



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

Bill Hare

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JCPenney was the quintessential American company. Since James Cash Penney opened his first store in the small mining town of Kemmerer, Wyoming, in 1902, this unique institution has been an iconic part of the national landscape. Founded and run on the core principles of thrift, hard work, and good citizenship, the retail giant prospered throughout the 20th century, even during the Great Depression, as American citizens came to rely on it for its good values and service.

But by the year 2000, its original beliefs arrogantly betrayed, JCPenney's Golden Age was, sadly, just a memory.

Celebration of Fools is an insider's look at JCPenney's remarkable rise and fall, charting the people and events that have been the history of this American institution.

Packed with captivating stories and compelling characters -- including the company's highest ranking woman -- Celebration of Fools offers valuable lessons applicable in today's business climate.

With an engaging, narrative style, former Penney executive speechwriter Bill Hare tells a compelling cautionary tale with universal implications for all of corporate America.

Casting new light and astonishing revelations on this American icon and the people who nearly destroyed it, Celebration of Fools will keep readers captivated from first page till last.

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