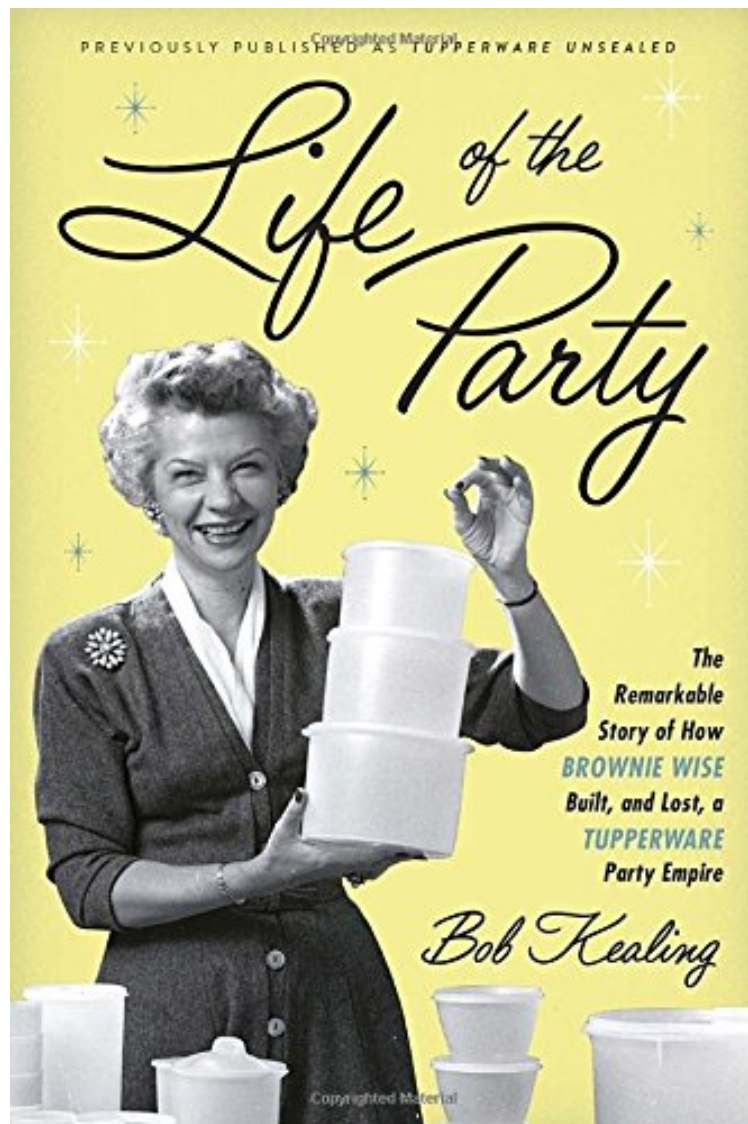


(Download pdf ebook) Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire

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Bob Kealing

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Bob Kealing : Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire before purchasing it in order to gauge whether or not it would be worth my time, and all praised Life of the Party: The Remarkable Story of How Brownie Wise Built, and Lost, a Tupperware Party Empire:

4 of 4 people found the following review helpful. Brownie Wise, saavy businesswoman, finally gets her recognition in history. Amazing story about Brownie Wise. As someone who grew up with Tupperware as part of my childhood and remembers the parties, it was fascinating to read about Wise and the start of the Tupperware home parties. This is a story about the beginnings of Tupperware and its march from obscure product sitting on shelves to coming into our homes and becoming a very popular and well-known brand. Behind that was Brownie Wise, who really started it all. Without giving it away I will say that Mr. Tupper, the inventor, and she eventually had a falling-out and the shocking turn their relationship takes is a sad and abrupt end to Brownie Wise's career. Wise herself was a true pioneer, a businesswoman at a time it was uncommon for women to be anything but housewives. She is an inspirational historic figure and it's wonderful that she is now enshrined in Tupperware history and her story is finally being told. What a great read, I finished it in days!

4 of 4 people found the following review helpful. I'll never think of Tupperware quite the same. By Stephen Thomas Reese III found this to be a fascinating story. I had heard of the woman behind the success of Tupperware during early product introduction, but little did I know what a remarkable woman Brownie Wise was. If you think women are discriminated in the workplace and they still are, this is a fascinating story of a rebel in a man's executive world. I particularly liked the description of the sixties that was woven throughout the story. This is very well researched and has some great vintage photos of Brownie during her reign. I think this book should be required for business students. Not only does it remind ourselves of the contribution of workplace women, but it also is an interesting glimpse of the creative process Brownie deployed. I'll never think of Tupperware quite the same.

2 of 2 people found the following review helpful. True American woman's success story. By toothfairy This was a wonderful story. I am a great fan of Tupperware and had no idea of its history. It is part of American culture

The incredible story of Brownie Wise, the Southern single mother and postwar #Girlboss who built, and lost, a Tupperware home-party empire. Before Mary Kay, Martha Stewart, and Joy Mangano, there was Brownie Wise, the charismatic Tupperware executive who converted postwar optimism into a record-breaking sales engine powered by American housewives. In *Life of the Party*, Bob Kealing offers the definitive portrait of Wise, a plucky businesswoman who divorced her alcoholic husband, started her own successful business, and eventually caught the eye of Tupperware inventor, Earl Tupper, whose plastic containers were collecting dust on store shelves. The Tupperware Party that Wise popularized, a master-class in the soft sell, drove Tupperware's sales to soaring heights. It also gave minimally educated and economically invisible postwar women, including some African-American women, an acceptable outlet for making their own money for their families and for being rewarded for their efforts. With the people skills of Dale Carnegie, the looks of Doris Day, and the magnetism of Eva Peron, Wise was as popular among her many devoted followers as she was among the press, and she became the first woman to appear on the cover of *BusinessWeek* in 1954. Then, at the height of her success, Wise's ascent ended as quickly as it began. Earl Tupper fired her under mysterious circumstances, wrote her out of Tupperware's success story, and left her with a pittance. He walked away with a fortune and she disappeared until now. Originally published as *Tupperware Unsealed* by the University Press of Florida in 2008 and optioned by Sony Pictures, with Sandra Bullock attached to star, this revised and updated edition is perfectly timed to take advantage of renewed interest in this long-overlooked American business icon.

"In the 1950s Brownie Wise accomplished for sales what Elvis Presley did for music. She shook it all up." -USA Today (The Author's) writing could help restore Ms. Wise to her rightful place in the history of American business. Don't wait for the movie. Join the 'Party' now." -Pittsburgh Post-Gazette

"Exhaustively researched and skillfully detailed, Kealing's thorough and engrossing account chronicles... Wise's meteoric rise and subsequent precipitous fall from grace within the company she made a success." -Megan McDonough, The Washington Post

About the Author: Bob Kealing is an Edward R. Murrow and five-time Emmy award-winning broadcast journalist based in Orlando, Florida at WESH-TV. He has appeared on national programs such as *Dateline NBC*, *the Today Show*, *CBS This Morning*, and has appeared as a guest on NPR, CNN, MSNBC, NBC and C-SPAN. The author of four non-fiction books, Kealing's research led to the establishment of the Jack Kerouac House in Orlando, a literary landmark in the National Register of Historic Places, and Gram Parsons Derry Down, a Florida Heritage site honoring the pioneering country rock musician in his birthplace, Winter Haven. Kealing lives north of Orlando with his wife, son and daughter.