets real . . .

At twenty-seven, Dinah Gallagher thought she'd have it all figured out. Instead, she's having mind-blowing online sex with a man she knows nothing about and fighting for her rightful place in the family business. Part of that battle means expanding their century-old restaurant by getting the stubborn urban farmer next door to sell them his lot.

But Carter Trask is tired of being pushed around—especially by rich families like the Gallaghers. All he has left is the little farm he's scratched out of his grandmother's yard. At least he can blow off steam with the anonymous woman he's been emailing for the past eight months, who makes his every sexual fantasy come alive—even if it's only online.

When Dinah suddenly realizes that Carter's gardens look just like some of her mystery man's photos, she can't resist trying to turn her dreams into reality. Against his better judgment, Carter joins in the game. But in real life, passion has a way of becoming very complicated, very quickly. And sometimes the wrong choice can turn out to be oh so right . . .

“Sharp, funny, and sinfully sexy—Nicole Helm is my favorite new author!” —Maisey Yates, *New York Times* bestselling author.

“[A] deeply moving contemporary...The protagonists are refreshingly willing to be up front about their feelings and listen to each other, and readers will want to revisit their story often.” —*Publishers Weekly* (STARRED REVIEW) on *Need You Now*

So Wrong It Must Be Right Details

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Author : Nicole Helm

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From Reader Review So Wrong It Must Be Right for online ebook

Terri says

Review also found at <http://kristineandterri.blogspot.ca/2...>

I received an advanced copy of this book from the publisher via Netgalley in exchange for an honest review. Thank you! The expected publication date is March 21st, 2017.

I am struggling to express my thoughts on this story as I normally do when a story fails to really capture me. This story was just ok for me. In order to try to explain, I will resort to my trusty system of writing lists.

Carter - I found at times throughout the story that he was a little whiny. His "nothing ever works out for me" got a little old and even if you identified with him, you didn't care after a while. Yes he was sweet and thoughtful but I had a hard time getting past his woe is me attitude

Dinah - While I loved her positive attitude and her determination, there were points throughout the story where I wanted to slap her for her failure to accept the truth. You can be motivated and confident and still deal with what life throws you instead of living in denial.

Carter & Dinah together - I had a difficult time seeing the emotional connection between the two. It appears that the majority was "written off of the page" in the email exchanges between them that the reader never sees. What the reader does see is the physical connection between the two which is sizzling from the get go, no issues there. I just prefer when there is more of an emotional connection mixed with the physical chemistry.

Supporting characters - they were almost all nasty. I don't know how I would survive if I was surrounded by so many rotten personalities!

While it seems I am being overly harsh, keep in mind that I didn't hate the story. I just struggled with some of the flaws of the characters and the priority of a physical relationship over an emotional one. It did still entertain me. There were some sizzling scenes and some real moments (towards the end) that I think readers will like. I also believe that others may identify more with the characters than I did.

Cathy Geha says

So Wrong It Must Be Right by Nicola Heep
Gallagher & Ivy #1

You know that photo you saw on Instagram and just had to comment on? What if the person receiving the comment sent a message back? Then, what if the two of you fell into a steamy months long very steamy email romance? Well, that is just what happened to the H/h in this story! And, boy was it steamy in emails and also later when they meet up in person ;)

Dinah Gallagher is the next in line to run the Gallagher Company IF she does everything right. She cannot see anything in life that might be more important than being in charge of Gallagher's. She is also smart, capable, a believer in being able to accomplish anything she sets her mind to, and believes in compromise.

This comes in handy when she is faced with trying to buy the land Carter Trask owns – especially when she realizes he is the man she has been emailing for months. What happens in the story includes how her dysfunctional family interacts with one another and how she comes to terms with her long held beliefs when balanced against what she truly needs and wants in the future.

I have to say I liked Carter but felt that Dinah was a bit shallow and single minded. By the end of the story my feelings shifted a bit in her favor, though. I enjoyed this introduction to a new series and look forward to reading “So Bad It Must Be Good” when it comes out – the story of Kayla (Dinah’s cousin) and whether or not she finds her HEA.

Thank you to NetGalley and Kensington Press for the ARC. This is my honest review.

