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of Parties, the Gender of Markets"; "From the Field"; "Beyond the Party"; "Notes"; "7-Taking Back, Talking Back"; "Gender as Practice"; "Gender as Identity Politics"; "Doing Gender: Taking Back, Talking Back"; "Not Just Words"; "Notes"; "References"; "The Contributors"; "Index"; "About the Book"

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## Sommario/riassunto

Do Tupperware parties and Mary Kay sales empower individual women, or do they exploit personal relationships for corporate gain? Looking through the overlapping lenses of gender, work, and culture, Susan Williams and Michelle Bemiller critically explore the world of party plan sales. The authors investigate this \$30 billion a year enterprise through a wide range of case studies that unpack its personal and professional results for women. Closely examining the promises of multilevel marketing programs, their book challenges the way we see women's participation in the party plan economy.

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