

Sears Holdings Corp in Retailing (USA)

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Abstracts

Sears Holdings Corp continues to focus on rebuilding its iconic brands, Sears and Kmart. Once a fixture as a retail giant, the company has experienced year-on-year declines in share price, overall sales and same-store sales. In early 2012, Sears reached a deal to sell off several properties in order to raise money, possibly to invest in its remaining store base. Later in the year, Sears Holdings spun off its Sears Hometown and Outlet businesses, which now trade publicly as a separate company.

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