

Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma Family Feud That Forever Changed Business Of Sport Barbara Smit

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Sneaker Wars Barbara Smit 2009-03-17 Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down separate, often contentious paths. Out of the fires of their animosity, two rival

sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.

The Heineken Story Barbara Smit 2014-11-06 Heineken is known all around the world, but few of the drinkers who eagerly watch the foam rise in their glass have heard of the business ploys, marketing tricks and extraordinary characters that transformed the Dutch family business into a global

brand. Taking us on a journey from a small brewery in Amsterdam in 1864 to the present day, The Heineken Story tells the remarkable and sometimes controversial true story of one of the world's largest brewing companies, and of Alfred 'Freddy' Heineken, the singular business man who secured its position. From spectacular takeovers and inspired marketing campaigns, to a kidnapping that brought in the largest ransom ever paid for an individual, this is a gripping account of the battle for the international beer market. Barbara Smit has experience writing on family drama, marketing and consumer culture, and in The Heineken Story she has put together a narrative that is meticulously researched, and fizzing with competition, personalities and betrayal.

Sneaker Wars Barbara Smit 2008-03-25 Traces the fierce rivalry between brothers Adi and Rudi Dassler, who launched a successful shoe business

from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

Broadbandits Om P. Malik 2004-11-08 Investigating the financial fraud and misguided power plays that brought down the telecom industry Once the foundation of the Dow and NASDAQ, the telecom industry has eaten up more capital than any other industry in recent history and has nothing to show for it. Today, it is by far the worst culprit in the spate of financial dirty dealings that have been splashed across the business pages, and yet the rewards reaped by top executives at many of these failed or failing companies have been inversely proportionate to their decline. Broadbandits takes readers behind the scenes to get the story they won't get in the media. Investigative reporter Om Malik follows the money trail and deciphers the

actions and motivations of a generation of new economy "barbarians" that brought down this once lucrative industry. This intriguing book offers an inside look into the telecom bubble, with tales and anecdotes about mavericks who turned simple light and glass fibers into veins of gold, financiers who got greedy and fleeced unsuspecting millions, clueless venture capitalists who thought they'd tapped into the mother lode, hapless entrepreneurs who believed that they were changing the world, and self-proclaimed pundits who were cheering it all on from the sidelines. *Broadbandits* is a compelling account of the downfall of telecom giants such as WorldCom and Global Crossing, and will show readers how many telecom upstarts and veterans alike became victims of what one chief executive aptly described as "high-yield heroin."

Om Malik (New York, NY) is a Senior Writer for Red Herring who focuses on the

telecommunications sector. Prior to joining Red Herring in July 2000, he was senior editor at Forbes.com. His work has also been published in newspapers and magazines such as The Wall Street Journal, Business 2.0, Brandweek, and Crain's New York Business. For a very brief while, he was a venture capitalist.

Art & Sole 2012-01-18 In recent years the sneaker scene has exploded with artist and designer collaborations. These specialist shoes are produced as short runs, using innovative or luxury materials, and often have bespoke packaging. Some even push the design of the shoes themselves, creating hybrids or new incarnations of classic designs. Focusing exclusively on contemporary, cutting-edge sneaker design, Art & Sole sets out to explore and to celebrate the creative side of sneaker culture showing the best and most original rarities and collaborations. These are not shoes that can be found

in your average sports store. This book is a must for any enthusiast of sneaker design or collector of the shoes themselves.

I Am My Brother's Keeper Jeffrey Weiss 1998

Based on recently declassified documents and more than two hundred interviews, *I Am My Brothers Keeper* tells the story of the more than one thousand Americans and Canadians, Jews and non-Jews, who fought in Israel's War of Independence. This is a story about men like Rudy Augarten (shown on the front cover), who interrupted his studies at Harvard to fly for Israel. This, despite the fact that Augarten had been shot down over occupied France during World War II, and survived sixty-three days behind enemy lines. Its about Chris Magee, a World War II ace and veteran of Pappy Boyington's Black Sheep Squadron who felt the Jews deserved a homeland. And about American Indian Jesse Slade, who believed that

fighting for Israel was the Christian thing to do. And Buzz Beurling, the legendary Falcon of Malta who sought to recapture the glory days of World War II. *I Am My Brothers Keeper* captures the powerful story of those Jews and Christians who stood up to be counted at a critical time in Jewish history. Only three years after the Holocaust, these volunteers helped establish the State of Israel. This story will forever change your understanding of the relationship between Americans and Israelis.

