

<<Avon 公司>>

图书基本信息

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内容概要

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 world's largest direct sales organization-with almost five million representatives in more than 140 countries.

AVON: Building the World's 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 kinds-especially to women.

Through this entertaining journey, you'll 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.

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 executives and has close contacts with consultants and analysts in the cosmetics and fashion business.

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