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Nota di contenuto

Cover -- Halftitle -- Title -- Copyright -- Description -- Contents -- Testimonials -- Foreword -- Acknowledgments -- Introduction -- Chapter 1: Entrepreneurial Underpinnings of Direct Selling -- Chapter 2: Direct Selling-From Camels to Cyberspace -- Chapter 3: Direct Selling Distributor Compensation Plans -- Chapter 4: Ethics and Compliance in Direct Selling -- Chapter 5: Direct Selling in the Global Marketplace -- Chapter 6: On the Benefits of Direct Selling -- Chapter 7: Opportunities and Challenges in Direct Selling -- About the Authors -- Index -- Adpage -- Backcover.

Sommario/riassunto

Direct Selling: A Global and Social Business Model is a collective project from eight academics and practitioners who have dedicated much of their careers to understanding direct selling as both a go-to-market strategy and a channel of distribution and to capturing the people who are the foundation of direct selling. The pages of this book bring together a wealth of research and knowledge that can inform a broad spectrum of constituents about the economic and social benefits of direct selling, while also providing detail and clarity on key issues related to direct selling as a sustainable business model.