3.5 Stars

Kim Vanravenswaay says

What happens when your career is your family and your life? Dinah finds out the hard way, that it usually means giving up on happiness. Carter is trying to show her that there is more to life. But she believes that she can find a compromise for any problem that comes their way. Got to say, she is the queen of compromise. I liked the idea of small farmers in the middle of a city. And how Carter stood his ground and didn't give in.

Sherin says

My first book by Nicole Helm, So Wrong It Must Be Right was an exciting and interesting read.

First book in the series Gallagher & Ivy, this is the story of Dinah Gallagher and Carter Trask. As the blurb suggests, Carter doesn't want to be pushed around by the likes of Gallagher.

The first meeting of Dinah and Carter was hilarious! I liked that they knew each other through mailing before actually meeting up .. and how their relationship progressed. Yes, there was a lot of family drama and bumps along the road in the relationship of D and C, but did they overcome it? Did Dinah give in to win Carter, or did Carter give up his piece of paradise to win Dinah's love? Want to know the answer? Read So Wrong it Must be Right!

Trust me, this a quick, interesting, steamy and hilarious read for most part. I loved the cover and can't wait for the next one in the series.

**I was kindly provided an eARC from Kensington Books through Net Galley in exchange for an honest review.

Guilty Pleasures Book Reviews says

The synopsis for this book caught my attention and I decided to give this new to me author a try and while I enjoyed some aspects of this book, others left me feeling a little flat, and some just left me confused. On opposite sides of a business deal two people figure out they have something a bit taboo and dirty in common and despite the business between them set off to fulfill their wicked fantasies. Heavy on sexual exploits (which hey, I'm totally cool with), but light on building a relationship (not too cool with), and heavy on angst (really, really not cool with) So Wrong It Must Be Right had good bones, but not enough substance making it a bit of a disappointment.

Dinah and Carter have been having an email sexual affair for 8 months and have no clue they live in the same general area, but when Dinah must confront Carter to buy his land to expand her family's businesses she puts it together and confronts him about it which leads to them becoming sexually involved and eventually more. First off, I have no issues with the fact these two met based on a Tumblr photo and moved on to sexy emails which by the way, maybe I'm a bit slow but I still can't figure out how they managed to reach mutual self satisfaction while emailing back and forth. Anyway, I like that they met in an unusual way and were thrown together in the flesh so to speak for a totally different reason, but I had a very hard time really liking either one of these characters and I felt like they got to the "I Love You" stage very quickly considering the only thing they'd been exchanging in the last 8 months was sexual fantasies, not getting to know you information and within a few weeks of meeting one another they were in love.

Let me just say that Dinah was stubborn, shallow and a bit too confident considering she really had no power in her family's business and was willing to do anything to get some power. I admired her gumption, but I hated that she would ask for someone's opinion or help and then immediately dismiss it. I appreciated what Carter had built and the reasoning behind it and that he felt strongly about staying connected to something that had belonged to his family for generations, but at times he was whiney and so pessimistic that I wanted to give him a slap upside the head. Together there was no denying their chemistry or the fact they knew exactly how to give each other what they wanted or needed sexually, but I felt the emotional connection was lacking. They'd share a bit about their lives but they never delved deep into how they were feeling with what was happening around them.

There wasn't a single secondary character that I liked, not one. While at first I liked Dinah's cousin, Kayla she turned into a bit of a selfish b*tch and I have nothing good to say about the others. I also felt like the big ultimatum Dinah's grandmother gave her was contrived to create more drama between Dinah and Carter something I could have done without.

Overall, I felt there were just too many crucial elements to this book lacking making it very difficult to fully enjoy.

Review copy provided for a voluntary review.

Molly says

This book was fantastic. I think Romancelandia needs more stories about urban farming, and revitalizing neighborhoods in cities that have seen better days.

As a resident of a Rust Belt city, I was so thrilled to see a story set in a city that isn't super popular in romance novels: St. Louis. It's not as sexy as New York, and there wasn't a billionaire in sight. Hallelujah!

This was a story about two people trying the best they can, with lots of fun steamy times in between. What Nicole Helm did in this story is something that she has done so well in all her other books: she writes

imperfect characters trying to get by, with challenges and situations readers can relate to on a personal level. Yeah, relationships of all types are hard and families can be shitty. But it's how her characters handle these situations to get their shot at love is what's so great. My heart-strings were tugged! You've got to do what's right for you, and not for the expectations or your family may have placed on you.