Nigeria John Campbell 2018 As the "Giant of Africa" Nigeria is home to about twenty percent of the population of Sub-Saharan Africa, serves as Africa's largest producer of oil and natural gas, comprises Africa's largest economy, and represents the cultural center of African literature, film, and music. Yet the country is plagued by problems that keep it from realizing its potential as a world power. Boko Haram, a radical Islamist insurrection

centered in the northeast of the country, is an ongoing security challenge, as is the continuous unrest in the Niger Delta, the heartland of Nigeria's petroleum wealth. There is also persistent violence associated with land and water use, ethnicity, and religion. In *Nigeria: What Everyone Needs to Know®*, John Campbell and Matthew Page provide a rich contemporary overview of this crucial African country. Delving into Nigeria's recent history, politics, and culture, this volume tackles essential questions related to widening inequality, the historic 2015 presidential election, the persistent security threat of Boko Haram, rampant government corruption, human rights concerns, and the continual conflicts that arise in a country that is roughly half Christian and half Muslim. With its continent-wide influence in a host of areas, Nigeria's success as a democracy is in the fundamental interest of its African neighbors, the

United States, and the international community. This book will provide interested readers with an accessible, one-of-a-kind overview of the country. **True Originals** Marlon Knispel 2017-11 This book is a fan tribute to the original adidas models, the so-called "OG's" - it includes original adidas basketball, tennis, and running shoes from the 70s, 80s, and 90s. This exceptional book presents legendary sneakers, as well as athletes and musicians who have been memorialized by adidas with their own signature models. Interviews with contemporary sneakerheads, collectors, and retailers illustrate the "magical" development of the brand. 1000 Sneakers Mathieu Le Maux 2016-10-18 This book comprehensively showcases sneakers through time from early Air Jordans, the original Air Force 1, and Adidas Superstars to iconic contemporary designs by pop culture figures like Kanye West and cool fashion designers like Yohji Yamamoto and

Martin Margiela--a visual history of the world's most coveted and popular footwear, from early Keds and Converse All Stars to the latest fashion and design icons. Every sneaker has a story to tell, and this encyclopedic book features 1,000 full-color images of the sneakers that have most influenced global sneaker culture with examples to engage sneaker aficionados of all stripes. Trainers, tennis shoes, kicks—whatever you call them, the sneaker has risen to global popularity with a huge international audience clamoring for the rarest, the latest, or the reissued classics. Every angle is covered—throwbacks and new shoes alike—with legendary sneakers, groundbreaking designs, and technical advancements, as well as the athletes and celebrities who made the shoe famous. Included are the Adidas Jabbar, the Puma Clyde, the Nike Air Force 1, the Reebok Question, the Nike Zoom Kobe IV, and many others from acknowledged classics,

along with less remembered styles worthy of recognition, such as the Royal Master Pro-Keds or the Sk8 High Vans, and one-of-a-kind limited releases like the 1971 Kareem-Abdul-Jabbar Adidas. 1000 Sneakers features detailed reference sections for collectors, histories of leading brands and designers, and anecdotes from the worlds of sports, fashion, hip-hop, and popular culture, making this book the perfect gift for sports, design, and street fashion enthusiasts alike.

Kicksology Brian Metzler 2019-10-15 Kicksology is your all-access pass into the fascinating, colorful world of running shoes—and what makes up a perfect pair of kicks. Sports journalist and veteran shoe tester Brian Metzler takes runners and kicksologists deep inside the \$10 billion dollar running shoe industry with a behind-the-curtain look at what makes iconic running shoe brands tick. Kicksology follows a shoe from inspiration to store

shelf to show how innovative ideas evolve into industry-wide trends and fads. Metzler tours shoe labs where scientists advance our understanding of shoes and running mechanics as well as the domestic and overseas shoe factories where the world's favorite kicks are assembled. A dedicated shoe nerd and running junkie, Metzler shares his love of great shoes in this fascinating look at the intersections of shoe culture and history, science and storytelling, intel from the innovators with on-the-ground insight from top runners. Kicksology is filled with information as entertaining as it is surprising, tapping into the passion runners have for their kicks and feeding their curiosity about what makes a great shoe.

