

Paid to Party: Working Time and Emotion in Direct Home Sales (Families in Focus)

Jamie L. Mullaney, Janet Hinson Shope

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On any given night in living rooms across America, women gather for a fun girls' night out to eat, drink, and purchase the latest products—from Amway to Mary Kay cosmetics. Beneath the party atmosphere lies a billion-dollar industry, Direct Home Sales (DHS), which is currently changing how women navigate work and family.

Drawing from numerous interviews with consultants and observations at company-sponsored events, Paid to Party takes a closer look at how DHS promises to change the way we think and feel about the struggles of balancing work and family. Offering a new approach to a flexible work model, DHS companies tell women they can, in fact, have it all and not feel guilty. In DHS, work time is not measured by the hands of the clock, but by the emotional fulfillment and fun it brings.



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