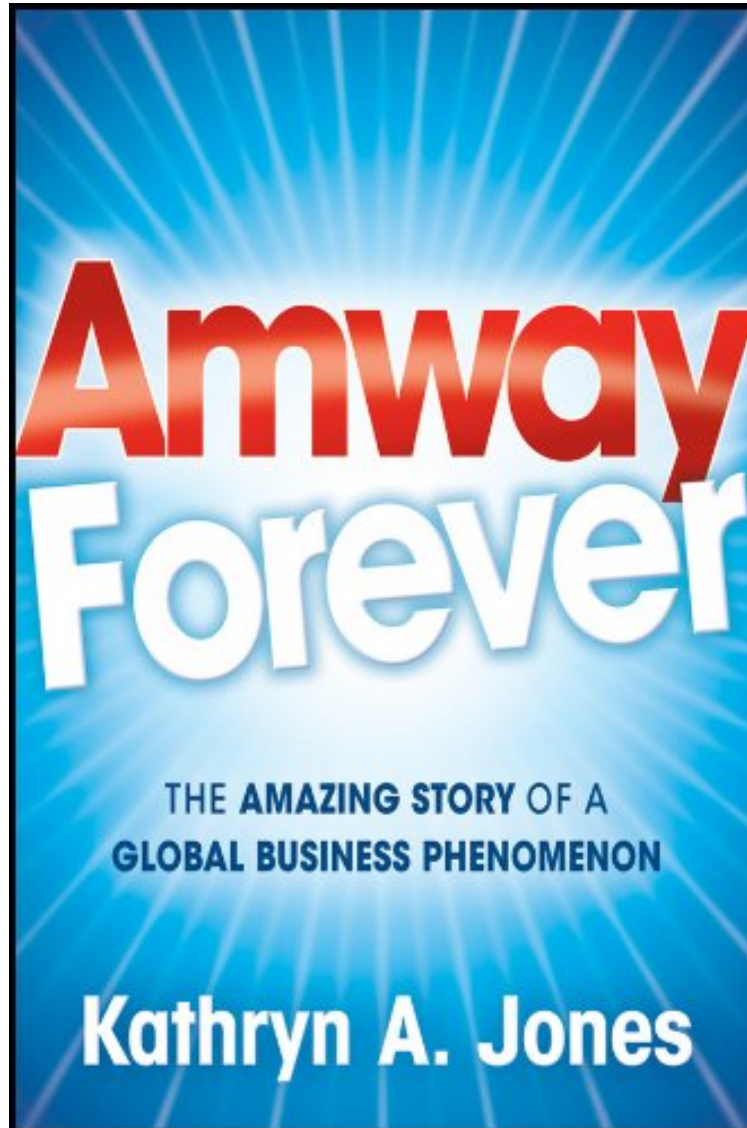


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Amway Forever: The Amazing Story of a Global Business Phenomenon

Kathryn A. Jones

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Kathryn A. Jones : Amway Forever: The Amazing Story of a Global Business Phenomenon before purchasing it in order to gauge whether or not it would be worth my time, and all praised Amway Forever: The Amazing Story of a Global Business Phenomenon:

0 of 1 people found the following review helpful. Amway the revolutionary direct selling giant By Evan This was such an awesome book. It gives the truth about a mega direct selling giant Amway. Like any company, it takes hard work and belief to make things work, but most of all having a strong faith in Christ. Jay Van Andel and Rich DeVos are very

awesome guys who really wanted to help people have their own business and to change lives. Amway corporation encountered many litagations against them but proved to be an ethical and honest company and that is why Amway is still growing and thriving since 1959. Helping others live better lives is a mission I want to follow for my whole life.0 of 0 people found the following review helpful. Great BookBy Wensley SmithAbsolutely a worth reading book. I get inspired and I get more respect for Rich and Jay everytime I read anything about the empire they have develop together as friends.0 of 0 people found the following review helpful. A potential home run turns into an out.By frank442Finished reading the book and found myself a good bit less enthusiastic about the book at the end than the start. Like many who endeavor to research an organization or business, the author, in my opinion, didn't find the success stories of the folks who are making the project/business work for them. The author didn't go for the success statistics. The shame is that the reader ends up getting 1/2 to 3/4 of the story and the part that is left out is the impact piece.Much like any business organization of its size, Amway obviously has negative statistics. Realtors, financial advisers(like myself), small business owners, have a much higher fail number than success number. Only about 5% of those of us who are financial advisers end up succeeding at it and it costs hundreds of times more to start than our Amway biz did. Most traditional business owners in any industry fail. The success rate with Amway owners is probably a little higher due to the low start up cost. Anyway, just disappointed the author didn't dig for the stories on the win side.

