



# Amway Forever: The Amazing Story of a Global Business Phenomenon

*Kathryn A. Jones*

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**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.

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Playing with family inside a park, coming to see the ocean world or hanging out with close friends is thing that usually you could have done when you have spare time, subsequently why you don't try matter that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love Amway Forever: The Amazing Story of a Global Business Phenomenon, you could enjoy both. It is good combination right, you still wish to miss it? What kind of hangout type is it? Oh can occur its mind hangout fellas. What? Still don't have it, oh come on its referred to as reading friends.

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