

Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma Family Feud That Forever Changed Business Of Sport Barbara Smit

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First in Thirst Darren ROVELL 2005-09-02 Selected as one of Soundview Executive Book Summaries's the "30 Best Business Books" of the year. Remember the Cola Wars, with Coke and Pepsi battling it out year after year for supremacy in the soft drink market? Or what about the Burger Wars, the legendary slugfests between McDonald's and Burger King? Then of course, there were the Sports Drink Wars. If you blinked, you might have missed them, because Gatorade has swiftly and decisively fended off every would-be rival. Although a few other brands hold slim market shares, the fact is that Gatorade single-handedly created the sports drink industry 40 years ago and has absolutely ruled it ever since. But Gatorade is more than just a triumph of branding. First, it's a trusted product that has been scientifically proven to do what it claims to do. Second, Gatorade is an enthralling story, brought to life in bright color and sharp detail in First in Thirst. Author Darren Rovell, a skilled, objective, and passionate journalist, chronicles every astonishing milestone of the company's history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures past and present, Rovell recounts the sweat-drenched University of Florida football practices, the first (unpalatable) prototypes, and the commercial and financial interest that quickly took hold following the drink's first on-field successes. Then came the advertising, sponsorships, product placements (many of them fortuitous), and finally the two milestones that cemented Gatorade's iconic status once and for all -- the ubiquitous Gatorade bath and the Michael Jordan "Be Like Mike" endorsement deal. With refreshing candor, First in Thirst also offers an inside look at the negotiations, battles, lawsuits, mergers and acquisitions, product strategies, lucky breaks, and even the missteps (there have not been many) that have attended Gatorade's reign as the 800-pound gorilla of the sports-drink scene. Rovell places the reader inside labs and brainstorming sessions, at board meetings and ad shoots, on the sidelines and in the dugouts, even in the winner's circle at NASCAR events -- where Gatorade manages maximum exposure even at tracks whose official sponsors include chief rival POWERade. The book identifies the nine Gatorade Rules, business principles that have helped Gatorade become one of the most dominant brands ever. By adhering to these principles, businesses in other industries may achieve greater brand recognition and market share. Long before America knew what "deep-down body thirst" was, a team of university scientists had already invented something to quench it. First in Thirst is the story of the product and the company, and of America's fascination with the one and only Gatorade.

Hirschfeld Geoffrey Brooks 2011-11-11 Whilst there have been many memoirs written by U-boat commanders of the Second World War, a book such as this, based upon the

diaries of a senior Petty Officer telegraphist, written in 'real time' is something very special. Wolfgang Hirschfeld, whose diaries Geoffrey Brooks has translated is a born story teller. The principal chapters describe his experiences during six war patrols in U-109, in which he served as the senior telegraphist. His is a tale which covers the whole kaleidoscope of emotions shared by men at war—a story of immense courage and fortitude, of remarkable comradeship born of the dangers, frustrations and privations shared and of transitory moments of triumph. Throughout runs a vein of humour, without which resistance to stress would have been virtually impossible. We get to know one of Germany's great U-boat aces, 'Ajax' Bleichrodt, holder of the Knight's Cross of the Iron Cross with Oak Leaves and, in a special biographical appendix, learn how he finally cracked under the strain. The role of Admiral Karl Donitz, the dynamic commander of the U-boat service, so fascinatingly described by Hirschfeld, is of special interest—not least because even this dedicated Nazi had clearly realized by September, 1942, that the war was fast being lost. In 1944 Hirschfeld was promoted Warrant Officer and found himself on a large, schnorkel-equipped boat (U-234) heading for Japan with a load of high technology equipment and, in addition, a quantity of uranium ore. The possible significance of that uranium has been deeply researched by Geoffrey Brooks and is discussed in a second appendix.

Touched by the Gods Lawrence Watt-Evans 2020-12-26 The gods had chosen the Domdur to rule the world, and had chosen Malledd to be their champion among the Domdur. They had not asked Malledd whether he wanted the job. Now a wizard has raised an army of the undead to overthrow the Domdur Empire, and the world awaits the divine champion who is to save them -- but will Malledd come? And if he does, can he be the savior the Domdur expect, or has the gods' favor turned elsewhere?

