

# Nike Air Jordan History

Elizabeth Semmelhack

**23 Roots** Frank J. Gonzalez, 2014-06-14 23 Roots: The History Behind The First 23 Pairs of Air Jordan Sneakers takes you on a ride through the first 23 years of Air Jordan sneakers. This book digs deep into the roots of the Air Jordan brand and brings you the inspiration behind each design, as well as a list of the sneakers that were originally released with images, original release year and original retail price. 23 Roots is sure to take you down memory lane, and revisit the feeling and story behind how you finally acquired that specific pair of prized kicks. Whether you've just gained a passion for Air Jordan sneakers or are a veteran collector with closets full of sneaker boxes, 23 Roots is a must have book for ALL sneaker enthusiasts.

**Kicks** Nicholas Smith, 2019-04-30 "A vivid picture of how what we wear on our feet can tell us what it really means to be an American."—Vanity Fair "Expansive, thorough, and entertaining . . . a comprehensive look at how much the sneaker became a signature indicator of cool."—The Wall Street Journal A cultural history of sneakers, tracing the footprint of one of our most iconic fashions across sports, business, pop culture, and American identity "It's gotta be the shoes." When Spike Lee said it to Michael Jordan in a 1989 commercial, it was with a wink and a nod—what makes MJ so good? His Nike Air Jordan IIIs, of course. But as Nicholas Smith reveals in this captivating history, Lee's line also speaks to the sneaker's place at the heart of American culture. Once 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. We follow the humble athletic and watch as sneakers become the calling card of California skaters and New York MCs, the spark of riots and gang violence, the heart of a global economic controversy, the muse of haute couture, and a lynchpin in the transformation of big sports into big business. Along the way, we meet larger-than-life mavericks and surprising visionaries: genius rubber inventor Charles Goodyear, risking everything to get his formula right; the warring brothers who started dueling shoe empires; road-warrior Chuck Taylor, hawking shoes out of his trunk; and many more mavericks, hustlers, and dreamers. With a sure stride and a broad footprint, Kicks introduces us to an influential and evolving legacy.

**Glory Days** L. Jon Wertheim, 2021 A rollicking guided tour of one extraordinary summer, when some of the most pivotal and freakishly coincidental stories all collided and changed the way we think about modern sports The summer of 1984 was a watershed moment in the birth of modern sports when the nation watched Michael Jordan grow from college basketball player to professional athlete and star. That summer also saw ESPN's rise to media dominance as the country's premier sports network and the first modern, commercialized, profitable Olympics. Magic Johnson and Larry Bird's rivalry raged, Martina Navratilova and John McEnroe reigned in tennis, and Hulk Hogan and Vince McMahon made pro wrestling a business, while Donald Trump pierced the national consciousness as a pro football team owner. It was an awakening in the sports world, a moment when sports began to morph into the market-savvy, sensationalized, moneyed, controversial, and wildly popular arena we know today. In the tradition of Bill Bryson's One Summer: America, 1927, L. Jon Wertheim captures these 90 seminal days against the backdrop of the nostalgia-soaked 1980s, to show that this was the year we collectively traded in our ratty Converse for a pair of sleek, heavily branded, ingeniously marketed Nikes. This was the year that sports went big-time.

**The Story of Nike** Scott Hays, 1999 Describes the origins and growth of the highly successful sporting good company, Nike, founded by Philip Buck Knight and internationally recognized for its Swoosh logo.

*Michael Jordan* Roland Lazenby, 2014-05-06 The definitive biography of a legendary athlete. The Shrug. The Shot. The Flu Game. Michael Jordan is responsible for sublime moments so ingrained in sports history that they have their own names. When most people think of him, they think of his beautiful shots with the game on the line, his body totally in sync with the ball -- hitting nothing but net. But for all his greatness, this scion of a complex family from North Carolina's Coastal Plain has a darker side: he's a ruthless competitor and a lover of high stakes. There's never been a biography that encompassed the dual nature of his character and looked so deeply at Jordan on and off the court -- until now. Basketball journalist Roland Lazenby spent almost thirty years covering Michael Jordan's career in college and the pros. He witnessed Jordan's growth from a skinny rookie to the instantly recognizable global ambassador for basketball whose business savvy and success have millions of kids still wanting to be just like Mike. Yet Lazenby also witnessed the Michael Jordan whose drive and appetite are more fearsome and more insatiable than any of his fans could begin to know. Michael Jordan: The Life explores both sides of his personality to reveal the fullest, most compelling story of the man who is Michael Jordan. Lazenby draws on his personal relationships with Jordan's coaches; countless interviews with Jordan's friends, teammates, and family members; and interviews with Jordan himself to provide the first truly definitive study of Michael Jordan: the player, the icon, and the man.

