

<<成功之路>>

图书基本信息

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## 内容概要

Review Inside Your Prescription for Success! Book Description Rexall Showcase International; the direct selling arm of Rexall Sundown; is changing forever the face of network marketing. In a little over eight years, this booming company and its legion of distributors have revolutionized the \$18-billion-a-year natural health and wellness industry along with the \$80-billion direct-selling industry, flooding the market with exciting new products that have attracted consumers around the world. Most important, however, it has helped tens of thousands of people just like you achieve success beyond their wildest dreams. In Prescription for Success, bestselling author James W. Robinson takes you inside this network marketing phenomenon and shows you how it became a leader in the natural health industry; realizing revenues in excess of \$160 million in 1998, a 51 percent increase over the prior year! You'll learn where Rexall Showcase is heading as it expands throughout the world. You'll also meet men and women from all walks of life; single moms, doctors, CPAs, attorneys, business professionals, and schoolteachers; who have discovered an incredible business opportunity that has changed their lives. It's an opportunity open to all, including you. "Prescription for Success is a great American success story, vibrant with drama, inspiration, and penetrating insights. A fascinating glimpse into the network marketing phenomenon." Richard Poe, New York Times bestselling author of Wave 3; and the forthcoming Wave 4: Network Marketing in the 21st Century Foreword by Damon DeSantis, President of Rexall Sundown, Inc., and CEO of Rexall Showcase International, and David Schofield, President and COO of Rexall Showcase International. About the Author James W. Robinson is the senior vice president and counselor to the president of the U.S. Chamber of Commerce, the world's largest business federation. He is also the author of the bestsellers The Excel Phenomenon and Empire of Freedom (both from Prima). See all Editorial Reviews

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