

JC Penney Co Inc in Retailing (USA)

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Abstracts

After years of struggling sales, department store retailer JC Penney appointed Ron Johnson as its CEO in 2011, ushering in a new period of dramatic changes. With new management, a new logo, new spokesperson, new pricing strategies, and innovative store redesign planned, the company has ambitious goals to transform the department store shopping experience and reinvigorate this aged brand. However, with dismal results in 2012, the company may have to shift strategies again to lure back consumers...

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