



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

By Deborah Himsel

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 Himsel 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...

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Reviews

An exceptional book and also the font utilized was intriguing to read. This is for all who statted there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

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The book is fantastic and great. It is filled with wisdom and knowledge I am just easily will get a enjoyment of looking at a composed publication.

-- Bradley Hahn