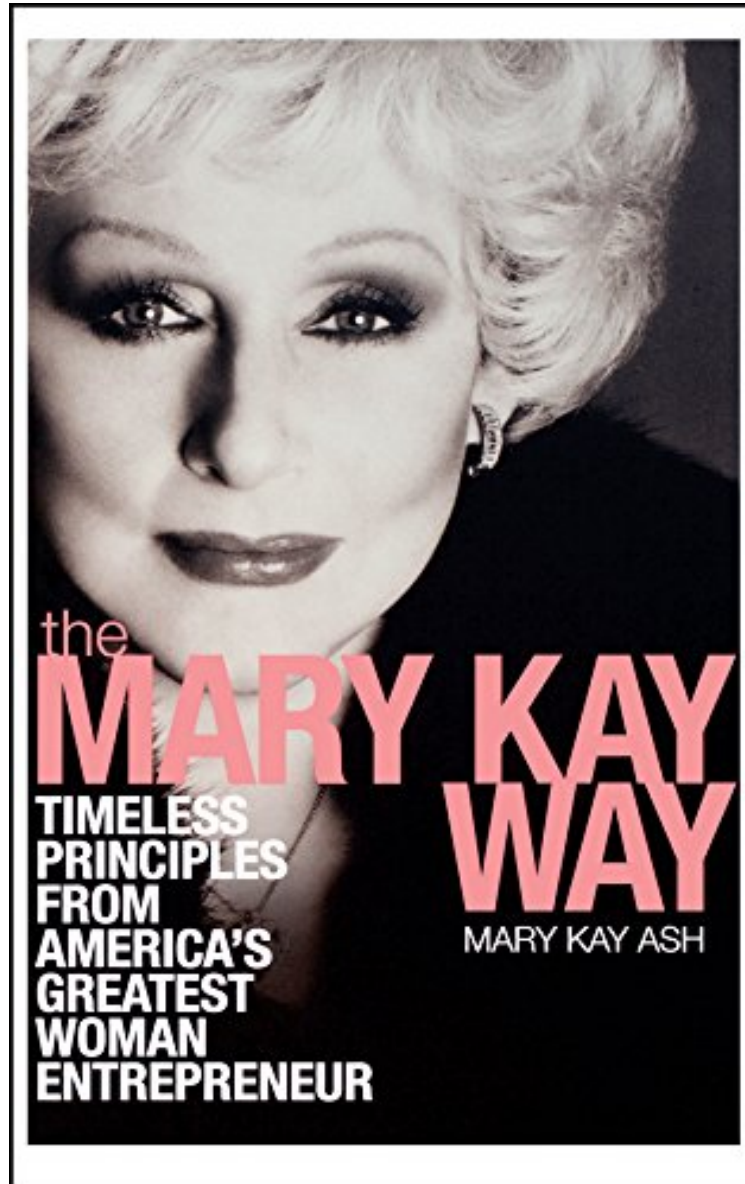


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## The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur

Mary Kay Ash

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**Mary Kay Ash : The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur**  
before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mary Kay Way:  
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0 of 0 people found the following review helpful. WONDERFUL WORDS OF WISDOMBy D RuAffirmed my

leadership style as a woman. I gained so many nuggets of wisdom from this jewel! Passing it on to teenage entrepreneurs who have started their own beauty business. Super excited for them to glean from it like I did. 0 of 0 people found the following review helpful. Continuing the Legacy By Margaret Allison This is such a treasure of truly "Timeless principles" for running a successful business and for succeeding in life! It's all about integrity and making people feel important! A million thanks to Mary Kay Ash and Mary Kay Inc. for continuing to make this book available. It is truly a way to enrich women's lives. 2 of 2 people found the following review helpful. Mary Kay By Eric Shirk I am a man, and don't sell Mary Kay. My wife who does sell Mary Kay recommended I read this book. I am glad I did. I read a lot about business and as a business owner certainly respect the Mary Kay brand and business model. I would recommend anyone in business to read this book. EricShirk.com

The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur is back in print and updated to reflect developments in today's business environment for the modern entrepreneur. You will find inspiration and real, proven success principles that represents the forty-five year old success story of Mary Kay Ash, founder Mary Kay, Inc., the cosmetics company that provides women with unlimited opportunities for success. A foreword by Mary Kay's grandson, also a company executive, introduces her timeless guide to entrepreneurial success.

From the Inside Flap "Leaders teach. They motivate. They care. Leaders make sure that the way to success is always broad enough and straight enough for others to follow." — Mary Kay Ash

Mary Kay helped open the door for countless women throughout the world to find success on their own terms and to be their own bosses. The Mary Kay Way is her inspiring "how-to manual." It explains her people-centered business philosophy and how to succeed by staying true to yourself, your values, and your customers. From The Mary Kay Way: "Every person is special! I sincerely believe this. Each of us wants to feel good about ourself, but to me, it is just as important to make others feel the same way. Whenever I meet someone, I try to imagine him or her wearing an invisible sign that says: make me feel important! I respond to this sign immediately, and it works wonders. Some people, however, are so caught up in themselves that they fail to realize that the other person wants to feel important too. Once I waited in a long reception line, and when I finally got to shake hands with the company's sales manager, he treated me as if I didn't exist. I'm sure he didn't remember the incident; in fact, he probably was never aware of how much he had hurt me. Yet, after all these years, I still remember — so it obviously had a powerful impact on me. I learned an important lesson about people that day, which I have never forgotten: no matter how busy you are, you must take time to make the other person feel important!"

From the Back Cover Praise for The Mary Kay Way "One of the most inspiring entrepreneurial leaders, Mary Kay always understood the importance of people and the value they can bring to an organization." — J.W. Marriott, Jr., Chairman and CEO, Marriott International, Inc. "Mary Kay knew that when you put people first and then surround them with processes and disciplines that recognize their efforts, performance will soar." — David C. Novak, Chairman and CEO, Yum! Brands, Inc. (KFC, Taco Bell, Pizza Hut, Long John Silver's, AW)

Mary Kay Ash built a global independent sales force that today numbers 1.8 million women, and is respected by business and academic leaders. How? The secret is in this book. For forty-five years, the principles in The Mary Kay Way have helped the company succeed through changing economic times and explosive global growth. It has been said that no company wholeheartedly embodies the values and reflects the beliefs of its founder more than Mary Kay Inc. Now you can put the same inspiring principles to work for you.

Recognized today as America's greatest woman entrepreneur, Mary Kay Ash stepped out in 1963 in a man's world to blaze a new path for women. She grew her business based not on the rules of competition, but on The Golden Rule. By "praising people to success" and "sandwiching every bit of criticism between two heavy layers of praise," this energetic Texas titan opened new opportunities for women around the world and built a multibillion-dollar corporation. Mary Kay's unconventional business philosophy was first published in 1984. Now revised and updated for the first time, with examples from her company's top independent salespeople, The Mary Kay Way is perhaps her most important legacy.

About the Author Mary Kay Ash was the founder and chairman of Mary Kay Inc., one of the world's largest and most successful direct selling organizations. An academic study by Baylor University named her the greatest woman entrepreneur in American history, and the Wharton School of Business deemed her one of the most influential business leaders of modern times. Mary Kay passed away in 2001. For more information on Mary Kay Ash or Mary Kay Inc., please visit [www.marykay.com](http://www.marykay.com)