A fascinating look at five decades of Amway's innovation Amway started in 1959 as a way for people to earn extra money selling soap and cosmetics. Today, it has recaptured the public's attention largely because of an extensive print and broadcast campaign featuring the Quixtar name-with ads saying "you know us as Amway." Amway Forever chronicles the amazing inside story of this global business phenomenon. Page by page, it explores the history of Amway and its remarkable resurgence around the world. From how the company began and its growing pains in the 70's and 80's to its recent online revival, this book explores how Amway has survived and thrived over the past fifty years. Delves into how innovation has led to Amway's growth into an international powerhouse Reveals Amway's pioneering marketing tactics and sales strategies Offers an historic perspective, as well as a contemporary look, at how the company has evolved Engaging and informative, Amway Forever is a must-read for anyone interested in this company's unique business model and buzzworthy emergence into a global success.

From the Inside FlapAmway Forever: The Amazing Story of a Global Business Phenomenon chronicles the history of a remarkable retail success story. Founded in 1959 as a way for people to earn extra income selling soap and nutritional supplements, Amway has recently returned to public attention by way of extensive broadcast campaigns, along with a stream of controversies, that have made it office chatter around the nation and around the world. Despite stalling in the 1980s, in the last decade Amway has increased its export business to include more than eighty countries, generating \$9 billion in sales and becoming one of the most profitable and powerful global retailers on earth.So, how did a direct selling company from the Mad Men age keep pace with today's tough times, not only finding success, but thriving? Delving into how innovation—particularly pioneering marketing tactics and sometimes questionable sales strategies—turned the company into an international powerhouse, Amway Forever presents the full story behind this hugely profitable business. Tracing Amway from its early days, through the growing pains of the '70s and '80s, and up to its recent reemergence across the globe, the book combines an historic perspective with a contemporary look at how the company has evolved. Offering an unbiased, unflinching look into one of the great business success stories of recent years, the book offers an investigative look at the history of Amway for the first time. Essential reading for individual investors, business professionals, and anyone interested in learning more about the "American Way" of sales, the book is an unbiased and level-headed examination over the decades of one of the nation's most remarkable business enterprises. Engaging and informative, Amway Forever looks at the real story behind how one company overcame the odds to reinvent itself for the twenty-first century.From the Back Cover"Kathryn Jones offers a fascinating look at how two poor Dutch immigrants built a consumer product giant that made them billionaires, but also spawned decades of litigation and controversy." —Mark W. Tatge, Eugene S. Pulliam Distinguished Visiting Professor of Journalism, DePauw University "Unraveling the mysteries of Amway is a job best left to the most experienced reporters. Kathryn Jones is more than up to the task in this revealing story." —Bob Mong, Editor, The Dallas Morning News An unfettered look at Amway's first five decades of innovation How did a direct selling soap business from the 1950s reinvent itself as a \$9 billion industry? On one hand a story of the power of passion, commitment, and innovation, on the other a tale of questionable business practices and controversy, Amway Forever is the complete story of a company that brought together a unique business model with innovative marketing and advertising campaigns in order to become one of the greatest success stories in recent years. Tracing Amway's growth from a small startup to an international giant, the book provides a comprehensive look at exactly what Amway's leaders did to get the company where it is today. Authored by expert business writer and editor Kathryn Jones, Amway Forever will change your very idea of what is possible in today's business climate.About the Author Kathryn A. Jones is an experienced business writer and editor. A freelance writer for the New York Times

where she has written for the Business, Money, National, and Travel sections, and a former writer-at-large and current contributing editor for Texas Monthly, she has also written for Time, Life, The Dallas Morning News, and numerous other news outlets.