



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....



[READ ONLINE](#)
[3.02 MB]

Reviews

It is a of the most popular publication. It is actually rally intriguing throug 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