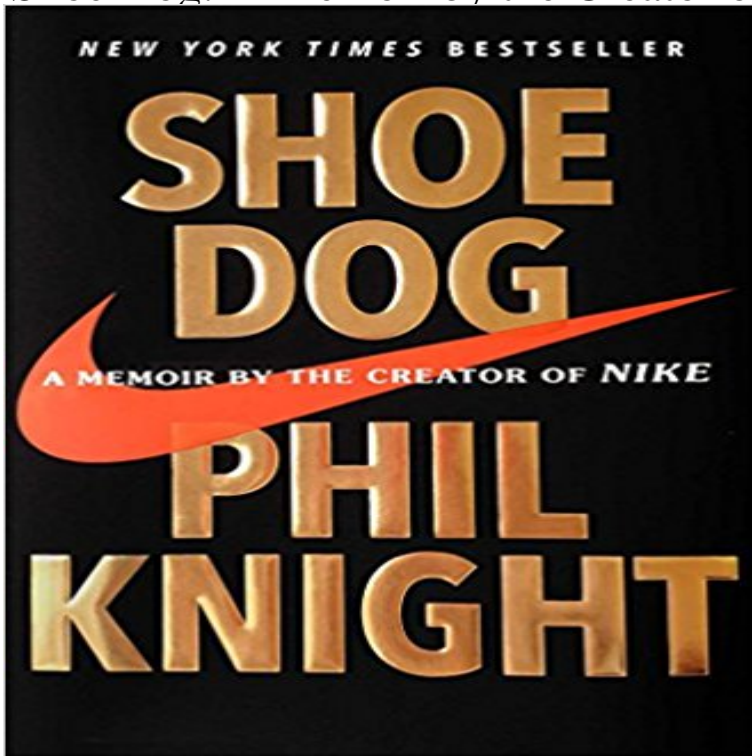


Shoe Dog: A Memoir by the Creator of Nike



In this candid and riveting memoir, for the first time ever, Nike founder and board chairman Phil Knight shares the inside story of the 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. Young, searching, 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 Plymouth Valiant, Knight grossed eight thousand dollars that first year, 1963. 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 more than a logo. A symbol of grace and greatness, it's 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. Now, in a memoir that's surprising, humble, unfiltered, funny, and beautifully crafted, he tells his story at last. It all begins with a classic crossroads moment. Twenty-four years old, backpacking through Asia and Europe and Africa, wrestling with life's Great Questions, Knight decides the unconventional path is the only one for him. Rather than work for a big corporation, he will create something all his own, something new, dynamic, different. Knight details the many terrifying risks he encountered along the way, the crushing

setbacks, the ruthless competitors, the countless doubters and haters and hostile bankers” as well as his many thrilling triumphs and narrow escapes. Above all, he recalls the foundational 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 redemptive, transformative power of sports, they created a brand, and a culture, that changed everything.

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Shoe Dog: A Memoir by the Creator of NIKE (Chinese Edition): Phil Compre o livro Shoe Dog: A Memoir by the Creator of Nike na : confira as ofertas para livros em ingl^{as} e importados. Shoe Dog : A Memoir by the Creator of Nike by Phil Knight Not^o 5.0/5. Retrouvez Shoe Dog: A Memoir by the Creator of Nike et des millions de livres en stock sur . Achetez neuf ou doccasion. Shoe Dog: A Memoir by the Creator of Nike: : Phil Knight Editorial Reviews. Review. “A refreshingly honest reminder of what the path to business Shoe Dog: A Memoir by the Creator of Nike by [Knight, Phil]. Audible^o The 5 Most Powerful Quotes From Phil Knights Nike Memoir, Shoe Apr 25, 2016 - 6 minPhil Knight, Nikes founder and board chairman, comes to GMA to share insights from his Shoe Dog Book by Phil Knight Official Publisher Page Simon The founder and CEO of Nike shares the story of the companys early days as an intrepid startup and its evolution to one of the worlds most iconic and profitable^o Shoe Dog: A Memoir by the Creator of Nike - Apr 26, 2016 Shoe Dog : A Memoir by the Creator of Nike (Phil Knight) at . In this candid and riveting memoir, for the first time ever, Nike^o Customer Reviews: Shoe Dog: A Memoir by the Creator of Nike In this candid and riveting memoir, for the first time ever, Nike founder and board chairman Phil Knight shares the inside story of the companys early days as an^o Book review: “Shoe Dog “ A Memoir by the Creator of NIKE” Phil A refreshingly honest reminder of what the path to business success really looks like Its an amazing tale Bill Gates The best book I read last year was Shoe^o SHOE DOG by Phil Knight Kirkus Reviews In this candid and riveting memoir, for the first time ever, Nike founder and CEO Phil Knight shares the inside story of the companys early days as an intrepid^o 5 Takeaways From Nike Founder Phil Knights Shoe Dog Memoir Editorial Reviews. Review. A refreshingly honest reminder of what the path to business Shoe Dog: A Memoir by the Creator of NIKE Kindle Edition. by^o Shoe Dog : Phil Knight : 9781471146701 - Book Depository May 6, 2016 SHOE DOG by Phil Knight. SHOE DOG. A Memoir by the Creator

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