

Article Questions

- The title of the article is "How the once-proud retailer ended up in the scrap heap." It was written by Chris Toomey on 11/20/11 at 1:03 PM.
- The source is CNN Money.
- The author is Chris Toomey.
- The one successful brand, therefore, that is being sold is the Fall of Sears. The products from Sears are being sold to someone buying the brand.
- The clothing because the store's clothing is being sold.
- Kenmore was valued at \$1.2 billion in 2009, and has gone down in value so much that it is now only valued at \$100 million. The Kenmore brand, for example, is being sold to Sears. In the bad place it is in.
- Instead of fixing the problem, Sears is trying to get rid of brands that are worth less than \$100 million. Kenmore may still be in line with Sears and other brands that are no buyers for it. If it is in line with Sears, it may be worth more than \$100 million.
- Why is Sears not even trying to market to its former rivals? I disagree with Sears not trying to market to its former rivals because they are very unlikely to do so.