And Helm's writing is really a cut above the rest. The phrasing, the description, the metaphors, they're all great. She's really one of my favorite writers.

I also really like Kayla's character and am really excited for her story!

Maria says

"Received an advance reader copy in exchange for a fair review"

4.5 stars

A really good story with a solid plot and two strong characters and Nicole Helm's at least second bearded flannel-clad farm related hero, as charming as the first one I've read (Wes Stone, "All I Am"). Carter is less troubled than Wes though, but he didn't have an easy life either.

In "So Wrong It Must Be Right" we see Helm's ability to write a powerful story about one's commitment to a place, a business or a farm and the choices people have to make in order to conciliate that with conflicting affections.

The hero's love for his land is moving and his perseverance admirable. Helm's characterization is really fine, linking the man – his body, his soul, his heart – with that particular patch of land, his family's legacy. The same applies to the heroine and her connection to Gallagher's Tap Room. The setting is downtown St. Louis, a city not usually portrayed in romance and this unequal struggle between a small farm and an urban environment is rather interesting.

Nicole Helm writes a hero with baggage that despite all that is supportive, understanding, able to compromise and ultimately to give up the farm he loves so much in order to keep the heroine. But all this done in a very subtle and smooth way.

Family relationships play a part in this romance too and are realistically done.

At last, it was amazing to see how Helm developed a usual plot device in romance – email sex – turning it into a sexual relationship with affections, emotions and meaning. Loved it!

I'm grateful to the publisher, Lyrical Press/Kensington Publishing, the author, Nicole Helm, and NetGalley for providing a free copy.

Meaghan says

Dinah and Carter were perfect. I loved how they figured out who each other was, and struggled to figure out how to make their chemistry and interest in each other work with real life pressures and demands. Very enjoyable read.

Maria Rose says

Dinah Gallagher has worked her whole life for her family business, Gallagher's restaurant, and she's got

plans for their future including acquiring the property next door to set up a farmer's market. But the owner, one Carter Trask, has been notoriously stubborn about selling. When she's not focussed on work, her one avenue of fun has been an online flirtation with a mystery man, someone who is as good a listener as he is at providing her some heady sexual delight. When Dinah discovers that her mystery man is none other than the man thwarting her at every turn, it's quite the conundrum. Sex is their common ground, but will it be enough to lead to a business compromise and a possible future together?

I was a bit surprised at the speed with which the 'secret identity' of the two main characters was discovered. I expected it be drawn out a bit more, but it's revealed within the first quarter of the story, making them have to deal with the obvious problems between them right from the get go. Of the two characters in this story, I've got to say that Carter was my favorite. He's a small urban farmer with convictions and despite his growing feelings for Dinah as the story progresses, he still won't abandon his principles. Dinah is harder to like, mostly because her devotion to her family business seems decidedly one sided. The only one who cares how she is doing in the company is herself, and her loyalty seems misplaced because it's not returned. It's Carter who turns out to be the most reliable person in her life, and they share some sexy scenes together, and some very emotional moments too. Dinah has to make some tough choices, and it leads to rocky times for this couple but an eventual sweet ending. I look forward to reading the next story in this series. 3.5 stars.

This review has been posted at: <https://straightshootinbookreviews.co...>

Note: a copy of this story was provided by the publisher via NetGalley for review.

Claire Robinson says

3 - **"This land is mine and I ain't selling."** Stars.

Nicole Helm begins her new *Gallagher & Ivy* series with a couple that are literally on opposite sides of the fence.

Problem being with that is Dinah Gallagher wants to knock down the fence, as well as the house and smallholding that Carter Trask has lovingly restored since he took over his grandmothers property.

"Just because you have breasts doesn't mean I'm more inclined to talk to you."

Finding out that Dinah has plans to level it and turn it into a Farmers Market as you would expect isn't an idea he is onboard with... Even when it turns out she is the elusive *D* he has been *sexmailing* with for the past eight months.