**Beloved Brands** Graham Robertson, 2018-01-06 Beloved Brands is a book every CMO or would-be CMO should read. Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book. Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make

your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

**Michael Jordan's Nike Air Jordan Sneaker Head Articles Revealed** Kathy Moore, 2015-01-30 Do you own more pairs of Air Jordan's or Air Force Jordan's than anyone probably should ever own, do you still get as excited when you go to buy a new pair as you did when you bought your first pair back in the day? If you are one of those people that spends their free time scouring the Internet, swap meets and classified ads trying to find that perfect pair of vintage Air Jordan's. Then this book is definitely for you! Inside pages, you will learn the secrets of Nikes, designs and developments and marketing strategies for the models of Air Jordan's that have become that have become synonymous with a brand and change the basketball shoe game for ever. But for Air Jordan's basketball shoes were mostly white however, when Nike introduced Air Jordan's in 1982. There are black and white color scheme (for the Chicago Bulls), earned them the nickname Devils shoes or devil, colored shoes! Ever since those first Air Jordan skim off the line issue industry has never been the same those first shoes, spawned thousands upon thousands of imitators, all trying to cash in on the market for color schemes and celebrity endorsements. But no matter how many imitators there are floating around in the world. There is only one shoe that really matters, and they are the Nike Air Jordan's. So if you want to know all the insider secrets of buying and collecting your favorite shoe. Then this book is definitely the best place to start by the time you are finished. You will have your PhD in Air Jordan's guaranteed!

**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 material rubber. 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!

*The Story of Nike* Aaron Frisch, 2008-07 Describes the founding and development of the Nike company, makers of athletic shoes with the famous swoosh logo.

*Game Changer The Untold Story of Nike Air Jordan And Its Successful Marketing* Davis Truman, 2023-05-26 Discover the untold secrets behind one of history's most successful marketing campaigns - the Nike Air Jordan and Michael Jordan partnership. In this captivating book, Game Changer: The Untold Story of Nike Air Jordan And Its Successful Marketing, you'll gain invaluable insights into effective marketing and brand storytelling. Reading this book will give you the competitive edge to create successful marketing campaigns. The benefits of reading this book include the following: Harness the power of effective brand storytelling to boost your marketing efforts Understand the inspiring journey of Nike Air Jordan and the challenges and triumphs it faced Master the strategies behind one of the most successful marketing campaigns in history Gain a deeper understanding of the impact of sports and popular culture Inside the book, you'll find: A detailed exploration of the rise of the Air Jordan brand In-depth analysis of the transformative partnership between Nike and Michael Jordan Insightful case studies and stories Valuable lessons and marketing tips Don't miss out - buy now before the price changes! Unlock the secrets behind Nike Air Jordan and its incredibly successful marketing campaign with Game Changer: The Untold Story of Nike Air Jordan And Its Successful Marketing.

**Air Jordan Price Guide 2013** Michael Tran, Steven Huynh, 2014-02 Air Jordan History: Flip through 170 pages filled with over 600 full color images of Air Jordan sneakers dating back from 1985 to 2012. Each sneaker includes the exact date when they first released, what they sold for in stores, color ways, and even the shoe box they came with. You'll be surprised to discovery how many Jordans you never knew existed. Take a trip down memory lane as you go through years and years of Air Jordan releases. For those who are serious collectors, which Jordan was your first pair? Was it the 2001 Air Jordan I Bred? Or maybe it was the 2007 Air Jordan V Metallic? Whichever one it may be, you probably remember how it felt to finally get your hands on that one particular pair you been waiting months to get! Remember when you first lifted open that shoe box and you couldn't help but admire the design and the fine details that reminded you why you bought the shoes in the first place? And not to mention that NEW SHOE SCENT. Oh, yes, that NEW SHOE SCENT (you sneakheads know what I'm talking about) Relive those memories today, they're waiting for you. Add the Air Jordan Price Guide 2013 to your Jordan collection today! Air Jordan Price Guide: Finally a Kelley Blue Book for Air Jordan sneakers! Tired of not knowing how much to pay for a pair of Jordans? Tired of having to search countless sneaker forums just to see what the going rate for a pair is? Maybe you just don't want to get ripped off by resellers...(we all don't). Well, look no further, we have the solution

for you: The Air Jordan Price Guide. We have calculated values from numerous and reliable sources such as Ebay, Craigslist, and sneaker forums to get you the best average values for each sneaker. We already did the hard work for you. What are you waiting for? Protect yourself from headaches and resellers today! This guide also makes for a perfect gift to that sneaker collector friend of yours. Don't wait, GET YOUR COPY TODAY!

