

AN AFFAIR WITH THE BEAUTY INDUSTRY

MR. BEAUTY

ROBERT MONTAGNESE

Robert Montagnese

MR. BEAUTY: AN AFFAIR WITH THE BEAUTY INDUSTRY



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Beauty. Product and firm success or failing depends upon correctly reading what females want and offering it in a timely and appealing fashion. Beauty” by beauty magazine publishers, Montagnese devised a straightforward but groundbreaking means of engaging with the clients buying the cosmetics promoted across all channels of media: he in fact talked to the clients themselves. Rich in fresh insights into beauty care, Mr. Robert Montagnese is normally a thirty-yr veteran of the wonder industry. Signing up as an Avon sales representative at the business’s East Harlem, NY, recruiting headquarters, Mr. Beauty set out with beauty pamphlets and samples at hand to discover how women feel about beauty care. What he discovers forms the basis of Mr. The beauty business is a multibillion-dollar industry where constantly evolving product innovation, celebrity endorsements, and market research compete for women’s attention, loyalty, and money. Montagnese interviews over one hundred women because they candidly talk about beauty brands, product innovation, celebrity worth in marketing, and additional topics of interest to anyone in the beauty sector. Dubbed “Mr. Beauty is an entertaining, revealing, and occasionally shocking study on women’s attitudes towards beauty—and an industry that survives by selling attraction.



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. The book offers insights in to the beauty market, how marketing functions, and ultimately what women themselves are interested in and how they define beauty, a seemingly very subjective factor.! I was amazed by that initiative and fascinated at how he planned and carried out his study. Really interesting read. A MUST READ FABULOUS BOOK FOR ALL!! Men and Women will savor Robert Montagnese' (a/k/a Mr Beauty's) revelatory tome on the cosmetics biz.!! Fascinating.! MONTAGNESE CAN COMBINE FACTUAL RESEARCH, CREATIVE GENIUS AND WITTY INTELLIGENCE IN THIS BEAUTIFULLY WRITTEN, THOUGHT PROVOKING JOURNEY DOWN THE ROAD TO Best BEAUTY. WITH PERSONAL Former EXPERIENCES AND WONDERFUL REFERENCES TO CLASSIC, AGELESS BEAUTY, HIS HISTORY WITH L'OREAL PARIS AND THE CELEBRITIES TIES IN NICELY WITH HIS CURRENT FINDINGS AS TO WHAT WOMEN AND SOCIETY WANT IN THEIR BEAUTY. General THIS COMPELLING ACCOUNT OF HIS AFFAIR WITH THE BEAUTY INDUSTRY MAKES FOR AN ENTERTAINING, YET INFORMATIVE, FLUID READ THAT I COULDN'T DEPOSIT, STRONGLY SUGGESTED AND BRAVO TO MR.!! I don't know what I was precisely expecting. PEOPLES PERCEPTION OF MAJOR BRANDS LIKE MAYBELLINE, L'OREAL PARIS, REVLON, COVER Gal AND AVON AND WHAT IT MEANS TO THEM Is definitely EXPRESSED FROM CHILDHOOD Remembrances TO BRAND RECOGNITION THROUGH ADVERTISING AND CATCHY SLOGANS. MONTAGNESE FOR ANOTHER BRILLIANT PIECE OF LITERATURE. HURRY UP AND GET YOUR Duplicate, BECAUSE YOU'RE WORTH IT!! Robert Montagnese manages to have a change-of-life tale and clothe it in a publication about beauty, cosmetics, and his very own self-initiated study into them. Thoroughly engaging and revealing.!! MR. PRODUCT Acknowledgement THROUGH CELEBRITY REPRESENTATION, (NAMES SWEETIE, NAMES!! I could not put it down until I was done. WHAT AN AMAZING, INSIGHTFUL CHECK OUT THE BEAUTY INDUSTRY!...) WILL OFTEN PLAY A ROLE IN THE WAY THE MASSES VIEW PRODUCTS. The personal pieces had been great fun. BUT..A book about beauty and life's winding path all in one I wasn't looking to be as engrossed as We was, given the topics of the book, but once I started reading I couldn't stop. A fast, fun read!.Just what a great piece of research! And amazing insight as to where "Beauty" has actually gone. I just hope the sector is listening. Thank you. MAKE UP!!!! Bound to create interest and mix up emotions for ladies in general and anyone in neuro-scientific beauty advertising. Loved it!!. Mr. Montagnese, a high-level advertisement executive, proceeded to go undercover as an Avon representative to discover what "beauty" really methods to women and how the industry that works with it does, and will not, serve them. The resulting read is insightful, educated, and frequently quite witty. Who knew this topic could be so fascinating? A true insider's/bird's eye view into an industry that influences most of us.



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