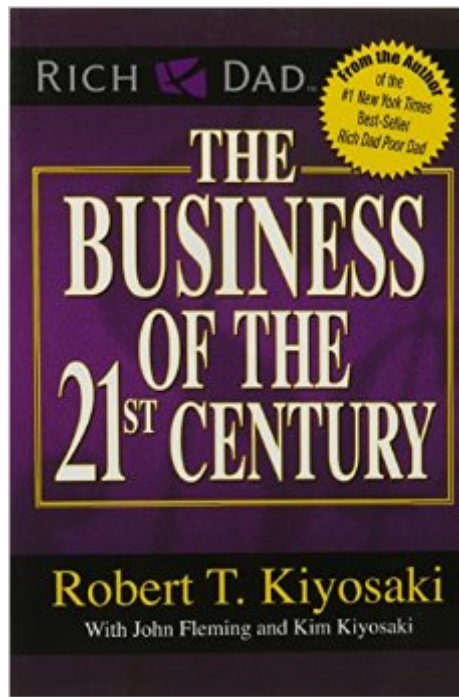


The book was found

The Business Of The 21st Century



Synopsis

Explains the revolutionary business of network marketing in context of what makes any business a success in any economic situation. This book lends credibility to multilevel marketing business, and justifies why it is an ideal avenue to make money.

Book Information

Series: Rich Dad

Paperback: 134 pages

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Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (317 customer reviews)

Best Sellers Rank: #6,763 in Books (See Top 100 in Books) #33 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#) #59 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

Robert Kiyosaki has built several multimillion dollar businesses. As such, he is a good person to objectively critique the business of network marketing. In this book, he lays down the reasons why network marketing is the best way for the average person today to build a significant asset that will permit them to live and retire in freedom. He spends the first half of the book explaining why the old path to Industrial Age financial success -- "get a good education, find a good job, work hard for forty years, invest in stocks and real estate, etc." -- no longer works in the Information Age. The second half of the book explains what network marketing is, what it is not, and why it is the best option to create personal income security today. Kiyosaki lends his substantial credibility to this much-misunderstood business to clear away the misconceptions that keep many prospects from joining. He demolishes objections one by one so that those who are determined to succeed in "The New Economy" will see that only network marketing offers all the benefits of a huge business, with none of the risk, expense, and complexity. Network marketing is a revolutionary business format that relies more on communication, leadership, and team-building skills than it does sales skills. It doesn't require a college education or large investment to build a six-figure (or higher) income.

There is no glass ceiling. There is no need to abandon a J.O.B. to start a network marketing enterprise. This is the book to give your best prospects and team members The Business of the 21st Century.

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