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## THE RELEVANCE OF MLM TODAY

*The fabulous Wizard of Oz  
Retired from business becoz  
What with up-to-date science,  
To most of his clients  
He wasn't the wizard he woz.*

We like *buying* things but we resist being *sold* things. Hence, salespeople tend to be viewed with suspicion. The word 'marketing' conjures images of organisations plotting to make people part with their money, with universities imparting high-level skills to maximise the endeavour. Multi-level marketing is not only a new term to many, the phrase 'multi-level' emphasises the sense of being attacked or robbed. In this chapter, we show that this sense of fear and impropriety is not justified and this is a business model with particular relevance in the 21st century.

### WHAT IS MULTI-LEVEL MARKETING?

Multi-level marketing is a legal system of merchandising products through multiple levels of distribution (distributors or members). These distributors purchase at wholesale prices and act as the middleman between