



# The Direct Selling Revolution

*By Dominique Xardel*

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"Direct selling", as the AMWAY Corporation defines it, is a "person-to-person marketing concept...in which the seller goes to the consumer rather than the consumer going to the store." It is one of the fastest growing and most internationally significant sectors in modern marketing, yet one of the least understood. In this book, Dominique Xardel sets out to demonstrate the unique business approach that has made AMWAY into an international corporation with a \$4 billion-a-year turnover, working with over 2,000,000 independent distributors who operate their own businesses. The author has travelled to thirteen countries to interview senior managers and to explore the innovative and highly flexible business strategy that has brought AMWAY such phenomenal growth over the last 20 years. For all those who are interested in modern business, involved in international marketing, or simply considering joining the direct-selling world, "The Direct Selling Revolution" should provide an insight into the successful practice as well as the philosophy behind the AMWAY approach.

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