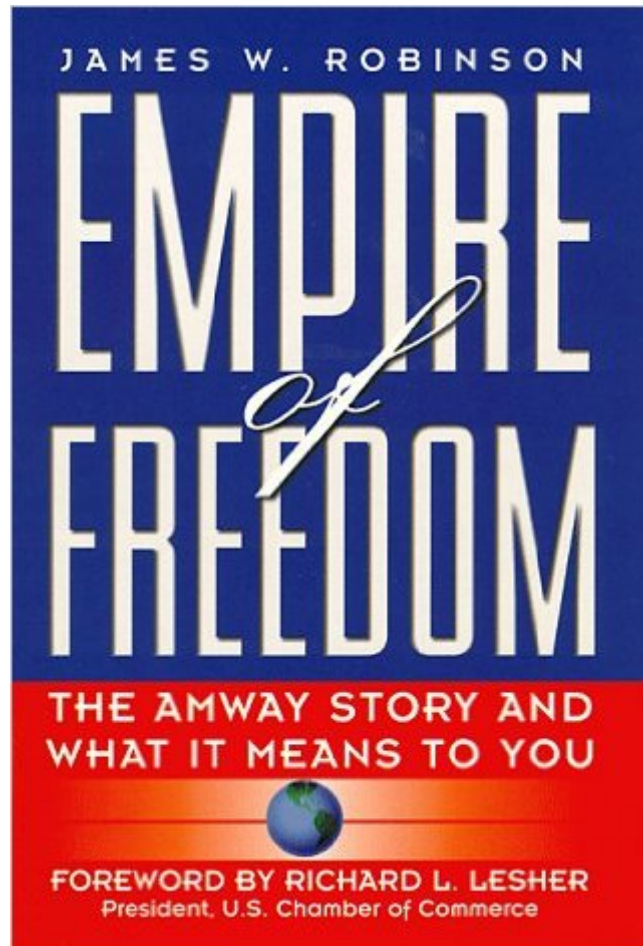


The book was found

Empire Of Freedom: The Amway Story And What It Means To You



Synopsis

FIRST, two men set out to find a better way to feed their families. THEN, they created a business that feeds millions of families. NOW, people are asking how the rural, small-town basement operation that started in 1959 turned into a \$6.3 billion global phenomenon of today. AVAILABLE NOW is *Empire of Freedom* "the first fully up-to-date exploration of the Amway phenomenon in fifteen years!" The Amway story vividly and powerfully reminds us all that the values we hold dear as Americans "freedom, private enterprise, individual initiative, personal responsibility, and the love of family" are universal in scope and appeal." "From the Foreword by Richard Leshner, President of the U.S. Chamber of Commerce As author James W. Robinson journeys inside one of the world's largest direct sales organizations, readers from all walks of life will discover:

- How two men built an internationally respected company based on core American values and beliefs
- Inspirational stories from hardworking men and women around the world who have overcome adversity to achieve financial success in Amway
- How technological advances will affect Amway in the 21st century
- Success secrets of top Amway leaders
- The worst thing anyone ever said about Amway

Selected by *Success* magazine as an "Editor's Choice" book, *Empire of Freedom* was featured on the front flap of all newsstand copies of the magazine's multilevel-marketing special edition in October 1996.

About the Author James W. Robinson, author of *Better Speeches in Ten Simple Steps*, *Doing Business in Vietnam*, and *After the Revolution* (all from Prima), is a veteran speechwriter and political communicator who has worked for some of America's top business leaders and elected officials, including Ronald Reagan, former California governor George Deukmejian, and California attorney general Dan Lungren. From 1987 to 1993 he served as the trade representative for the governor of California and later as the state's world trade commissioner. His accomplishments include overseeing the establishment of California's five foreign trade and investment offices, including its Asian offices located in Tokyo and Hong Kong. Mr. Robinson is currently the vice president of public affairs for the American Trucking Association.

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Customer Reviews

Business is all about people and relationships and the Amway business is no different except the fact that the people you associate with are there to help you become successful as this book demonstrates. This fact has been proven thousands of times over all around the world. If you are considering this business as a vehicle to achieve financial freedom, take the time to seriously investigate, do your homework, and just do it! You won't regret it.

anyone who does not understand this book does not understand network marketing. this book really goes into the depths of amway and brings out the truth about it and anyone who knocks this book does or has not read it at all. the author really researched his subject and has given knowledge to the reader.

Undoubtedly a thorough evaluation of a company that has the ability, by its very nature, to bring Free Enterprise to anyone with a dream and the desire almost anywhere in the world. The fact that the author is an objective "outsider" anchors the believability of this phenomenal business success story. As Amway continues to refine its business and application of technology, it will without a doubt become an American (if not global) icon. For the disbelievers - check out Chapter 10. Amway a "cult"? If only more Americans would join this "cult", this would be a better, happier nation. The emphasis placed on Family Values far exceeds that of any corporation in America today - bar none!

This book is truly an independant look at Amway by a highly respected individual. The author of this book has writtin five other books before Empire of Freedom. The topics on his other books have included business communications, politcis and even commercial opportunities in Vietnam. In the 1980's he developed an internatiol business plan for California by request of the governor! Not only is this book written by a highly respected individual, it also has a foreword by the President of the U.S. Chamber of Commerce! He states about the book, "It's a remarkable story, remarkably told, a

story of common people achieving uncommon things every day and, in the process, changing the world for the better."To those people looking for insight into Amway corp.'s marketing concepts, don't buy this book. This book is about the Amway goal and dream, and how it has affected so many people in a positive way. It doesn't go into detail about the marketing plan, and it ! wasn't intended to. The book is about the Amway story (as stated in the title), not the marketing plan.I highly recommend this book!

I decided to read this book when a friend of mine got into the Amway business. I thought it was a mistake because rumours told me it was a door to door soap selling cult!Much to my surprise, this book told a story of a multi-billion dollar, debt free, global business empire. that opened my eyes and my mind for that matter. As I read on, it told incredible stories of average people doing above average things and creating multi-million dollar enterprises of their own and positively impacting people's lives. I found myself getting excited and I couldn't put this book down! There is a chapter in the book that answers questions from skeptics like myself, and after reading that I felt like an ignorant fool for believing the lies I heard for many years. After further investigation, I went into business with my friend and we are well on our way to creating a global empire of our own. I can highly recommend this book to anyone investigating this business because it paints an accurate, inspirational picture of an opportunity rich growth industry for decades to come.

Great information. great book. Helps understand more the idea of freedom now a days.Thank you for this. Freedom is a beautiful thing, but it isn't free. Work hard. play hard.

Great condition! Looks like it's never been read brand new, too good information for it to be unread..either way I'm enjoying it and profiting big time!

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