



# **Blastoff! Creating Growth in the Modern Direct Selling Company: Lessons in Momentum from CEOs & Industry Insiders**

*Jonathan Gilliam*

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In today's direct sales...What got you here won't get you there. The direct selling industry has inspired millions of people for a hundred years. It has succeeded and prospered through the most challenging of eras. Yet the cultural, demographic and technological shifts underway today raise existential questions: What does it mean to be a direct seller in the age of social networking and instant gratification? How can a company achieve momentum and rocket its growth in this new world? Packed with ideas and lessons from industry CEOs and insiders, Blastoff! will challenge your understanding of momentum. Whether your company is launching, already in flight, or in search of new worlds to conquer, you'll learn from some of the most knowledgeable people this industry has to offer.

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