



Nike (Corporations That Changed the World)

Tracy Carbasho

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Nike's immortal "Just Do It" slogan is displayed at the Smithsonian Institution in Washington, DC. The company's pioneering use of athlete endorsements as the foundation of its marketing and its dedication to incorporating advanced technology and materials in its products has forever changed the world of sports. Amazingly, what is now Nike sprang from the humblest beginnings—two runners with a passion for improving the sport willing to sell shoes out of their cars at track meets.

This book provides a comprehensive analysis of the company, giving readers a full appreciation of its fascinating history and the attributes and strategies that have helped Nike outlast its competitors. Material derived from interviews with star athletes and marketing experts lend additional insight into the Nike phenomenon.

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