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Charismatic Capitalism: Direct Selling Organizations in America

Nicole Woolsey Biggart

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Nicole Woolsey Biggart : Charismatic Capitalism: Direct Selling Organizations in America before purchasing it in order to gauge whether or not it would be worth my time, and all praised Charismatic Capitalism: Direct Selling Organizations in America:

0 of 0 people found the following review helpful. An insightful, critical books for everyone who is interested in direct sellingBy raymondIDEO an amazing book without any doubt; one of the best book I have ever read in terms of channel management. Raymond from IDEO Shanghai12 of 12 people found the following review helpful. This is the only scholarly study of this industry that I'veBy A CustomerJust about all of the books that I've read about direct

selling, multi-level marketing, etc. are either how to books, books expounding the glories of direct selling, books denouncing the evils of direct selling, or are biographies of the founders of a company. This is a scholarly and objective treatment of the industry. It explains quite well the positive and negative aspects of the industry and a number of major firms that have shaped it. I recommend it to anyone seriously interested in understanding the direct selling industry.⁴ of 8 people found the following review helpful. Excellent, but needs to be updated- the industry has moved oBy A CustomerThe content lacks sample product marketing plan. A chapter describing how the major Direct Selling Organizations manage their business, ie. recruitment, buiseness plan presentation, pick up and distribution, the options and a sample conference presentation would have made the book more complete and practical.

Tupperware Home Parties, Shaklee Corporation, Amway, Mary Kay Cosmeticsmdash;theirs is an approach to business that violates many of the basic tenets of modern American commerce. Yet these direct selling organizations, fashioned by charismatic leaders and built upon devoted armies of door-to-door representatives, have grown to constitute an \$8.5 billion a year industry and provide a livelihood for more than 5 million workers, the vast majority of them women.The first full-scale study of this industry, Charismatic Capitalism, revises the standard contention that the rationalization of social institutions is an inevitable consequence of advanced capitalism. Nicole Woolsey Biggart argues instead that less rational organizations built on social networks may actually be more economically viable.

From Library JournalMary Kay, Tupperware, and other direct selling organizations offer an alternative work approach, and have grown despite their apparent defiance of organizational and workplace trends. This, Biggart proposes, has implications for traditional firms. Instead of bureaucratized environments, these organizations offer autonomy, an ideology espousing family values, recognition readily achieved, upward mobility linked to success in recruiting additional dealers, and charismatic leaders who give the preponderantly female dealers a sense of community. This eminently readable book will interest and challenge specialists in organization, work, and women's studies, as well as those whose curiosity has been piqued by the almost cult-like enthusiasm of direct sellers.- Frieda Shoenberg Rozen, Pennsylvania State Univ. , University ParkCopyright 1989 Reed Business Information, Inc.From the Back CoverThe first full-scale study of this industry, Charismatic Capitalism revises the standard contention that the rationalization of social institutions is an inevitable consequence of advanced capitalism. Nicole Woolsey Biggart argues instead that less rational organizations built on social networks may actually be more economically viable.