



Summary : Nike - Julie Strasser And Laurie Becklund: The Unauthorized Story of the Men Who Played There

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Complete summary of Julie Strasser and Laurie Becklund's book: "Swoosh: The Unauthorized Story of Nike and the Men Who Played There".

This summary of the ideas from Julie Strasser and Laurie Becklund's book "Swoosh" reveals the fascinating story of Phil Knight and how he founded a small shoe company (Blue Ribbon Sports) in 1964 which became the most successful sporting apparel business in the United States. Based on interviews and archival material, this book tells the rise, fall and recovery of Nike. The authors describe the six men who, along with Knight, made the small company a billion-dollar giant.

Added-value of this summary:

- Save time
- Understand key concepts
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To learn more, read "Swoosh" and discover the story behind Nike's success.

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