

A Winning Formula for Selling to Women Around the World Avon has come a long way since handing out its first perfume sample back in 1886. The company, long famous for ringing customer doorbells, is now the worlds largest direct sales organizationâ€”with almost five million representatives in more than 140 countries. AVON: Building the Worlds Premier Company for Women is the first book ever to show how this cosmetics juggernaut achieved such incredible success, while revealing secrets any business can use to effectively market products of all kindsâ€”especially to women. Through this entertaining journey, youll not only learn the colorful Avon story, but also see how every company, big or small, can benefit from its unique approach to sales and product development. By providing women with an unlimited opportunity for career success, Avon harnessed the power of a committed sales force to win customers and grow the business. The companys success story is testimony to the importance of focusing on your core business while recognizing the changes taking place with your customers and the environment. â€”Mary Sammons, President and CEO, Rite Aid Corporation The book is an excellent primer on how to successfully make alternative forms of distribution work. â€”Allen Burke, Director of Merchandising, QVC, Inc. The authors incisive revelations . . . capture the extraordinary personalities and entrepreneurial strategies of one of Americas most spellbinding success stories. â€”Annette Green, President Emeritus, The Fragrance Foundation

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In this book, the author offers an in-depth look at how Avon grew from a small business selling door-to-door to one of the world's leading cosmetics companies. GIPZGBP \ eBook Avon. Building The World's Premier Company For Women: Building the World's Premier Avon. Building The World's Premier Company. DOWNLOAD AVON BUILDING THE WORLDS PREMIER COMPANY FOR WOMEN avon building the worlds pdf avon building the world 39 s premier company. AVON: Building the World's Premier Company for Women isthe first book ever to show how this cosmetics juggernaut achievedsuch incredible success, while.

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