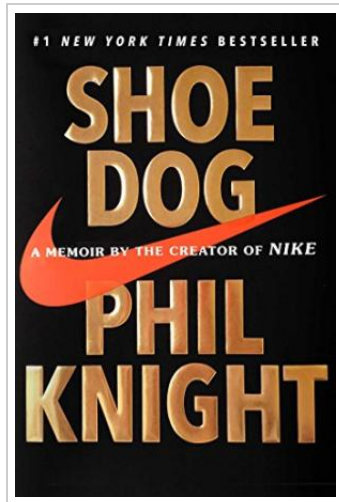


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Shoe Dog: A Memoir by the Creator of Nike

By Phil Knight

SCRIBNER MACMILLAN Apr 2016, 2016. Buch. Condition: Neu. Neuware - In this candid and riveting memoir, for the first time ever, Nike founder and board chairman Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands. Young, searching, fresh out of business school, Phil Knight borrowed fifty dollars from his father and launched a company with one simple mission: import high-quality, low-cost running shoes from Japan. Selling the shoes from the trunk of his Plymouth Valiant, Knight grossed eight thousand dollars that first year, 1963. Today, Nike's annual sales top \$30 billion. In this age of start-ups, Knight's Nike is the gold standard, and its swoosh is more than a logo. A symbol of grace and greatness, it's one of the few icons instantly recognized in every corner of the world. But Knight, the man behind the swoosh, has always been a mystery. Now, in a memoir that's surprising, humble, unfiltered, funny, and beautifully crafted, he tells his story at last. It all begins with a classic crossroads moment. Twenty-four years old, backpacking through Asia and Europe and Africa, wrestling with...

Reviews

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Comprehensive guideline! Its this sort of good read. It is actually writter in simple terms and never hard to understand. Its been developed in an exceedingly simple way which is just after i finished reading through this ebook where actually changed me, modify the way in my opinion.

-- **Mabelle Wuckert**