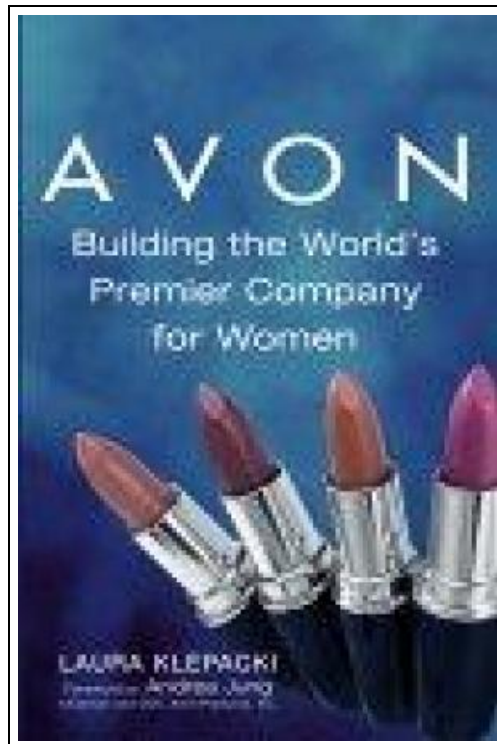


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Wiley & Sons, 2005. Gebundene Ausgabe. Book Condition: Neu. Gebraucht - Wie neu ungelesen, sehr guter Zustand; unused, very good condition; - A colorful look at Avon's journey to the top Avon is the world's largest direct sales company, with a record four million representatives in more than 140 countries worldwide. Its product line has expanded from cosmetics to vitamins, weight control products, clothing, and jewelry. In *The Avon Story*, author Laura Klepacki offers an in-depth look at how Avon grew from a small business selling books door-to-door to one of the world's leading cosmetics companies. Through exclusive interviews with company executives--both past and present--as well as analysts and other experts in the beauty and cosmetics industry, Klepacki reveals how Avon has built a global empire by addressing the needs and customs of women around the world as well as how it has managed to thrive in all economies even in tough times. Readers will also discover how this cosmetics powerhouse has maintained and increased its market share through new product introductions, the use of technology, appealing to different customers, including men and teens, rewarding its best performers, and giving back to society with financial support for such causes as domestic violence and breast cancer. *The Avon Story* also takes a look at the leadership principles that have allowed Avon to prosper over the years. Engaging and entertaining, *The Avon Story* offers readers a well-rounded account of one of America's most respected and successful companies. Laura Klepacki (West Caldwell, NJ) is an experienced journalist who has covered beauty, marketing, and other consumer issues. She is the mass-market beauty editor for *Women's Wear Daily*, where she specializes in articles on the multibillion-dollar health and beauty care industry in the United States. She frequently travels to industry conferences to meet with senior...



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