Nigeria John Campbell 2018 As the "Giant of Africa" Nigeria is home to about twenty percent of the population of Sub-Saharan Africa, serves as Africa's largest producer of oil and natural gas, comprises Africa's largest economy, and represents the cultural center of African literature, film, and music. Yet the country is plagued by problems that keep it from realizing its potential as a world power. Boko Haram, a radical Islamist insurrection centered in the northeast of the country, is an ongoing security challenge, as is the continuous unrest in the Niger Delta, the heartland of Nigeria's petroleum wealth. There is also persistent violence associated with land and water use, ethnicity, and religion. In Nigeria: What Everyone Needs to Know®, John Campbell and Matthew Page provide a rich contemporary overview of this crucial African country. Delving into Nigeria's recent history, politics, and culture, this volume tackles essential questions related to widening inequality, the historic 2015 presidential election, the persistent security threat of Boko Haram,

rampant government corruption, human rights concerns, and the continual conflicts that arise in a country that is roughly half Christian and half Muslim. With its continent-wide influence in a host of areas, Nigeria's success as a democracy is in the fundamental interest of its African neighbors, the United States, and the international community. This book will provide interested readers with an accessible, one-of-a-kind overview of the country.

Swoosh J. B. Strasser 1993-04-28 The unauthorized national-best-selling sensation revealing the absorbing story of the rise, fall, and recovery of Nike, by a former employee and a Los Angeles Times reporter.

Playing the Game Rainer Karlsch 2019-02-19

The Perfect Scent Chandler Burr 2009-01-06 The Perfect Scent is the thrilling inside story of the global perfume industry, told through two creators working on two very different scents.

The Life and Legend of the Sultan Saladin Jonathan Phillips 2019-04-25 'Superbly researched and enormously entertaining... One of the outstanding books of the year' The Times An epic story of empire-building and bloody conflict, this ground-breaking biography of one of history's most venerated military and religious heroes opens a window on the Islamic and Christian worlds' complex relationship. WINNER OF THE SLIGHTLY FOXED BEST FIRST BIOGRAPHY PRIZE When Saladin recaptured Jerusalem from the Crusaders in 1187, returning the Holy City to Islamic rule, he sent shockwaves throughout Christian Europe and the Muslim Near East that reverberate today. It was the culmination of a supremely exciting life. Born into a significant Kurdish family in northern Iraq, this warrior and diplomat fought under the banner of jihad, but at the same time worked tirelessly to build an empire that stretched from North Africa to Western Iraq. Gathering together a turbulent coalition, he was able to capture Jerusalem, only to trigger the Third Crusade and face his greatest adversary, King Richard the Lionheart. Drawing on a rich blend of Arabic and European sources, this is a comprehensive account of both the man and the legend to which he gave birth, describing vividly the relentless action of his life and tracing its aftermath through culture and politics all the way to the present day. 'An authoritative and brilliantly told account of the life of one of the world's greatest - and most famous - military leaders' Peter Frankopan

Why We Struck Adewale Ademoyega 1981

Animal Farm George Orwell 2021-02-02 All animals are equal but some animals are more equal than others. It's just an ordinary farm - until the animals revolt. They get rid of the irresponsible farmer. The other animals are sure that life is improving, but as systems are replaced and half-truths are retold, a new hierarchy emerges . . . Orwell's tale of propaganda, power and greed has never felt more pertinent. With an exciting new cover and inside illustrations by superstar Chris Mould.

Art & Sole 2012-01-18 In recent years the sneaker scene has exploded with artist and designer collaborations. These specialist shoes are produced as short runs, using innovative or luxury materials, and often have bespoke packaging. Some even push the design of the shoes themselves, creating hybrids or new incarnations of classic designs. Focusing exclusively on contemporary, cutting-edge sneaker design, Art & Sole sets out to explore and to celebrate the creative side of sneaker culture showing the best and most original rarities and collaborations. These are not shoes that can be found in your average sports store. This book is a must for any enthusiast of sneaker design or collector of the shoes themselves.

