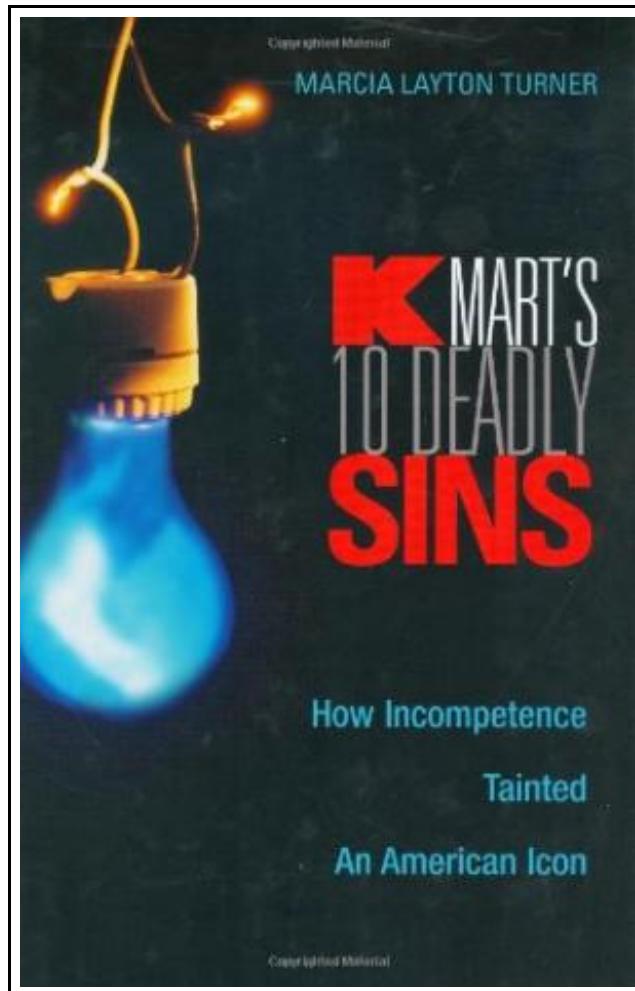


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Reviews

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John Wiley and Sons Ltd, United States, 2003. Hardback. Book Condition: New. 234 x 152 mm. Language: English . Brand New Book. An insightful look at how Kmart s management destroyed the company Kmart s Ten Deadly Sins spins an intriguing tale of the missteps of a retail giant who once had the industry in the palm of its hand and foolishly let it all slip away. This engaging book weaves corporate history in with financial analysis and commentary that leaves the reader with a better sense of where Kmart has been and what its potential is for a turnaround. This first in-depth examination of Kmart clearly identifies and discusses the ten missteps and miscalculations Kmart s CEOs have repeatedly made, including resisting investments in technology, brand mismanagement, and haphazard expansion, to name a few. Author Marcia Layton Turner taps many of her vast contacts within the retail business community to get the inside scoop on what really brought this once mighty retail giant to its knees. Kmart s Ten Deadly Sins is written for readers who find themselves wondering how a company with such bright prospects could end up filing for bankruptcy. Marcia Layton Turner (Rochester, NY) is the bestselling author of *The Unofficial Guide to Starting a Small Business* and *The Complete Idiot s Guide to Starting Your Own Business*. With an MBA in corporate strategy and marketing from the University of Michigan, she spent several years with Eastman Kodak in marketing and marketing communications. She is currently a freelance writer/author and ghostwriter for college-level business textbooks. Turner has also written for several top magazines and Web sites.



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