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The case follows Eileen Fisher's initial forays into social media as they chase a younger demographic, and demonstrates the opportunities and pitfalls that await big brands when they enter the world of Web 2.. Eileen Fisher: Repositioning the Brand Top Case Study Solutions Excel Xls Files.. Publication Date: April 11, 2012 Well-established fashion brand Eileen Fisher has traditionally appealed to older women.. Settlement gave us the opportunity to reposition our investment portfolio and to accomplish several capital.

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