

Celebration of fools: an inside look at the rise and fall of JCPenney

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Abstrak

"Celebration of Fools" is an insider's look at the rise and fall of Penney's remarkable history, charting the people and events behind this American institution. As entertaining as it is instructive, the book is a cautionary tale with universal implications for all of corporate America. Packed with compelling characters including the heroine, the highest-ranking woman at the company, the book takes readers through a number of settings, from the company's humble mid-western roots to the excesses of lush corporate headquarters. Filled with valuable business lessons as well as astonishing revelations about an American icon, this is a book that will keep readers enthralled from first page till last.