Stan Smith Stan Smith 2018-08-24 The first definitive volume that celebrates the best-selling Adidas sneaker with a cultlike global following. Featuring original

imagery, historical photos, an exclusive portrait series by artist Juergen Teller, and contributions from style arbiters such as Raf Simons and Pharrell, plus an interview and anecdotes from the man behind the sneaker, Stan Smith. An internationally celebrated and highly coveted icon in the world of sneaker design, the Stan Smith tennis sneaker has achieved cult status since its debut in the early 1970s. This is the first book to celebrate the global cultural impact of the ubiquitous sneaker named after former world No. 1 tennis player Stan Smith. Over the last five decades, the Stan Smith has remained the perennial icon of minimalist cool sneaker design and Smith has collaborated with groundbreaking artists, designers, and fashion brands including Colette, Yohji Yamamoto, Raf Simons, and Pharrell. This all-access volume demonstrates that the personality of the shoe has everything to do with Stan the Man. Chapters are enhanced by recollections from Stan Smith along with anecdotes from style influencers, designers, sports legends, and fervent sneaker fans. Showcasing street-style photography of Stan Smith sworn globally, to pop-culture references of the sneaker in rap lyrics to Bollywood movies—this book is an absolute collector's item for readers interested in sneaker culture, sports, street style, design, and pop culture.

Slavery and the Commerce Power David L. Lightner 2006-01-01 Born in Warsaw, raised in a Hasidic community, and reaching maturity in secular Jewish Vilna and cosmopolitan Berlin, Abraham Joshua Heschel (1907-1972) escaped Nazism and immigrated to the United States in 1940. This lively and readable book tells the comprehensive story of his life and work in America, his politics and personality, and how he came to influence not only Jewish debate but also wider religious and cultural debates in the postwar decades. A worthy sequel to his widely-praised biography of Heschel's early years, Edward Kaplan's new volume draws on previously unseen archives, FBI files, interviews with people who knew Heschel, and analyses of his extensive writings. Kaplan explores Heschel's shy and private side, his spiritual radicalism, and his vehement defence of the Hebrew prophets' ideal of absolute integrity and truth in ethical and political life. Of special interest are Heschel's interfaith activities, including a secret meeting with Pope Paul VI during Vatican II, his commitment to civil rights with Martin Luther King, Jr., his views on the state of Israel, and his opposition to the Vietnam War. A tireless challenger to spiritual and religious complacency, Heschel stands as a dramatically important witness.

Players Matthew Futterman 2017-04-18 Traces the single-generation transformation of sports from a cottage industry to a global business, reflecting on how elite athletes, agents, TV executives, coaches, owners, and athletes who once had to take second jobs worked together to create the dominating, big-ticket industry of today.

Enemy Brothers Constance Savery 2001-04 This is a private war formally declared between Tony and the inhabitants of the White Priory. British airman Dym Ingleford is convinced that young Max Eckermann is his brother, Anthony, who was kidnapped years before. Raised in the Nazi ideology, Tony has by chance tumbled into British hands. Dym has brought him back, at least temporarily, to the family he neither remembers nor will acknowledge as his own. As Tony uses his nine attempts to escape, his stubborn anger is wittled away by the patient kindness he finds at the White Priory. Then, just as he is resigning himself to the English family, a new chance suddenly opens for him to return home to Germany.

Roone Roone Arledge 2010-10-26 Roone Arledge's extraordinary career of more than a half century mirrors the history of the television industry he helped create. Roone is the vivid, intimate account of his own rise to

fame and power as the head of both ABC Sports and ABC News as well as an up-close-and- personal story of his era, peopled with friends and foes alike.

Yoruba Elites and Ethnic Politics in Nigeria Wale Adebani 2014-03-31 Yorùbá Elites and Ethnic Politics in Nigeria investigates the dynamics and challenges of ethnicity and elite politics in Nigeria, Africa's largest democracy. Wale Adebani demonstrates how the corporate agency of the elite transformed the modern history and politics of one of Africa's largest ethnic groups, the Yorùbá. The argument is organized around the ideas and cultural representations of Ọbáfemi Awólowo, the central signifier of modern Yorùbá culture. Through the narration and analysis of material, non-material and interactional phenomena - such as political party and ethnic group organization, cultural politics, democratic struggle, personal ambitions, group solidarity, death, memory and commemoration - this book examines the foundations of the legitimacy of the Yorùbá political elite. Using historical sociology and ethnographic research, Adebani takes readers into the hitherto unexplored undercurrents of one of the most powerful and progressive elite groups in Africa, tracing its internal and external struggles for power.