First in Thirst Darren Rovell 2006 Gatorade invented the sports drink 40 years ago, and it has been first in the marketplace (by a long shot) ever since. But it's more than just a thirst quencher

and a dominant brand. First in Thirst is the story of a phenomenon that grew from the practice fields of college football into a true icon of the way we play, watch, and experience sports—from the Pee Wees to the pros. Published to coincide with the 40th anniversary of Gatorade's invention, First in Thirst is equally a sports story, from its invention and testing with the University of Florida Gators to the Gatorade bath and its near-universal appeal to athletes, coaches and sports fans everywhere.

Pitch Invasion Barbara Smit 2007-08-02 Unlacing the story of how sport became so full of money ♦ Today, sport is big business, and Adidas and Puma are two of the biggest global brands, paying stars, clubs and competitions to wear their label, dominating everywhere from football pitches to magazine pages. This is the incredible story of how the rivalry between two brothers turned sport into an industry. Pitch Invasion also tells the tales of

some of the greatest sportsmen of all time, revealing the Pele pact, Boris Becker's unfortunate contribution to the demise of Puma, and just how Adidas helped Mohammed Ali win his biggest fight. Reaching right up to today's world of multibillion-dollar corporations, looking at how the arrival of Nike affected the pitch and the significance of Adidas's recent takeover of Reebok, this is an incredible sporting drama of competition, greed, bribery, passion and shoes.

The Johns Hopkins Guide to Digital Media Marie-Laure Ryan 2014-04-15 The study of what is collectively labeled "New Media"—the cultural and artistic practices made possible by digital technology—has become one of the most vibrant areas of scholarly activity and is rapidly turning into an established academic field, with many universities now offering it as a major. The Johns Hopkins Guide to Digital Media is the first

comprehensive reference work to which teachers, students, and the curious can quickly turn for reliable information on the key terms and concepts of the field. The contributors present entries on nearly 150 ideas, genres, and theoretical concepts that have allowed digital media to produce some of the most innovative intellectual, artistic, and social practices of our time. The result is an easy-to-consult reference for digital media scholars or anyone wishing to become familiar with this fast-developing field.

Swing Easy, Hit Hard Julius Boros 2001 Winner of two US Opens, Boros was a keen student of the game, fully aware of the swing mechanics that produced the smooth, relaxed swing for which he was known. This book presents an easy-to-follow method to producing a powerful yet effortless swing.

Globalization and Sport Richard Giulianotti

2007-10-15 This collection places sport at the heart of debates on global processes. It features major critical interventions by some of the world's leading sociologists and anthropologists on the subject of sport.

Chuck Taylor, All Star Abe Aamidor 2006-03-02

The true story of a man, a company, a sport, and a nation. In 1921, Converse hired 20-year-old Chuck Taylor as a salesman, sparking a nearly 50-year career that defined the Converse All Star basketball shoe. Although his name is on the label of the legendary All Stars, which have been worn by hundreds of millions, little is known about the man behind the name. For this biography, Abe Aamidor went on a three-year quest to learn the true story of Chuck Taylor. The search took him across the country, tracking down leads, separating fact from fiction, and discovering that the truth—warts and all—was much more interesting than the myth.

Chuck Taylor was a basketball player who also served as a wartime coach with the US Army Air Forces and organized thousands of high school and college basketball clinics. He was a true “ambassador of basketball” in Europe and South America as well as all over the United States. And he was, to be sure, a consummate marketing genius who was inducted into the Sporting Goods Hall of Fame and the Naismith Memorial Basketball Hall of Fame. “A fascinating study on a pioneer . . . and an instructive look at the roots of a billion-dollar industry.”

—American Way magazine

Salvatore Natasha Knight 2016 Lucia It all started with a contract signed by him, then by me, while our families watched. While my father sat silent, a man defeated, giving his daughter to the Benedetti monsters. I obeyed. I played my part. I signed my name and gave away my life. I became their living, breathing trophy, a constant symbol of their power

over us. That was five years ago. Then came the time for him to claim me. For Salvatore Benedetti to own me. I had vowed vengeance. I had learned hate. And yet, nothing could have prepared me for the man who now ruled my life. I expected a monster, one I would destroy. But nothing is ever black or white. No one is either good or evil. For all his darkness, I saw his light. For all his evil, I saw his good. As much as he made me hate him, a passion hotter than the fires of hell burned inside me. I was his, and he was mine. My very own monster. Salvatore I owned the DeMarco Mafia Princess. She belonged to me now. We had won, and they had lost. And what better way to teach a lesson than to take from them that which is most precious? Most beloved? I was the boy who would be king. Next in line to rule the Benedetti Family. Lucia DeMarco was the spoils of war. Mine to do with as I pleased. It was my duty to break her. To

make her life a living hell. My soul was dark, I was hell bound. And there was no way out, not for either of us. Because the Benedetti family never lost, and in our wake, we left destruction. It's how it had always been. How I believed it would always be. Until Lucia.