Out of the Box Elizabeth Semmelhack, 2015-07-07 A groundbreaking traveling exhibition, Out of the Box showcases sneakers, from the mid-nineteenth century to sports performance breakthroughs, to present-day cultural icons. Drawn from the collection of the Bata Shoe Museum and significant private collectors, museums, and archives—including adidas AG, Converse Archives, Kosow Sneaker Museum, Nike Archives, Northampton Museums and Art Gallery, and Reebok Archives—this selection is richly contextualized with interviews and essays by design innovators, sneaker collectors, and cultural historians, creating a backdrop of the technical innovation, fashion trends, social history, and marketing campaigns that shaped the form over the past two centuries. Out of the Box includes sneakers ranging from an 1860 spiked running shoe, a pair of 1936 track shoes, Air Jordans I–XX3, the original Air Force 1, and early Adidas Superstars to contemporary sneakers by prominent figures including Damien Hirst, Jeremy Scott, Jeff Staple, and Kanye West. The book also highlights sneakers and prototype drawings that span the career of Nike sneaker design legend Tinker Hatfield, making this the definitive illustrated history of sneaker culture.

**Swoosh** J. B. 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.

A History of Basketball in Fifteen Sneakers Russ Bengtson, 2023-10-10 A celebration of the iconic shoes and superstars who have defined the sport for decades, A History of Basketball in Fifteen Sneakers tells the story of hoops as only shoes can. The ultimate book for both hoops fans and sneaker obsessives, A History of Basketball in Fifteen Sneakers is an exciting and fascinating look at the sport written with authority and experience by former Complex and SLAM magazine editor Russ Bengtson. From primeval Converse Chuck Taylor All Stars to baroque Reebok Pumps and myth-making Air Jordans to super-high-tech Nike Adapt BBs, each chapter breaks down how a specific sneaker defined an era of basketball, transformed the culture, or changed the game. With full-color sneaker photographs and detailed illustrations throughout, the book is a kaleidoscopic celebration of the players, styles, and iconic moments that have shaped hoops both on and off the court. Topics include: Walt Frazier's PUMA Clydes and the New York City street game; Michael Jordan's first signature Air Jordan and the birth of the modern global basketball superstar; Nike Air Swoopes and the evolution of the women's game; sneaker tech and the rise of retro; and much more.

**Shoe Dog** Phil Knight, 2016-04-26 In this instant and tenacious New York Times bestseller, Nike founder and board chairman Phil Knight “offers a rare and revealing look at the notoriously media-shy man behind the swoosh” (Booklist, starred review), illuminating his 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. Bill Gates named Shoe Dog one of his five favorite books of 2016 and called it “an amazing tale, a refreshingly honest reminder of what the path to business success really looks like. It's a messy, perilous, and chaotic journey, riddled with mistakes, endless struggles, and sacrifice. Phil Knight opens up in ways few CEOs are willing to do.” 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 car in 1963, Knight grossed eight thousand dollars that first year. 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 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. In Shoe Dog, he tells his story at last. At twenty-four, Knight decides that rather than work for a big corporation, he will create something all his own, new, dynamic, different. He details the many risks he encountered, the crushing setbacks, the ruthless competitors and hostile bankers—as well as his many thrilling triumphs. Above all, he recalls the relationships that formed the heart and soul of Nike, with his former track coach, the irascible and charismatic Bill Bowerman, and with his first employees, a ragtag group of misfits and savants who quickly became a band of swoosh-crazed brothers. Together, harnessing the electrifying power of a bold vision and a shared belief in the transformative power of sports, they created a brand—and a culture—that changed everything.

*Air Jordan Price Guide 2014 (Black/White)* Michael Tran, Steven Huynh, 2013-12-17 Air Jordan History: Flip through 150 pages filled with over 700 images of Air Jordan sneakers dating back from 1985 to 2013. Each sneaker includes the exact date when they first released, what they sold for in stores, color ways, and even the shoe box they came with. You'll be surprised to discovery how many Jordans you never knew existed. Take a trip down memory lane as you go through years and years of Air Jordan releases. For those who are serious collectors, which Jordan was your first pair? Was it the 2001 Air Jordan I Bred? Or maybe it was the 2007 Air Jordan V Metallic? Whichever one it may be, you probably remember how it felt to finally get your hands on that one particular pair you been waiting months to get! Remember when you first lifted open that shoe box and you couldn't help but admire the design and the fine details that reminded you why you bought the shoes in the first place? And not to mention that NEW SHOE SCENT. Oh, yes, that NEW SHOE SCENT (you sneakheads know what I'm talking about) Relive those memories today, they're waiting for you. Add the Air Jordan Price Guide 2013 to your Jordan collection today! Air Jordan Price Guide: Finally a Kelley Blue Book for Air Jordan sneakers! Tired of not knowing how much to pay for a pair of Jordans? Tired of having to search countless sneaker forums just to see what the going rate for a pair is? Maybe you just don't want to get ripped off by resellers...(we all don't). Well, look no further, we have the solution for you: The Air Jordan Price Guide. We have calculated values from numerous and reliable sources such as Ebay, Craigslist, and sneaker forums to get you the best average values for each sneaker. We already did the hard work for you. What are you waiting for? Protect yourself from headaches and resellers today! This guide also makes for a perfect gift to that sneaker collector friend of yours. Don't wait, GET YOUR COPY TODAY!

