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## Shoe Dog: A Memoir by the Creator of Nike

By Phil Knight

SCRIBNER MACMILLAN Apr 2016, 2016. Buch. Condition: Neu. Neuware - 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...


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