

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

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Beautiful Disaster Signed Limited Edition

Jamie McGuire 2012-11-27 Travis Maddox, Eastern University’s playboy, makes a bet with good girl Abby that if he loses, he will remain abstinent for a month, but if he wins, Abby must live in his apartment for the same amount of time.

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.

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.

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.

Sneaker Century Amber J. Keyser 2017-01-01 Whether you call them kicks or sneakers, runners or gutties, you probably have a pair of athletic shoes in your closet. The earliest sneakers debuted in the 1800s and weren’t much more than a canvas upper and a flexible sole made of a crazy new materialrubber. The stuff might have been new to Americans then, but for thousands of years, the indigenous peoples of the Amazon Basin of South America had been using latex made from the milky sap of hevea trees to protect their feet from rocks, sticks, and biting insects. Once Charles Goodyear figured out how to make the stuff more durable, sneakers were here to stay. Early sneakers were initially designed for elite athletes, but kids and teens quickly adopted them. Some of the first brands included Converse, Brooks, and Saucony. German companies Adidas and Puma started up during World War II. The Nike shoe debuted in the 1970s (with a bit of inspiration from a waffle iron). As fitness crazes took off in the 1980s, people all over the world started buying the shoes for workouts and everyday wear. At about the same time, companies began hiring high-profile athletes and pop stars for big-dollar endorsements, and shoe sales soared into the stratosphere to the tune of billions of dollars each year. In *Sneaker Century*, follow sneaker fashions and the larger-than-life personalities behind the best known athletic shoe brands in history. Learn how teen sneakerheads became important style makers and drove the success of NIKE, Inc., and other shoe companies. Look behind the scenes at the labor-intensive process of manufacturing sneakers. Explore the sneaker frontier of the futurerecycled shoes, earth-friendly initiatives, and high-fashion statements. Get ready to speed through the *Sneaker Century!* *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 kaleidescope 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.

A Combatant In Government David M. Jemibewon 1978

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.

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

The Adventures of Lily Huckleberry Around the World Audrey Smit 2021-11-03 As a member of a Worldwide Adventure Society, Lily has a magic globe that takes her on whimsical journeys around the world.From the streets of Paris to the mountains of Peru, Lily finds adventure around every corner and discovers that the world is bigger and more beautiful than she ever imagined. Come explore with Lily in this fun collection of stories filled with laughter as she meets new friends, follows her curiosity and learns that a little imagination often goes a long way!

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.

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.

The Accidental President Albert J. Baime 2017 During the atomic, earthshaking first 120 days of Harry Truman’s unlikely presidency, an unprepared, small-town man had to take on Germany, Japan, Stalin, and a secret weapon of unimaginable power--marking the most dramatic rise to greatness in American history.

The Adidas Archive. The Footwear Collection 2020 The adidas story is one of groundbreaking designs, epic moments, and conceiving the all-around sports shoe, worn by the likes of Lionel Messi, Run DMC, and Madonna. A mecca for sneaker fans, this book presents adidas’s history through more than 350 pairs of shoes from the “adidas Archive”, including one-of-a-kind originals, vintage models, ...

Driven David Kiley 2004-04-02 An exclusive look at one of the world’s most successful and controversial companies, and the mysterious family behind it. BMW is arguably the most admired carmaker in the world. It’s financial performance is the envy of its competitors, and BMW products inspire near-fanatical loyalty. While many carmakers struggle with falling sales, profits and market share, demand for BMWs continues to grow, frequently outpacing production. Now, David Kiley-Detroit Bureau Chief at USA Today and author of Getting the Bugs Out, which covered Volkswagen’s demise and rebirth, goes inside the fabled German automaker to see how it does what it does so well. With unprecedented access to BMW executives, Kiley goes behind the walls of BMW’s famed “Four Cylinders” headquarters in Munich at a time when the company is in its most aggressive, and some say riskiest, expansion in its history and when some of the company’s new products, like the 7 Series sedan and Z4 roadster, are for the first time drawing as many barbs from critics as bouquets. Kiley covers intimate details of the boardroom drama surrounding the company’s nearly disastrous acquisition and subsequent sale of the British Rover Group and its expansion into selling MINI and Rolls Royce cars. Besides being a world-class carmaker, BMW is also considered one of the smartest consumer marketing companies and Kiley explores the extraordinary value and management of the BMW brand mystique. He also takes a revealing look at the mysterious and ultra-private Quandt family of Bad Homburg Germany, which owns a controlling stake in BMW; Johanna and Susanne Quandt, two of the wealthiest women in Europe and Stefan Quandt, one of the wealthiest bachelors on the continent. David Kiley (Ann Arbor, MI) is the Detroit Bureau Chief at USA Today who has covered the auto industry for 17 years. He has been featured on Nightline, CNBC, CNN, MSNBC, NPR and the Today show. He is also the author of Getting the Bugs Out: The Rise, Fall, and Comeback of Volkswagen in America (0-471-26304-4), also available from Wiley.

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. It 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.