Slavery and the Commerce Power David L.

Lightner 2006-01-01 Born in Warsaw, raised in a Hasidic community, and reaching maturity in secular Jewish Vilna and cosmopolitan Berlin, Abraham Joshua Heschel (1907-1972) escaped Nazism and immigrated to the United States in 1940. This lively and readable book tells the comprehensive story of his life and work in America, his politics and personality, and how he came to influence not only Jewish debate but also wider religious and cultural debates in the postwar decades. A worthy sequel to his widely-praised biography of Heschel's early years, Edward Kaplan's

new volume draws on previously unseen archives, FBI files, interviews with people who knew Heschel, and analyses of his extensive writings. Kaplan explores Heschel's shy and private side, his spiritual radicalism, and his vehement defence of the Hebrew prophets' ideal of absolute integrity and truth in ethical and political life. Of special interest are Heschel's interfaith activities, including a secret meeting with Pope Paul VI during Vatican II, his commitment to civil rights with Martin Luther King, Jr., his views on the state of Israel, and his opposition to the Vietnam War. A tireless challenger to spiritual and religious complacency, Heschel stands as a dramatically important witness.

Classic Drucker Peter Ferdinand Drucker 2006 This book gathers together Peter Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the Review's Editor Tom Stewart One of this century's most highly

regarded students of management, Drucker has sought out, identified, and examined the most important issues confronting managers, from corporate strategy to management style to social change. Through his unique lens, this volume gives us the rare opportunity to trace the evolution of the great shifts in our workplaces, and to understand more clearly the role of managers. This book gathers together Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the review's editor Thomas A. Stewart.

The Wednesday Wars Gary D. Schmidt 2007 During the 1967 school year, on Wednesday afternoons when all his classmates go to either Catechism or Hebrew school, seventh-grader Holling Hoodhood stays in Mrs. Baker's classroom where they read the plays of William Shakespeare and Holling learns much of value about the world he

lives in.

Hirschfeld Geoffrey Brooks 2011-11-11 Whilst there have been many memoirs written by U-boat commanders of the Second World War, a book such as this, based upon the diaries of a senior Petty Officer telegraphist, written in 'real time' is something very special. Wolfgang Hirschfeld, whose diaries Geoffrey Brooks has translated is a born story teller. The principal chapters describe his experiences during six war patrols in U-109, in which he served as the senior telegraphist. His is a tale which covers the whole kaleidoscope of emotions shared by men at war—a story of immense courage and fortitude, of remarkable comradeship born of the dangers, frustrations and privations shared and of transitory moments of triumph. Throughout runs a vein of humour, without which resistance to stress would have been virtually impossible. We get to know one of

Germany's great U-boat aces, 'Ajax' Bleichrodt, holder of the Knight's Cross of the Iron Cross with Oak Leaves and, in a special biographical appendix, learn how he finally cracked under the strain. The role of Admiral Karl Donitz, the dynamic commander of the U-boat service, so fascinatingly described by Hirschfeld, is of special interest—not least because even this dedicated Nazi had clearly realized by September, 1942, that the war was fast being lost. In 1944 Hirschfeld was promoted Warrant Officer and found himself on a large, schnorkel-equipped boat (U-234) heading for Japan with a load of high technology equipment and, in addition, a quantity of uranium ore. The possible significance of that uranium has been deeply researched by Geoffrey Brooks and is discussed in a second appendix.

Sports Business Management George Foster
2020-08-10 This new edition of a widely adopted

textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics,

including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

Creating Character William Bernhardt 2020-04-02

All fiction is character-driven, according to William Bernhardt. How can you use characters to create dynamic fiction that will captivate readers? This book explains the relationship between character and plot, and how the perfect melding of the two produces a mesmerizing story.

