

Nike

BANKIM CHANDRA PANDEY

**Nike Culture** Robert Goldman,Stephen Papson,1998 This book is one of the first to take an in-depth look at how an advertising image works. It situates the Nike swoosh logo in terms of political economy, sociology, culture and semiotics. Nike Culture describes and deconstructs the themes and structures of Nike's advertising, outlines the contradictions between image and practice, and explores the logic of the sign economy. In addition, by focusing on issues revolving around representations of race, class and gender, the desire for both community and recognition, and the construction of sport as a spiritual enterprise, the book offers insights into the cultural contradictions embedded in sports culture.

**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.

*Nike: Better Is Temporary* Sam Grawe,2021-01-25 At Nike, the desire to be the best is a journey, not a destination--better is always temporary. Phaidon commemorates the company's influence with Nike: Better is Temporary, a landmark publication that charts Nike's transformation from rebellious upstart to global phenomenon. This immersive visual survey offers an unprecedented, behind-the-scenes exploration into Nike's ethos-driven design formula, placing industry-defining innovations and globally recognized products alongside previously unpublished designs, prototypes, insider stories, and more. Beginning with Breaking2, an introduction detailing Nike's 2017 attempt to facilitate a sub-two-hour marathon, the book lays out in five thematic chapters Nike's focus on performance, brand expression, collaboration, inclusive design, and sustainability. The book's extraordinary design also nods to its contents. The striking cover features overlapping silkscreened layers of Nike's proprietary Volt yellow and Hyperpunch pink colors overlaying an image of world-champion marathoner Eliud Kipchoge printed in a half-tone dot pattern. The book's spine, visible through the clear jacket, showcases a series of colored tabs that extend from its interior pages and which are referenced in the book's bonus chapter, Crafting Color. Combining 500 color illustrations with stories, insights, knowledge, passion, and history shared by Nike's remarkable team, Nike: Better is Temporary will serve as a manual of innovation and inspiration for generations to come.

**Just Do it** Donald R. Katz,1994 An award-winning author penetrates Nike--a company of the future, a dream machine that seeks to redefine culture through the power of sports--to provide this portrait of Phil Knight, who pioneered the company from a two-man operation into a four billion-dollar corporation.

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.

*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.

**From an Idea to Nike** Lowey Bundy Sichol,2019-02 From an Idea to Nike is a fully-illustrated look into how Nike stepped up its sneaker game to become the most popular athletic brand in the world. Humorous black & white illustrations throughout. Ever wonder how Nike became the athletics empire it is today? From an Idea to Nike digs into the marketing campaigns and strategy that turned this running-shoe company into the outfitter for many athletes as well as the iconic American brand. With infographics and engaging visuals throughout, this behind-the-scenes look into the historical and business side of Nike will be an invaluable resource for kids interested in what makes this business run. Find out where the name Nike came from and how the famous swoosh became the signature logo. Learn about the company's first marketing campaign with a star athlete. (Hint:

It wasn't Michael Jordan!) Explore the ways Nike expanded marketing from running to basketball, soccer, golf, and beyond!

Win at All Costs Matt Hart,2020-10-06 After years of rumors and speculation, Matt Hart sets out to peel back the layers of secrecy that protected the most powerful coach in running. What he finds will leave you indignant—and wondering whether anything in the high-stakes world of Olympic sport has truly changed. —Alex Hutchinson, New York Times bestselling author of *Endure* Game of Shadows meets *Shoe Dog* in this explosive behind-the-scenes look that reveals for the first time the unsettling details of Nike's secret running program—the Nike Oregon Project. In May 2017, journalist Matt Hart received a USB drive containing a single file—a 4.7-megabyte PDF named “Tic Toc, Tic Toc. . . .” He quickly realized he was in possession of a stolen report prepared a year earlier by the United States Anti-Doping Agency (USADA) for the Texas Medical Board, part of an investigation into legendary running coach Alberto Salazar, a Houston-based endocrinologist named Dr. Jeffrey Brown, and cheating by Nike-sponsored runners, including some of the world’s best athletes. The information Hart received was part of an unfolding story of deception which began when Steve Magness, an assistant to Salazar, broke the omertà—the Mafia-like code of silence about performance-enhancing drugs among those involved—and alerted USADA. He was soon followed by Olympians Adam and Kara Goucher who risked their careers to become whistleblowers on their former Nike running family in Beaverton, Oregon. Combining sports drama and business exposé, *Win at All Costs* tells the full story of Nike’s running program, uncovering a corporate win-at-all-costs culture.