Research Methods for Sport Management James Skinner 2014-10-30 Research methods courses have become a compulsory component of most degree programs in sport management. This is the first introductory research methods textbook to focus exclusively on sport management. Through the use of examples, cases and data taken from the real world of sport management it opens up a traditionally dry area of study, helping the student to understand the vital importance of sound methodology in their studies and subsequent professional practice. The book covers the full range of quantitative and qualitative methods across the whole span of the research process, from research design and the literature review to data analysis and report writing. Every chapter contains a range of useful features to aid student learning, including summaries, discussion questions and guides to further resources, as well as examples drawn from contemporary sport around the world. Research Methods for Sport Management is an essential course text for all sport management students and an invaluable reference for any sport management professional involved in operational research.

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.

The Warrior Elite Dick Couch 2009-02-19 With a postscript describing SEAL efforts in Afghanistan, The Warrior Elite takes you into the toughest, longest, and most relentless military training in the world. What does it take to become a Navy SEAL? What makes talented, intelligent young men volunteer for physical punishment, cold water, and days without sleep? In The Warrior Elite, former Navy SEAL Dick Couch documents the process that transforms young men into warriors. SEAL training is the distillation of the human spirit, a tradition-bound ordeal that seeks to find men with character, courage, and the burning desire to win at all costs, men who would rather die than quit.

Out of My Mind Sharon M. Draper 2012-05 Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a technological device that will allow her to speak for the first time.

A Thousand Splendid Suns Khaled Hosseini 2008-09-18 A riveting and powerful story of an unforgiving time, an unlikely friendship and an indestructible love

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 multi-billion-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 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.

Circus Maximus Andrew Zimbalist 2020-06-30 Beyond the headlines of the world’s most beloved sporting events Brazil hosted the 2016 men’s World Cup at a cost of \$15 billion to \$20 billion, building large, new stadiums in cities that have little use for them anymore. The projected cost of Tokyo’s 2020 Summer Olympic Games is estimated to be as high as \$30 billion, much of it coming from the public trough. In the updated and expanded edition of his bestselling book, *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*, Andrew Zimbalist tackles the claim that cities chosen to host these high-profile sporting events experience an economic windfall. In this new edition he looks at upcoming summer and winter Olympic games, discusses the recent Women’s World Cup, and the upcoming men’s tournament in Qatar. *Circus Maximus* focuses on major cities, like London, Rio, and Barcelona, that have previously hosted these sporting events, to provide context for future host cities that will bear the weight of exploding expenses, corruption, and protests. Zimbalist offers a sobering and candid look at the Olympics and the World Cup from outside the echo chamber.

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.

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 muchof value about the world he lives in.

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.

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.

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

Shoemaker Joe Foster 2020-10-01 The remarkable story of how Joe Foster developed Reebok into one of the world’s most famous sports brands, having started from a small factory in Bolton. Since the late 19th century, the Foster family had been hand-making running shoes, supplying the likes of Eric Liddell and Harold Abrahams - later immortalised in the film Chariots of Fire - as well as providing boots to most Football League clubs. But a family feud between Foster’s father and uncle about the direction of their business led to Joe and his brother Jeff setting up a new company, inspired by the success of Adidas and Puma, and so Reebok was born. At first, money was so short that Joe and his wife had to live in their rundown factory, while the machinery that made the shoes was placed around the edge of the floor, because it was so weak it could have collapsed if they’d been positioned in the middle. But, from this inauspicious start, a major new player in the sports equipment field began to emerge, inspired by Joe’s marketing vision. By the 1980s, Reebok had become a global phenomenon, when they were the first to latch onto the potential of the aerobics craze inspired by Jane Fonda. Soon, Reeboks were being seen on Hollywood red carpets and even in the film Aliens, where Sigourney Weaver wore a pair of Reebok Alien Stompers. Like the international bestseller *Shoe Dog*, by Nike’s Phil Knight, Shoemaker is a powerful tale of triumph against all the odds, revealing the challenges and sacrifices that go into creating a world-beating brand; it is also the story of how a small local business can transform itself, with the right products and the right vision, into something much, much bigger.

The Moon Dragon (The Secrets of Dron #26) Tony Abbott 2016-02-23 A hidden door. A magical staircase. Discover the world of Dron! There’s no place like home! Eric and his friends have finally restored the Rainbow Stairs, but that was the easy part. Now Gething 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 Gething before he destroys the Upper World -- for good?

Kicks Nicholas Smith 2018-05-01 A cultural history of sneakers, tracing the footprint of one of our most iconic fashions across sports, business, pop culture, and American identity When the athletic shoe graduated from the beaches and croquet courts of the wealthy elite to streetwear ubiquity, its journey through the heart of American life was just getting started. In this rollicking narrative, Nicholas K. Smith carries us through the long twentieth century as sneakers became the totem of subcultures from California skateboarders to New York rappers, the cause of gang violence and riots, the heart of a global economic controversy, the lynchpin in a quest to turn big sports into big business, and the muse of high fashion. Studded with larger-than-life mavericks and unexpected visionaries—from genius rubber inventor, Charles Goodyear, to road-warrior huckster Chuck Taylor, to the feuding brothers who founded Adidas and Puma, to the track coach who changed the sport by pouring rubber in his wife’s waffle iron—Kicks introduces us to the sneaker’s surprisingly influential, enduring, and evolving legacy.

