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micro entrepreneur builds a direct selling business that is backed by established brands These established brands several of which are featured in this book offer the micro entrepreneurs quality products business training and technological resources to achieve a self determined metric of success Framed within the context of entrepreneurship and an historical overview of the long term sustainability of this business model this book is intended for practitioners who want to read about the breadth and depth of direct selling Importantly this book provides considerable depth in terms of three particular issues associated with direct selling Compensation Ethics compliance and Global reach For scholars this book is built on a strong foundation of valid and reliable research endeavors. The authors have published research on direct selling in high quality reputable and peer reviewed academic and practitioner journals Thus this book can add foundationally to the research efforts of academics who are conducting research in a wide variety of topics such as sales women empowerment business strategy ethics distribution models gig economy and global entry to name a few as well as to members of the press who want reliable and valid content upon which to build their stories The book s content is also particularly informative for policymakers at the local state national and international levels For students reading this book will offer a variety of insights particularly related to the intricacies of channel selection and design 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 Global Entrepreneurial Trends in the Tourism and Hospitality Industry Batabyal, Debasish, 2020-03-13 Tourism has been gaining importance in recent decades with its increasing socio economic geo political and ecological contributions including its potential contribution to GDP foreign exchange and international business At this juncture an assessment and analysis of the scope opportunities and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries Global Entrepreneurial Trends in the Tourism and Hospitality Industry is a pivotal reference source that provides conceptualized ideas regarding the scope prospects and challenges of tourism and hospitality entrepreneurship While highlighting topics such as destination tourism multigenerational travel and social entrepreneurship this publication explores the relationship among tourism hotel management transportations international trade cargo and supply chain management as well as the inter linkages among various sectors and sub sectors of the tourism industry This book is ideally designed for entrepreneurs directors restaurateurs travel agents hotel management industry professionals academics professors and students Educational Innovation in Economics and Business VI Tor A. Johannessen, Ansgar Pedersen, Kurt Petersen, 2013-04-17 Business education and business research has often been criticized by the business community which claims that much of it is mainly directed at the establishment of

teachers and researchers themselves instead of distributing their knowledge to the business community It may seem that many universities and other research institutions have turned into mere knowledge manufacturers where the emphasis is more on the output volume than on quality of relevance with little or no consideration for the end users As universities and corporations attempt to prepare management to be alert to future changes improved and even brand new teaching methodologies are required The main focus of the present volume is on the distribution and selection of new knowledge How can business educators deliver new knowledge to students and the business community more rapidly than before How should we define the core business curriculum when new knowledge becomes old knowledge Essentials of Marketing Charles W. Lamb, Joseph F. Hair, Carl McDaniel, Carl D. McDaniel, 2001 This concise essentials version of the popular Lamb Hair McDaniel Marketing text provides comprehensive current coverage of key marketing topics and issues in a shorter length Like its parent text Essentials of Marketing features in depth coverage of marketing hot topics an on line Internet Marketing chapter a slick design and a lively writing style

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