The Real All Americans Sally Jenkins 2008 Offers an inspirational portrait of the Native American football team of the Carlisle Indian Industrial School, a championship squad that included the legendary Jim Thorpe and that defeated its Ivy League opponents, in a history that is set against a backdrop of the early days of football and the rise and fall of Coach Glenn "Pop" Warner. Reprint. 25,000 first

printing.

Brothers in the Mekong Delta Godfrey Garner

2020-03-27 Following the Tet Offensive, a shift in U.S. naval strategy in 1967-1968 saw young men fresh out of high school policing the canals and tributaries of South Vietnam aboard PBRs (patrol boat, riverine)--unarmored yet heavily armed and highly maneuverable vessels designed to operate in shallow, weedy waterways. This memoir recounts the experiences of the author and his shipmates as they cruised the Viet Cong-occupied backwaters of the Mekong Delta, and their emotional metamorphosis as wartime events shaped the men they would be for the remainder of their lives.

Stan Smith Stan Smith 2018-08-24 The first definitive volume that celebrates the best-selling Adidas sneaker with a cultlike global following. Featuring original imagery, historical photos, an exclusive portrait series by artist Juergen Teller,

and contributions from style arbiters such as Raf Simons and Pharrell, plus an interview and anecdotes from the man behind the sneaker, Stan Smith. An internationally celebrated and highly coveted icon in the world of sneaker design, the Stan Smith tennis sneaker has achieved cult status since its debut in the early 1970s. This is the first book to celebrate the global cultural impact of the ubiquitous sneaker named after former world No. 1 tennis player Stan Smith. Over the last five decades, the Stan Smith has remained the perennial icon of minimalist cool sneaker design and Smith has collaborated with groundbreaking artists, designers, and fashion brands including Colette, Yohji Yamamoto, Raf Simons, and Pharrell. This all-access volume demonstrates that the personality of the shoe has everything to do with Stan the Man. Chapters are enhanced by recollections from Stan Smith along with anecdotes from style influencers,

designers, sports legends, and fervent sneaker fans. Showcasing street-style photography of Stan Smith sworn globally, to pop-culture references of the sneaker in rap lyrics to Bollywood movies—this book is an absolute collector’s item for readers interested in sneaker culture, sports, street style, design, and pop culture.

These Hollow Vows Lexi Ryan 2021-07-20 From New York Times best-selling author Lexi Ryan, *Cruel Prince* meets *A Court of Thorns and Roses* in this sexy, action-packed fantasy about a girl who is caught between two treacherous faerie courts and their dangerously seductive princes. Brie hates the Fae and refuses to have anything to do with them, even if that means starving on the street. But when her sister is sold to the sadistic king of the Unseelie court to pay a debt, she'll do whatever it takes to get her back--including making a deal with the king himself to steal three magical relics from the Seelie

court. Gaining unfettered access to the Seelie court is easier said than done. Brie's only choice is to pose as a potential bride for Prince Ronan, and she soon finds herself falling for him. Unwilling to let her heart distract her, she accepts help from a band of Unseelie misfits with their own secret agenda. As Brie spends time with their mysterious leader, Finn, she struggles to resist his seductive charm. Caught between two dangerous courts, Brie must decide who to trust with her loyalty. And with her heart.

Players Matthew Futterman 2017-04-18 Traces the single-generation transformation of sports from a cottage industry to a global business, reflecting on how elite athletes, agents, TV executives, coaches, owners, and athletes who once had to take second jobs worked together to create the dominating, big-ticket industry of today.

The Life and Legend of the Sultan Saladin Jonathan

Phillips 2019-08-20 An engaging biography that offers a new perspective on one of the most influential figures of the Crusades In 1187, Saladin marched triumphantly into Jerusalem, ending decades of struggle against the Christians and reclaiming the holy city for Islam. Four years later he fought off the armies of the Third Crusade, which were commanded by Europe's leading monarchs. A fierce warrior and savvy diplomat, Saladin's unparalleled courtesy, justice, generosity, and mercy were revered by both his fellow Muslims and his Christian rivals such as Richard the Lionheart. Combining thorough research with vivid storytelling, Jonathan Phillips offers a fresh and captivating look at the triumphs, failures, and contradictions of one of the Crusades' most unique figures. Bringing the vibrant world of the twelfth century to life, this book also explores Saladin's complicated legacy, examining the ways Saladin has

been invoked in the modern age by Arab and Muslim leaders ranging from Nasser in Egypt, Asad in Syria, and Saddam Hussein in Iraq to Osama bin Laden, as well as his huge appeal across popular culture in books, drama, and music.