*Complex Presents: Sneaker of the Year* Complex Media, Inc., 2020-10-20 In 1985, Nike released Michael Jordan's first sneaker, the Air Jordan 1, and sneaker culture was born. Now thousands of people wait in line at Supreme, and companies throw millions of dollars at LeBron James to keep him in their marketing plans. The trend that saw steady growth for decades with the emergence of sports, hip-hop, and sportswear advertising has exploded into a phenomenon. And no one has watched that phenomenon more closely than Complex. Sneaker of the Year explores the past 35 years of sneaker culture with the expertise, authority, and passion that only Complex can offer. With vibrant photographs and illustrations throughout, as well as input from some of the sneaker world's most important voices, this compilation is a must-have for hypebeasts and sneakerheads everywhere.

**Taking to the Air** Jim Naughton,1992 The inside story of Michael Air Jordan's career tells how the man became an icon after intense marketing strategies played on the hoopster's skill and congeniality to sell everything from breakfast cereal to automobiles. 35,000 first printing.

**SLAM Kicks** Ben Osborne,2014-03-11 The definitive primer on the world’s most popular shoe: the basketball sneaker. Basketball shoes have a long and storied history both on and off the court. Back in the 1930s, a basketball sneaker was created for straight-up performance. Today, hoops footwear do double duty: they’re designed for and by elite players, but to sneakerheads, how they look is nearly as important as how they perform. SLAM Kicks breaks down the path of the basketball sneaker, from the birth of the very first iconic shoe, the Converse Chuck Taylor All-Star, to the white-hot best-selling cultural-phenomenon Nike Air Jordan sneaker line. This book showcases the hottest basketball kicks over time, throwbacks and new shoes alike, covering each legendary sneaker and its design, the technical advancements found in the shoe, the athletes who made the shoe famous, and the cultural waves the footwear has made off the basketball court. Featured sneakers also include the Adidas Jabbar, the Puma Clyde, the Nike Air Force One, the Reebok Question, the AND1 Tai Chi, the Nike Zoom Kobe IV, and many others. SLAM Kicks: Basketball Sneakers That Changed the Game is the perfect gift for basketball-sneaker fans and street-fashion enthusiasts alike.

**Jump** Larry Miller,Laila Lacy,2022-01-18 One of the most successful Black businessmen in the country, who has led Nike’s Jordan Brand from a \$200M sneaker company to a \$4B global apparel juggernaut, tells the remarkable story of his rise from gangland violence to the pinnacles of international business. Jump tells Larry Miller’s journey from the violent streets of West Philly in the 1960s to the highest echelons of American sports and industry. Miller wound up in jail more than once, especially as a teenager. But he immersed himself in the educational opportunities, eventually took advantage of a Pennsylvania state education-release program offered to incarcerated people, and was able to graduate with honors from Temple University. When revealing his gangland past caused him to lose his first major job opportunity, Miller vowed to keep it a secret. He climbed the corporate ladder with a number of companies such as Kraft Foods, Campbell’s Soup, and Jantzen, until Nike hired him to run its domestic apparel operations. Around the time of Michael Jordan’s basketball retirement, Nike Chairman Phil Knight made Larry Miller president of the newly formed Jordan Brand. In 2007 Paul Allen convinced Miller to jump to the NBA to become president of the Portland Trailblazers, one of the first African-Americans to lead a professional sports team, before returning to Jordan Brand in 2012. All along, Miller lived two lives: the secret of his violent past haunted him, invading his days with migraines and his sleep with nightmares of getting hauled back to jail. More than a rags-to-riches story, Jump is also a passionate appeal for criminal justice reform and expanded educational opportunities for incarcerated and formerly incarcerated people across the United States. Drawing on his powerful personal story, as well as his vast and well-connected network, Miller plans to use Jump as a launching point to help expand such opportunities and to provide an aspirational journey for those who need hope.

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**Nike Air Jordan History Introduction**

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