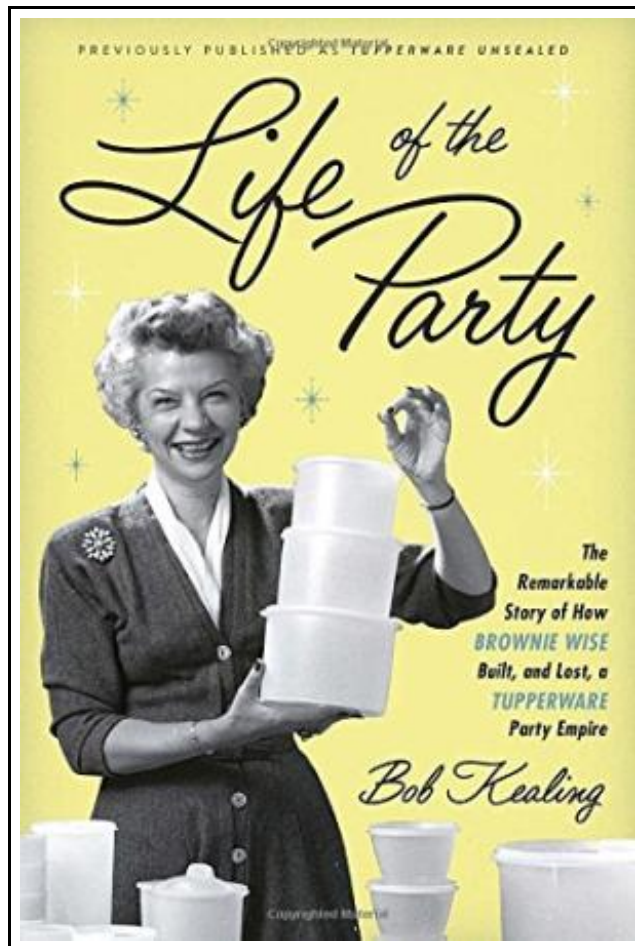


Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire (Hardback)



Filesize: 6.43 MB

Reviews

A superior quality publication and the font employed was exciting to read through. It is among the most awesome book i have read. I am effortlessly could get a enjoyment of reading a created publication.

(Ettie Kutch)

LIFE OF THE PARTY: THE REMARKABLE STORY OF HOW BROWNIE WISE BUILT, AND LOST, A TUPPERWARE PARTY EMPIRE (HARDBACK)



To read **Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire (Hardback)** eBook, remember to click the button beneath and save the ebook or get access to other information that are highly relevant to LIFE OF THE PARTY: THE REMARKABLE STORY OF HOW BROWNIE WISE BUILT, AND LOST, A TUPPERWARE PARTY EMPIRE (HARDBACK) book.

Crown Archetype, United States, 2016. Hardback. Book Condition: New. 208 x 145 mm. Language: English . Brand New Book. The incredible story of Brownie Wise, the Southern single mother and postwar #Girlboss who built, and lost, a Tupperware home-party empire Before Mary Kay, Martha Stewart, and Joy Mangano, there was Brownie Wise, the charismatic Tupperware executive who converted postwar optimism into a record-breaking sales engine powered by American housewives. In *Life of the Party*, Bob Kealing offers the definitive portrait of Wise, a plucky businesswoman who divorced her alcoholic husband, started her own successful business, and eventually caught the eye of Tupperware inventor, Earl Tupper, whose plastic containers were collecting dust on store shelves. The Tupperware Party that Wise popularized, a master-class in the soft sell, drove Tupperware's sales to soaring heights. It also gave minimally educated and economically invisible postwar women, including some African-American women, an acceptable outlet for making their own money for their families and for being rewarded for their efforts. With the people skills of Dale Carnegie, the looks of Doris Day, and the magnetism of Eva Peron, Wise was as popular among her many devoted followers as she was among the press, and she became the first woman to appear on the cover of *BusinessWeek* in 1954. Then, at the height of her success, Wise's ascent ended as quickly as it began. Earl Tupper fired her under mysterious circumstances, wrote her out of Tupperware's success story, and left her with a pittance. He walked away with a fortune and she disappeared until now. Originally published as *Tupperware Unsealed* by the University Press of Florida in 2008 and optioned by Sony Pictures, with Sandra Bullock attached to star this revised and updated edition is perfectly timed to take advantage of renewed interest in...



[Read Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire \(Hardback\) Online](#)



[Download PDF Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire \(Hardback\)](#)

Other eBooks



[PDF] Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 5: Craig Saves the Day (Hardback)

Click the hyperlink beneath to get "Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 5: Craig Saves the Day (Hardback)" document.

[Download PDF »](#)



[PDF] Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Ice City (Hardback)

Click the hyperlink beneath to get "Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Ice City (Hardback)" document.

[Download PDF »](#)



[PDF] Rhythm Science (Mixed media product)

Click the hyperlink beneath to get "Rhythm Science (Mixed media product)" document.

[Download PDF »](#)



[PDF] Writing for the Web (Paperback)

Click the hyperlink beneath to get "Writing for the Web (Paperback)" document.

[Download PDF »](#)



[PDF] Readers Clubhouse Set a a Truck Can Help (Paperback)

Click the hyperlink beneath to get "Readers Clubhouse Set a a Truck Can Help (Paperback)" document.

[Download PDF »](#)



[PDF] Walking (Paperback)

Click the hyperlink beneath to get "Walking (Paperback)" document.

[Download PDF »](#)