Sneaker Wars Barbara Smit 2009-03-17 Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down separate, often contentious paths. Out of the fires of their animosity, two rival sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.

I Am My Brother's Keeper Jeffrey Weiss 1998 Based on recently declassified documents and more than two hundred interviews, I Am My Brothers Keeper tells the story of the more than one thousand Americans and Canadians, Jews and non-Jews, who fought in Israel's War of Independence. This is a story about men like Rudy Augarten (shown on the front cover), who interrupted his studies at Harvard to fly for Israel. This, despite the fact that Augarten had been shot down over occupied France during World War II, and survived sixty-three days behind enemy lines. It's about Chris Magee, a World War II ace and veteran of Pappy Boyington's Black Sheep Squadron who felt the Jews deserved a homeland. And about American Indian Jesse Slade, who believed that fighting for Israel was the Christian thing to do. And Buzz Beurling, the legendary Falcon of Malta who sought to recapture the glory days of World War II. I Am My Brothers Keeper captures the powerful story of those Jews and Christians who stood up to be counted at a critical time in Jewish history. Only three years after the Holocaust, these volunteers helped establish the State of Israel. This story will forever change your understanding of the relationship between Americans and Israelis.

Shoemaker Joe Foster 2020-10-01 The remarkable story of how Joe Foster developed Reebok into one of the world's most famous sports brands, having started from a small factory in Bolton. Since the late 19th century, the Foster family had been hand-making running shoes, supplying the likes of Eric Liddell and Harold Abrahams - later immortalised in the film Chariots of Fire - as well as providing boots to most Football League clubs. But a family feud between Foster's father and uncle about the direction of their business led to Joe and his brother Jeff setting up a new company, inspired by the success of Adidas and Puma, and so Reebok was born. At

first, money was so short that Joe and his wife had to live in their rundown factory, while the machinery that made the shoes was placed around the edge of the floor, because it was so weak it could have collapsed if they'd been positioned in the middle. But, from this inauspicious start, a major new player in the sports equipment field began to emerge, inspired by Joe's marketing vision. By the 1980s, Reebok had become a global phenomenon, when they were the first to latch onto the potential of the aerobics craze inspired by Jane Fonda. Soon, Reeboks were being seen on Hollywood red carpets and even in the film Aliens, where Sigourney Weaver wore a pair of Reebok Alien Stompers. Like the international bestseller Shoe Dog, by Nike's Phil Knight, Shoemaker is a powerful tale of triumph against all the odds, revealing the challenges and sacrifices that go into creating a world-beating brand; it is also the story of how a small local business can transform itself, with the right products and the right vision, into something much, much bigger.

The Adidas Archive. the Footwear Collection 2020 The Adidas story is one of groundbreaking designs, epic moments, and conceiving the all-around sports shoe, worn by the likes of Lionel Messi, Run DMC, and Madonna. A mecca for sneaker fans, this book presents Adidas's history through more than 350 pairs of shoes from the "Adidas Archive", including one-of-a-kind originals, vintage models, ...

Rusher's Gold Tracy Diane 2018-10-02 A time traveling cave. A vicious band of miners...and pure gold. When West Virginia teenagers Emma and Brody promised their neighbor, a famous geologist, to help rebuild his decimated rock and mineral collection for a museum display, they didn't know they would be in for the magical ride of a lifetime. After a successful trip to 1775 England where they collected the rare Blue John Fluorite, the teens are quick to jump at the chance to travel to the California Gold Rush in 1851. When they arrive at the Gold Rush and meet an old acquaintance, they think the mission will be easy until they realize their friend may not be able to help them at all. When their actions in the past erase their future, can Emma and Brody right the wrong? With a hostile group of miners hot on their trail, Brody and Emma must collect the gold, save their friends, and salvage the future before it is too late. Rusher's Gold is the second book in the middle grade adventure/sci-fi series Crystal Cave Adventures. If you like adventure and time travel mixed with your geology, then you'll love Tracy Diane's exciting series.