A Story of Heroes and Epics Wiebe Karl Boer 2018

Sneakers Yuniya Kawamura 2016-01-28 This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in

New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. *Sneakers* explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Swoosh J. B. Strasser 1993-04-28 The unauthorized national-best-selling sensation revealing the absorbing story of the rise, fall, and recovery of Nike, by a former employee and a Los Angeles Times reporter.

Playing the Game Rainer Karlsch 2019-02-19

Sneaker Wars Barbara Smit 2008-03-25 Traces the fierce rivalry between brothers Adi and Rudi

Dassler, who launched a successful shoe business from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

Sneakers U-Dox 2014 Presents information about over three hundred special limited edition sneaker designs from fifteen brands issued in the last ten years, many of them featuring collaborations with graffiti artists, musicians, or fashion designers.

Roone Roone Arledge 2010-10-26 Roone Arledge's extraordinary career of more than a half century mirrors the history of the television industry he helped create. Roone is the vivid, intimate account of his own rise to fame and power as the head of both ABC Sports and ABC News as well as an up-close-and- personal story of his era, peopled with friends and foes alike.

Remaking Nigeria 2020-12-05 On October 1, 2020,

Nigeria celebrated its 60th year of political independence. After sixty years of independence, most Nigerians, particularly the youth, hold the view that the country has failed to work for them in a way that is satisfactory and enduring. This book seeks to give voice to young Nigerians, the critical change agents, to help the country understand and sharpen its focus on those issues that hold the key to its collective survival. Clearly, the new decade will be a defining moment for Nigeria. Sixty years after independence, fifty years after a civil war, and at the beginning of a new decade, it is important that a new generation of citizens is challenged to reposition the country. From interaction with young people and discussions on social media, there appears to be a knowledge and information gap among young Nigerians about the history and socio-political evolution of the country. Beyond the lack of understanding of history, there is also a dearth of

ideas on what needs to be done and how to get Nigeria out of its current situation. This book addresses these problems. Contributors to the book are young Nigerians with fresh ideas on nationhood, democracy, and development. The book focuses on issues such as federalism, elections and democracy, constitutionalism, environmental justice, data and ICT, the economy and social inclusion, media and press freedom, youth engagement, law and human rights, education and social services, religion and multiculturalism, leadership challenge and good governance, corruption and accountability, foreign policy and regional cooperation. A quarter of a century ago, Nobel laureate, Prof Wole Soyinka, posed the fundamental question: When is a nation? Based on their background, experience and research, contributors to this book reflected on this question and other important questions with the aim of helping Nigerians understand and appreciate

the formula for nation building, and the strategic goals in the construction of a modern nation-state. The essays are analytical, insightful, pragmatic and offer solutions to "the trouble with Nigeria." We hope that they will inspire a new generation of Nigerians on what the country needs to do to fulfil the promise and hope of independence. A new Nigeria is possible. But it must be a Nigeria built around the motto of freedom, equality, and opportunity. It must be a Nigeria created in the image of Nigerians of the 21st century; not one created in the image of the British Empire, the Royal Niger Company, Sir Frederick Lugard, internal colonialists or the new imperialists. For young Nigerians to whom this book is directed, it is time to stop looking back or looking up, and as John F. Kennedy admonished, "...accept our own responsibility for the future."

The Accidental President A. J. Baime 2017 A look

at the president's tumultuous first four months in office examines the events he presided over, including the founding of the United Nations, the Nazi surrender, the liberation of concentration camps, and the decision to drop the bomb.

Baseball Junkie Aubrey Huff 2017-01-01

The Moon Dragon (The Secrets of Droon #26) Tony Abbott 2016-02-23 With nearly 2 million books in print, this Little Apple series is H-O-T, hot. The SECRET is out -- DROON is the series that kids, parents, and teachers are talking about! There's no place like home! Eric and his friends have finally restored the Rainbow Stairs, but that was the easy part. Now Gethwing is loose in the Upper World, and the Moon Dragon is causing big trouble. Eric, Julie, and Neal have to protect their town, but they're up against mysterious creatures, strangely-behaving parents, and powerful magic. Can the kids stop Gethwing before he destroys the Upper World

-- for good?