Nike Sara Green,2015-01-01 Nike began with a track-and-field coach looking to give his athletes a competitive edge. Now its trademarked swoosh represents one of the most recognizable companies in the world. See how innovative thinkers changed athletic footwear forever in this title for young students.

Out of Nowhere Geoff Hollister,2008 This book provides a compelling insider's account of how Nike became the world's largest sports and fitness company. It includes a dedicated mailing and e-mail campaign to targeted sports interest media & organizations. How does a young boy from a small Oregon town get swept up in the politics of his chosen sport and become an integral part of possibly the most influential sports company of all time - Nike. Nike began with a handshake and a few hundred dollars passed between Phil Knight and legendary track coach Bill Bowerman more than 35 years ago - and since then it has grown into the world's largest sports and fitness company. *Out of Nowhere* provides an unrivalled glimpse into the first 33 years of Nike - from its humble beginnings to its modern guise as a global giant - and takes readers on a rollercoaster ride through all of the company's successes and failures.

Nike SB: The Dunk Book Nike SB,2018-10-30 The first book on Nike's iconic DUNK SB, a mid-rise basketball court staple that has in the last two decades become a colorful (and often irreverent) icon of skate and street wear. Created in 2002, the Nike Dunk was adopted from the court by skateboarders and sneakerheads to become an icon of the streets. An early catalyst to evolving sneaker culture as we know it today, the Nike Dunk has enjoyed a storied legacy of reinvention through numerous iterations and creative collaborations proving to be an integral part of a culture obsessed with sneakers. To celebrate this legacy, *Nike SB: The Dunk Book* is the first book to present the historical archive of one of the most important shoes ever created. Worn by an ever-growing list of elite riders at competitions all over the world, Nike Dunks are prized as much for their funky, one-of-a-kind designs as well as their high performance. *Nike SB: The Dunk Book* is filled with stunning images that tell the visual story of Nike SB's most iconic styles. Including Danny Supas, Staple Pigeon Dunks, De La Soul Highs, Paris Dunks, U.N.K.L.Es, and Supreme Dunk SBs, this volume flaunts the signature color-ways and craftsmanship that Nike SBs are known for. Through enlightening anecdotes by the likes of Futura and Paul Rodriguez, readers get intimate accounts of how their favorite sneakers came to be. Also featured are archival images of Nike SB's most recognizable skaters rocking the iconic sneakers, including Eric Koston, Richard Mulder, Grant Taylor, Omar Salazar, Reese Forbes, Brian Anderson, Theotis Beasley, and Daniel Shimizu.

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.

University of Nike Joshua Hunt,2018-10-23 The dramatic expose of how the University of Oregon sold its soul to Nike, and what that means for the future of our public institutions and our society. \*\*A New York Post Best Book of the Year\*\* In the mid-1990s, facing severe cuts to its public funding, the University of Oregon—like so many colleges across the country—was desperate for cash. Luckily, the Oregon Ducks’ 1995 Rose Bowl berth caught the attention of the school’s wealthiest alumnus: Nike founder Phil Knight, who was seeking new marketing angles at the collegiate level. And so the University of Nike was born: Knight has so far donated more than half a billion dollars to the school in exchange for high-visibility branding opportunities. But as journalist Joshua Hunt shows in *University of Nike*, Oregon has paid dearly for the veneer of financial prosperity and athletic success that has come with this brand partnering. Hunt uncovers efforts to conceal university records, buried sexual assault allegations against university athletes, and cases of corporate overreach into academics and campus life—all revealing a university being run like a business, with America’s favorite “Shoe Dog” calling the shots. Nike money has shaped everything from Pac-10 television deals to the way the game is played, from the

landscape of the campus to the type of student the university hopes to attract. More alarming still, Hunt finds other schools taking a page from Oregon's playbook. Never before have our public institutions for research and higher learning been so thoroughly and openly under the sway of private interests, and never before has the blueprint for funding American higher education been more fraught with ethical, legal, and academic dilemmas. Encompassing more than just sports and the academy, University of Nike is a riveting story of our times.

