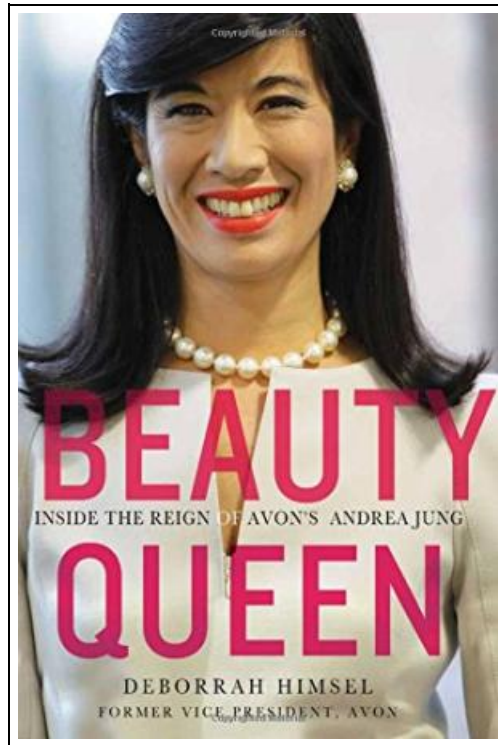


Beauty Queen: Inside the Reign of Avon's Andrea Jung (Hardback)



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Reviews

This publication is definitely not effortless to get going on looking at but really exciting to read through. It really is rally intriguing throgh looking at time period. Its been written in an remarkably straightforward way which is just soon after i finished reading through this book where basically altered me, change the way i think.

(Erna Langosh)

BEAUTY QUEEN: INSIDE THE REIGN OF AVON S ANDREA JUNG (HARDBACK)



Palgrave MacMillan, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. Andrea Jung, the glamorous former head of Avon, was arguably the world s most charismatic and effective CEO, credited with the astonishing turnaround of the venerable brand. Avon s board was filled with tough-minded, successful CEOs and other high achievers, but when Jung walked into a room wearing her Chanel suit, custom-blended lipstick and signature pearls, every head turned and she had them eating out of her hand. She seemed incapable of making a wrong move, until, amid declining sales, an investigation by the SEC, and a brand in crisis she stepped down in late 2012. In *Beauty Queen*, former Avon VP Deborah Himself uses Jung s story as a case study for two timeless leadership questions: What makes great leaders great? And what makes them fail? She explores both Jung s early years of success as well as the combination of missteps that led to her downfall, including her failure to nurture Avon s direct selling channel, the erosion of trust that occurred as a result of frequent decision reversals, and her ignorance of operational details, including how her people secured a license to conduct door-to-door sales in China, that led to a federal investigation. Through interviews with other CEOs, Avon executives past and present, and leadership experts, she explores the unique challenges Jung faced as a female Fortune 500 CEO; the thin line between pride and hubris; and the danger of the so-called halo effect in our high-stakes times.



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