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June 5th 2013: Multilevel Marketing (aka Network Marketing): Is this a Good Business to Be In?

This show will discuss the controversial business of multilevel marketing. MLM is also known as “network marketing,” is a business model based on a pyramid structure. MLM is network of distributors that sell retail products through nontraditional distribution systems. MLM’s foundation is built on recruitment. Many individuals that get involved with MLM either lose money or never make money. Unfortunately MLM seduces individuals with a dream of owning their own business. The reality is very much different. Many MLM companies have been some of the most prosecuted businesses in federal and sta

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Featured Guests

Guest Image

Robert FitzPatrick

Robert FitzPatrick is President and founder of Pyramid Scheme Alert. He is the co-author of False Profits, the first book to examine the relationship of multi-level marketing to pyramid fraud. • EXPERIENCE: He has conducted extensive research on multilevel marketing for more than 20 years. He has been interviewed on CBS 60 Minutes and NBC Today, Mother Jones, the Wall Street Journal, CNBC and New York Times. He has served as an expert witness for the U.S. Department of Justice, Attorneys General in four states, and the County of Fresno, California. He has provided consulting and expert services in more than 20 courts cases against pyramid schemes. • EDUCATION: he has a BA from Belmont Abbey

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Guest Image

Dr. Jon Taylor

Dr. Jon Taylor is President and founder of Consumer Awareness Institute and MLM-The Truth.com. He is author of The Case (for and against Multi-level Marketing and The Network Marketing Game: Gospel Perspectives in Multi-level Marketing. • EXPERIENCE: He has conducted extensive research on multilevel marketing for more than 20 years. He has conducted numerous conferences and workshops on MLM. He has been extensively interviewed in the media on MLM. He has served as an expert witness in numerous federal and state court cases on MLM nationwide. • EDUCATION: he has a Ph.D. in Applied Psychology from University of Utah; MBA and B.S. from Brigham Young

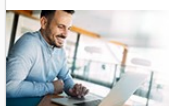
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