Remaking Nigeria 2020-12-05 On October 1, 2020, Nigeria celebrated its 60th year of political independence. After sixty years of independence, most Nigerians, particularly the youth, hold the view that the country has failed to work for them in a way that is satisfactory and enduring. This book seeks to give voice to young Nigerians, the critical change agents, to help the country understand and sharpen its focus on those issues that hold the key to its collective survival. Clearly, the new decade will be a defining moment for Nigeria. Sixty years after independence, fifty years after a civil war, and at the beginning of a new decade, it is important that a new generation of citizens is challenged to reposition the country. From interaction with young people and discussions on social media, there appears to be a knowledge and information gap among young Nigerians about the history and socio-political evolution of the country. Beyond the lack of understanding of history, there is also a dearth of ideas on what needs to be done and how to get Nigeria out of its current situation. This book addresses these problems. Contributors to the book are young Nigerians with fresh ideas on nationhood, democracy, and development. The book focuses on issues such as federalism, elections and democracy, constitutionalism,

environmental justice, data and ICT, the economy and social inclusion, media and press freedom, youth engagement, law and human rights, education and social services, religion and multiculturalism, leadership challenge and good governance, corruption and accountability, foreign policy and regional cooperation. A quarter of a century ago, Nobel laureate, Prof Wole Soyinka, posed the fundamental question: When is a nation? Based on their background, experience and research, contributors to this book reflected on this question and other important questions with the aim of helping Nigerians understand and appreciate the formula for nation building, and the strategic goals in the construction of a modern nation-state. The essays are analytical, insightful, pragmatic and offer solutions to "the trouble with Nigeria." We hope that they will inspire a new generation of Nigerians on what the country needs to do to fulfil the promise and hope of independence. A new Nigeria is possible. But it must be a Nigeria built around the motto of freedom, equality, and opportunity. It must be a Nigeria created in the image of Nigerians of the 21st century; not one created in the image of the British Empire, the Royal Niger Company, Sir Frederick Lugard, internal colonialists or the new imperialists. For young Nigerians to whom this book is directed, it is time to stop looking back or looking up, and as John F. Kennedy admonished, "...accept our own responsibility for the future."

Sneaker Wars Barbara Smit 2008-03-25 Traces the fierce rivalry between brothers Adi and Rudi Dassler, who launched a successful shoe business from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

The Real All Americans Sally Jenkins 2008 Offers an inspirational portrait of the Native American football team of the Carlisle Indian Industrial School, a championship squad that included the legendary Jim Thorpe and that defeated its Ivy League opponents, in a history that is set against a backdrop of the early days of football and the rise and fall of Coach Glenn "Pop" Warner. Reprint. 25,000 first printing.

Pitch Invasion Barbara Smit 2007-08-02 Unlacing the story of how sport became so full of money ☹ Today, sport is big business, and Adidas and Puma are two of the biggest global brands, paying stars, clubs and competitions to wear their label, dominating everywhere from football pitches to magazine pages. This is the incredible story of how the rivalry between two brothers turned sport into an industry. *Pitch Invasion* also tells the tales of some of the greatest sportsmen of all time, revealing the Pele pact, Boris Becker's unfortunate contribution to the demise of Puma, and just how Adidas helped Mohammed Ali win his biggest fight. Reaching right up to today's world of multibillion-dollar corporations, looking at how the arrival of Nike affected the pitch and the significance of Adidas's recent takeover of Reebok, this is an incredible sporting drama of competition, greed, bribery, passion and shoes.

My Life Alhaji Sir Ahmadu Bello 1962-01-02 Alhaji Sir Ahmadu Bello, the Premier of the Northern Region of Nigeria, was thought by many to be the most powerful figure in Nigeria. The descendant of the great reformer, Shehu Usman dan Fodio, the Sardauna grew up in the atmosphere of the Muslim and aristocratic tradition of the Fulani conquerors of Northern Nigeria. He reached maturity in a Nigeria that was rapidly advancing towards independent nationhood, with political institutions deriving largely from the traditions of the Christian West. As leader of the Northern Peoples Congress, the majority political party in Northern Nigeria, the Sardauna became the first Premier of that region in 1954.