The blurb for this one pulled me in, as I am a sucker for a relationship that involves a lot of texting or emailing, but sadly it didn't really play much of a part of the story, what did play a huge part and which really dulled my enjoyment was the massive overdose of Gallagher family drama. I started out empathizing with Dinah, but as the story progressed she came to be a character that I felt little sympathy for.

Every word that had been amazing and beautiful still managed to pale in comparison to the reality of his mouth on hers...

I think it's safe to say that as a reader this was a story that had potential, but the aspects of it I wanted to see more of were sorely lacking, I am not a huge fan of erroneous family drama, especially when it takes over a story-line and pushes a couples blossoming relationship into the background, and for me that was the case on

this occasion.

If you like a lot of secondary drama with your romance then I would certainly not discourage you from giving this title a go, it just didn't live up to the expectations I had of it from the blurb.

ARC generously provided in exchange for the above honest review.

Donna Repsher says

The blurb for this novel grabbed me from the start. I was intrigued by Dinah and Carter's (who are simply D & C to each other) email only relationship and knew that they'd eventually meet, but I didn't expect it to happen quite so early in the novel. They most certainly had great sexual chemistry, but certain aspects of their personalities and actions repeatedly had me changing my mind about these two characters, which is why I can only give this novel 3 stars.

Dinah Gallagher is obsessed with her family business, Gallagher's Tap Room, a 100-year-old restaurant, and running it has been her lifelong dream. The company wants to buy up (and already has bought up) several properties on the block, to expand their parking lot and make room for a farmer's market. But there are one or two holdouts, and Carter Trask, who turned his grandmother's small property into a farm, is one of them. Craig Gallagher, is Dinah's uncle, and the director of operations for the family business and he's been strong-arming Carter, who has vowed to hang on to this last piece of family property and never sell. Dinah believes she can accomplish what her uncle could not, so imagine her surprise when she meets Carter face-to-face and the two soon realize that D and C stand for Dinah and Carter. He won't sell out to her either, and once their relationship becomes physical and then emotional, is the point at which I started to have a problem with these characters and their situation.

First of all, how many restaurants have a Board of Directors? Dinah is beyond obsessed with this business, having pictured herself as its owner and CEO all her life. She repeatedly says that Gallagher's is her heart and her soul. Really? A restaurant? A building? She is utterly unable to see herself in any other role, even though her cousin, co-worker and best friend, Kayla, tries to get her to see that there are other possibilities, other options in life, Dinah is so dogged in her determination to win that I found her dual personalities--a businesswoman one minute and a hot sexpot the next, both confusing and irritating.

I liked Carter somewhat more, he's pretty down to earth, literally and figuratively, but he too eventually began to irritate me. While I liked his devotion to hanging on to that last piece of family property understandable, and while he was both somewhat sexy and sweet, he was also a bit of a downer, who dwelt mainly on all that he'd lost in his life--more than one family farm, his parents, his beloved grandmother, and siblings who didn't care about farming and moved on with their lives. As a romantic, sexy, and charming hero, he certainly shone, but his negativity didn't.

One of the most real characters in this novel is Kayla. While she's not a primary participant, she's often cast in the role of Dinah's friend and advisor, and she keeps trying to be the voice of reason for Dinah, and yet, when she cannot stand working at Gallagher's another minute, Dinah simply doesn't understand it and while it hurts her when Kayla leaves, Dinah is still clueless as to why Kayla would want something more out of life.

There's also a backstory that runs through this novel. Months before the novel begins, Dinah's father ran off with Uncle Craig's wife, devastating Dinah, Kayla (Craig's daughter), and Dinah's mother, who leaves for

parts unknown. Uncle Craig, not a nice man to begin with, seems to feel he has to take out his anger at Dinah, who never did a thing to earn his wrath or condescension.

Make no mistake, Ms. Helm can certainly write a good novel, and I've read and enjoyed quite a few of her earlier ones. The emotions in this novel do come across to the reader, and what happens to the characters and their relationships makes for a good read. I just kept wishing that the family business in question wasn't just a restaurant, because Dinah's single-minded devotion to it just made little sense to this reader, as did its title, which had nothing to do with the story at all.

I voluntarily read an advance reader copy of this book and received no compensation for doing so. The opinions expressed are my own.

