

MARY KAY ASH CHANGED THE BUSINESS WORLD FOR WOMEN

Мэри Кей Эш изменила мир бизнеса для женщин

There are some famous women who have refuted (and are refuting) the assumption that business is only for men.

If now, women in business are treated without prejudice, then earlier, each of them had to tread their way to success with special difficulty. The history of each of them is unusual and interesting in its own way. And each of these women deserves respect and admiration.

The main topic of our research is the story of a successful women in the history of business.

Among many is Mary Kay Ash who changed the business world, by creating more opportunities for women. She built a company guided by her values, and gave women the opportunity to manage their future.

Behind the success of Mary Kay there is perseverance, determination and great desire of the famous entrepreneur. She simply turned a business that had previously been run by men on its head, and in 1963 founded a company for women. Her cosmetics is well known all round the world and it is loved by a lot of women.

In order to build her cosmetics company, Mary Kay Ash had only \$ 5,000, a business plan based on personal values, unique recipes for skin care products, and, of course, a desire to change the future, not only for herself, but for all women in the world. Mary Kay Ash has opened the doors to a world of opportunity that has continued to evolve for 55 years.

Throughout her life, the entrepreneur Mary Kay has received many awards, including the title “Outstanding Citizen of America” from the Garazio Alger Association, the title “Outstanding Business woman of the XX Century” according to the Lifetime TV channel, “Outstanding Business Stories of all time” — a separate profile in the Forbes book.

All this titles were given to her because of the good quality of her cosmetics. The cosmetics under the name Mary Kay are sold in many beauty salons and hotels as in own country so in many countries all over the world.

Currently, it is possible to come to the conclusion that today the business has come less hierarchical and more flexible. Based on the latest research the best manager of the new generation may become a woman who can be very creative in her work.