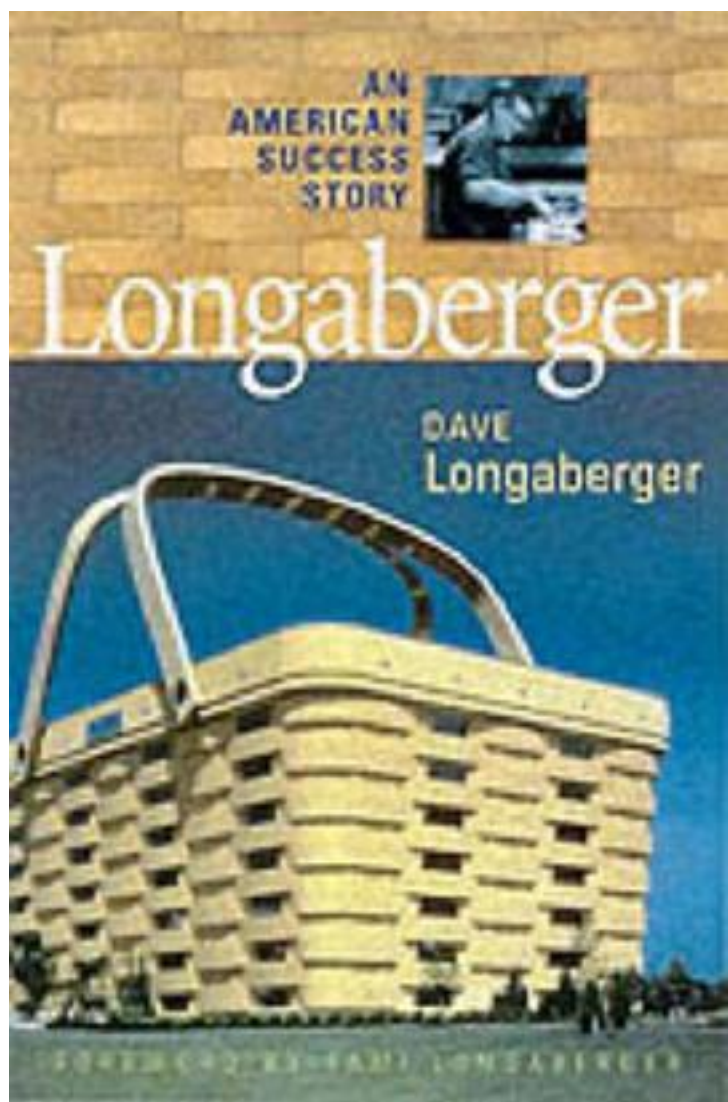


Longaberger



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著者:Longaberger, Dave

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One of 12 children of a basket-factory worker in a small Ohio town, Dave Longaberger came naturally to people oriented business practices long before the days of the management gurus. This engaging memoir explores his life and his unorthodox business sense, which created a solid base for the success of his company. Taking readers through the process of becoming an entrepreneur, Longaberger outlines specific practices, such as managerial evaluation and a mandatory shorter work day, that not only contributed to the strength of the Longaberger enterprise, but can make any business run more profitably. Today, the Longaberger Company is the largest basket manufacturer in the United States and the creator of the fourth largest line of "collectibles" in America. An affirmation of American values of independence, hard work, and morality, this personal story is as inspirational as it is informative. The Longaberger Company has been featured in People, George, and Profit magazines, and cited in Forbes, Working 1Wotker, and Ohio magazines. The Longaberger Company boasts 60,000 independent sales associates nationwide, who market and sell the company's products through home shows.

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