Gaele says

I'll be honest, the premise and blurb for this one caught my eye and wouldn't let go. Who could resist a story about two people that have been engaged in an email / sexting relationship for the last months, and just happen to live next to one another? And when their face-to-face interactions are full of sparks, wholly different from the steamy email... You'd grab that. Be honest. I know I did.

Dinah works in the family business, a restaurant, and she's got all sorts of plans to get things moving. Wanting to expand, bring in other custom and just generally make her mark, she's decided the small home and plot of land (with wonderful gardens) is perfect for her plans. And she sets about planning a takeover. Because, by now, with no relationship to hand, and all of the family dramas, there isn't a huge draw for her attentions elsewhere. Once she's run through the latest sexy emails from her mystery man, she's got to put that energy somewhere.

Carter has spent the last while carefully renovating the small house and plot of land left to him by his grandmother. A man who isn't afraid of hard work, and has little patience for people who think their money and position entitles them to anything, he's really not interested when one of them in the form of Dinah, approaches with an offer to purchase his home and garden. Neither of them is quite aware that they have been sexting for months, and the sparks (and tension) are high.

And then, the premise that was so wonderfully proposed is lost to overblown and repeated family dramas that served no purpose for me but to distract. I wanted to see more of Carter's revelations and working through his own baggage, with and without Dinah, and she had miles to come as well – but we have drama, intermixed with some sexy hot moments on the page and in person, and it's almost no time at all for the end.

While the writing was solid, it almost felt (as happens with some of the authors I edit for) that the characters had other ideas for their story, and the ideas that were so clever and I had hoped to see realized fully just weren't. I was lost in the drama, much of it unneeded and unrelated to the story between Carter and Dinah that needed telling, and that experience left me knowing this wasn't the book for me. People who enjoy extra drama and a heroine who moves from sympathetic to near unlikeable during this drama will find this more to their taste.

I received an eArc copy of the title from the publisher via NetGalley for purpose of honest review. I was not compensated for this review: all conclusions are my own responsibility.

Review first appeared at < I am, Indeed

Geri Reads says

DNF @20%

I know, I know. :(

**sigh*

ARC provided by the publisher

Tracie R says

I enjoyed reading So Wrong It Must Be Right I found the character interaction and dynamics well written and the storyline compelling. I look forward to reading more

Cheri says

I received an ARC of this book courtesy of Net Galley and the publisher in exchange for an honest review

This book started out fast. I guess I expected to see more of the back and forth of email and messaging online before Dinah and Carter realized they knew each other in real life. Nope, and that's okay. Since we see the connection they have through their online romance and know they've been "talking" for 8 months it all flows quite naturally. I could feel the chemistry between the hero and heroine and that's what matters most.

I kept feeling as though I didn't like Dinah, yet couldn't really not like her. It was very confusing to me until Carter had some inner reflections of how she tries to hide how much of an emotional person she really is under her business-like demeanor. Dinah still annoyed me with the way she was so blind to anything outside of her tunnel vision of family and Gallaghers and being born to do a specific thing with her life, no deviations. There are some inner thoughts Dinah has toward the end that also really helped me to understand her bull-headed visions.

Carter was bull-headed in his own way. I don't know if I forgave him that because I happened to agree with his side of things more or if he wasn't as grating as Dinah. His back story seemed a bit muddled and hodge-podged together but became a bit more cohesive toward the end of the book. He is definitely easy to love. The way he treats Dinah, even knowing she may have to turn against him, is so sweet and makes him extremely sexy.

My favorite character is actually Dinah's cousin, Kayla. She seems to be the most level-headed Gallagher and even tries to open Dinah's eyes numerous times. The way Dinah somewhat dismisses her broke my heart. She is so set on her goals she can't see she is hurting Kayla and even that her goals should maybe change. Kayla is almost the opposite of Dinah. Her eyes are wide open and she knows how to look inside

herself for what it is she truly wants and needs. Plus, it seems to me that Dinah was so focused on what her own dad did to the family that it didn't occur to her that Kayla's mom did it, too. Plus, Kayla had to still deal with her evil father after it all happened.

Nicole Helm is a new to me author. While I wasn't totally blown away by this book, I did really enjoy it a lot. I'll definitely be giving more of her books a try.
