

Sears Holdings Corp in Consumer Appliances (USA)

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Abstracts

Sears is currently focusing on two key elements – its member-based platform, Shop Your Way, and integrated retail, and it plans to continue with this focus in the near future. These key elements are a different way of doing business at Sears and are the foundations of its other programmes and initiatives. Shop Your Way connects all of the ways members shop – in store, at home, online and by phone. The company has made significant investment in its online ecommerce platforms, membership...

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