Celebration of Fools: An Inside Look at the Rise and Fall of JCPenney

by Bill Hare ISBN:0814471595

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The author looks at JCPenney from its beginning in 1902 as a dry goods store, through its rise into a successful chain of full-service department stores rivaled only by Sears, Roebuck, to its fall into bankruptcy in the 1990s due to corporate bungling.

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