*Virgil Abloh. Nike. ICONS* Virgil Abloh, 2021-01-05 Bringing together all the greats--from Air Jordan 1 to Air Presto--Nike and Virgil Abloh reinvent sneaker culture with the collaborative project The Ten and redesign 10 sneaker icons. Experience engineering ingenuity and Abloh's investigative design process: each shoe is a piece of industrial design, a readymade sculpture, and a wearable all at once.

*Nike* Tracy Carbasho, 2010-08-19 This compelling book provides a comprehensive examination of Nike, utilizing never-before-heard interviews with top sports celebrities and the informed perspectives of marketing gurus to explain why Nike has ruled the sports world for more than four decades. Nike's immortal Just Do It slogan is displayed at the Smithsonian Institution in Washington, DC. The company's pioneering use of athlete endorsements as the foundation of its marketing and its dedication to incorporating advanced technology and materials in its products has forever changed the world of sports. Amazingly, what is now Nike sprang from the humblest beginnings--two runners with a passion for improving the sport willing to sell shoes out of their cars at track meets. This book provides a comprehensive analysis of the company, giving readers a full appreciation of its fascinating history and the attributes and strategies that have helped Nike outlast its competitors. Material derived from interviews with star athletes and marketing experts lend additional insight into the Nike phenomenon.

*Nike Inc- Complete Analysis* BANKIM CHANDRA PANDEY, 2017-11-27 Nike competitor analysis Adidas-Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar. Adidas is one of the biggest Nike competitors. The main advantage of this company is its brand value and having a strong subsidiary in Reebok. Reebok- The company has world revenue three billion US dollar and brand valuation of around one billion US dollar. It is a subsidiary company of Adidas which operates independently. The company is mainly famous for its designer footwear for sports. Puma- The company has revenue around 3.4 billion and third Nike competitor which is known for its running shoes and sports apparel. The founder of Puma and Adidas were brothers but they got separated in 1948. Adidas is far ahead of Puma but Puma is global Nike competitor. Although Puma lacks in sports sponsorship revenue generated by Puma is enormous. Fila- The company is one of the largest manufacturing companies in footwear brand. Fila is not the premium category in comparison to Nike. The Fila adopt penetration pricing technique by giving the cheaper branded product in comparison to NIKE. The company main policy revolves around cost advantage then its design or differentiation.

*Nike: Sportswear and Brand-Building Powerhouse* Rebecca Rowell, 2023-08-01 Nike is one of the most popular sports apparel brands on the market. But before it grew to the worldwide success it is today, the brand started in Oregon with a college track and field coach, a wild idea, and a waffle iron. This title introduces fans to the history of one of the most iconic brands in sports. The title features informative sidebars, exciting photos, a timeline, an important people section, a glossary, and an index. SportsZone is an imprint of Abdo Publishing Company.

*Nike* CARLA. MOONEY, 2022-08 Nike examines the history of the American shoe and apparel brand and its place in the sports world today. Readers will learn about the company's founders, innovative products, and controversies. With exciting sports photos and in-depth sidebars, the book presents a well-rounded picture of the Nike brand. Features include a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

Sole Provider Robert Jackson, 2002 Looks at Nike's most memorable shoes, campaigns, athletes, moments, and relationship with basketball throughout the years.

*Built for Success: The Story of Nike* Aaron Frisch, 2011-02-02 Describes the founding and development of the Nike company, makers of athletic shoes with the famous swoosh logo.

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