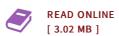




Shoe Dog: A Memoir by the Creator of NIKE (Paperback)

By Phil Knight

Simon Schuster Ltd, United Kingdom, 2016. Paperback. Condition: New. Export. Language: English. Brand New Book. A refreshingly honest reminder of what the path to business success really looks like. It s an amazing tale Bill Gates The best book I read last year was Shoe Dog, by Nike s Phil Knight. Phil is a very wise, intelligent and competitive fellow who is also a gifted storyteller Warren Buffett In 1962, fresh out of business school, Phil Knight borrowed \$50 from his father and created a company with a simple mission: import high-quality, low-cost athletic shoes from Japan. Selling the shoes from the boot of his Plymouth, Knight grossed \$8000 in his first year. Today, Nike s annual sales top \$30 billion. In an age of start-ups, Nike is the ne plus ultra of all start-ups, and the swoosh has become a revolutionary, globe-spanning icon, one of the most ubiquitous and recognisable symbols in the world today. But Knight, the man behind the swoosh, has always remained a mystery. Now, for the first time, he tells his story. Candid, humble, wry and gutsy, he begins with his crossroads moment when at 24 he decided to start his own business....



Reviews

It in a of the most popular publication. It is actually rally intriguing through looking at time period. Your daily life span is going to be change the instant you total reading this publication.

-- Mrs. Shanna Mann

A must buy book if you need to adding benefit. It is actually writter in basic phrases and never difficult to understand. I found out this book from my dad and i advised this publication to find out.

-- Miss Camila Schuppe III