For Cause and Comrades James M. McPherson 1997-04-03 General John A. Wickham, commander of the famous 101st Airborne Division in the 1970s and subsequently Army Chief of Staff, once visited Antietam battlefield. Gazing at Bloody Lane where, in 1862, several Union assaults were brutally repulsed before they finally broke through, he marveled, "You couldn't get American soldiers today to make an attack like that." Why did those men risk certain death, over and over again, through countless bloody battles and four long, awful years? Why did the conventional wisdom -- that soldiers become increasingly cynical and disillusioned as war progresses -- not hold true in the Civil War? It is to this question--why did they fight--that James McPherson, America’s preeminent Civil War historian, now turns his attention. He shows that, contrary to what many scholars believe, the soldiers of the Civil War remained powerfully convinced of the ideals for which they fought throughout the conflict. Motivated by duty and honor, and often by religious faith, these men wrote frequently of their firm belief in the cause for which they fought: the principles of liberty, freedom, justice, and patriotism. Soldiers on both sides harkened back to the Founding Fathers, and the ideals of the American Revolution. They fought to defend their country, either the Union--"the best Government ever made"--or the Confederate states, where their very homes and families were under siege. And they fought to defend their honor and manhood. "I should not lik to go home with the name of a coward," one Massachusetts private wrote, and another private from Ohio said, "My wife would sooner hear of my death than my disgrace." Even after three years of bloody battles, more than half of the Union soldiers reenlisted voluntarily. "While duty calls me here and my country demands my services I should be willing to make the sacrifice," one man wrote to his protesting parents. And another soldier said simply, "I still love my country." McPherson draws on more than 25,000 letters and nearly 250 private diaries from men on both sides. Civil War soldiers were among the most literate soldiers in history, and most of them wrote home frequently, as it was the only way for them to keep in touch with homes that many of them had left for the first time in their lives. Significantly, their letters were also uncensored by military authorities, and are uniquely frank in their criticism and detailed in their reports of marches and battles, relations between officers and men, political debates, and morale. For Cause and Comrades lets these soldiers tell their own stories in their own words to create an account that is both deeply moving and far truer than most books on war. Battle Cry of Freedom, McPherson’s Pulitzer Prize-winning account of the Civil War, was a national bestseller that Hugh Brogan, in The New York Times, called "history writing of the highest order." For Cause and Comrades deserves similar accolades, as McPherson’s masterful prose and the soldiers’ own words combine to create both an important book on an often-overlooked aspect of our bloody Civil War, and a powerfully moving account of the men who fought it.

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.

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.

War and Peace Leo Tolstoy 2019-01-16 Hailed as one of the greatest novels of all time and a classic of world literature, War and Peace is a tale of strivers in a world fraught with conflict, social and political change, and spiritual confusion, Tolstoy’s magnificent work continues to entertain, enlighten, and inspire readers around the world. Both an intimate study of individual passions and an epic history of Russia and its people, 'War and Peace' is nothing more or less than a complete portrait of human existence. Among its many unforgettable characters is Prince Andrei Bolkonsky, a proud, dashing man who, despising the artifice of high society, joins the army to achieve glory. Badly wounded at Austerlitz, he begins to discover the emptiness of everything to which he has devoted himself. His death scene is considered one of the greatest passages in Russian literature. Terror swiftly engulfs the country as Napoleon’s army marches on Russia, and the lives of three young people are changed forever. The stories of quixotic Pierre, cynical Andrei and impetuous Natasha interweave with a huge cast, from aristocrats and peasants, to soldiers and Napoleon himself. In War and Peace (1868-9), Tolstoy entwines grand themes—conflict and love, birth and death, free will and fate.

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.

St. Paul Karen Armstrong 2015 A stirring account of the life of Paul, who brought Christianity to the Jews, by the most popular writer on religion in the English-speaking world, Karen Armstrong, author of The History of God, which has been translated into thirty languages

The Global Economics of Sport Chris Gratton 2012-08-21 Sport has become a global business. There is no corner of the Earth that isn't reached by coverage of global sporting mega-events such as the Olympics or the World Cup, events managed by international governing bodies such as the IOC and FIFA that operate like major international businesses. Companies such as Nike now design, produce, distribute and market their products across every continent, while an increasingly important part of every country’s sport market is now international in terms of its influences and opportunities. This book is the first to examine the economics of contemporary sport using the global market as the primary unit of analysis. Starting with a survey of the changing nature of the sports market over the last hundred years, the book explores the difficulties of measuring the true scale and impact of the global sports economy, employing a wealth of empirical data to define and analyze the sports market and all its sub-sectors. In doing so, the book draws on case studies from the UK, Europe, North America and beyond. This book is essential reading for any student or professional with an interest in the economics of sport.