Strengthening Forensic Science in the United States

National Research Council 2009-07-29 Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. *Strengthening Forensic Science in the United States: A Path Forward* provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration.

Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

Sneaker Wars Barbara Smit 2008-03-25 Traces the fierce rivalry between brothers Adi and Rudi Dassler, who launched a successful shoe business from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

Sports Business Management George Foster 2020-08-10 This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

The Johns Hopkins Guide to Digital Media Marie-Laure Ryan 2014-04-15 The study of what is collectively labeled "New Media"—the cultural and artistic practices made possible by digital technology—has become one of the most vibrant areas of scholarly activity and is rapidly turning into an established academic field, with many universities now offering it as a major. The Johns Hopkins Guide to Digital Media is the first comprehensive reference work to which teachers, students, and the curious can quickly turn for reliable information on the key terms and concepts of the field. The contributors present entries on nearly 150 ideas, genres, and theoretical concepts that have allowed digital media to produce some of the most innovative intellectual, artistic, and social practices of our time. The result is an easy-to-consult reference for

digital media scholars or anyone wishing to become familiar with this fast-developing field.

True Originals Marlon Knispel 2017-11 This book is a fan tribute to the original adidas models, the so-called "OG's" - it includes original adidas basketball, tennis, and running shoes from the 70s, 80s, and 90s. This exceptional book presents legendary sneakers, as well as athletes and musicians who have been memorialized by adidas with their own signature models. Interviews with contemporary sneakerheads, collectors, and retailers illustrate the "magical" development of the brand.

Sneakers Yuniya Kawamura 2016-01-28 This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Sneakers U-Dox 2014 Presents information about over three hundred special limited edition sneaker designs from fifteen brands issued in the last ten years, many of them featuring collaborations with graffiti artists, musicians, or fashion designers.

Classic Drucker Peter Ferdinand Drucker 2006 This book gathers together Peter Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the Review's Editor Tom Stewart One of this century's most highly regarded students of management, Drucker has sought out, identified, and examined the most important issues confronting managers, from corporate strategy to management style to social change. Through his unique lens, this volume gives us the rare opportunity to trace the evolution of the great shifts in our workplaces, and to understand more clearly the role of managers. This book gathers together Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the review's editor Thomas A. Stewart.

Casuals Phil Thornton 2003-01 First came the Teds, then the Mods and the Rockers, then Hippies, Skinheads and Punks. But by the late '70s, there was a new youth

culture, one whose followers formed violent gangs, and were known as 'scallies,' 'trendies' and 'dressers' until the name Casuals finally stuck. Definitively tracing the roots of this inner-city Liverpool movement through first-person interviews with the main 'faces' of the gangs, Casuals explains how these hooligans evolved through the working-class fascination with sharp dressing to form bitter rivalries across England. With 16 pages of photos.

The Jungle Book Rudyard Kipling 1920

Billionaire Raj James Crabtree 2018-07-05 SHORTLISTED FOR THE FT & MCKINSEY BUSINESS BOOK OF THE YEAR AWARD 2018 A Financial Times Book of the Year and an Amazon Top 100 Book of the Year India's explosive rise has driven inequality to new extremes, with millions trapped in slums as billionaires spend lavishly and dodge taxes. Controversial prime minister Narendra Modi promised 'to break the grip' of the Bollygarchs, but many tycoons continue to thrive amidst the scandals, exerting huge influence over business and politics. But who are these titans of politics and industry shaping India through this period of breakneck change? And what kind of superpower are they creating? A vivid portrait of a deeply divided nation, The Billionaire Raj makes clear that India's destiny – prosperous democratic giant or corrupt authoritarian regime – is something that should concern us all.

Kicks Nicholas Smith 2018-05-01 A cultural history of sneakers, tracing the footprint of one of our most iconic fashions across sports, business, pop culture, and American identity When the athletic shoe graduated from the beaches and croquet courts of the wealthy elite to streetwear ubiquity, its journey through the heart of American life was just getting started. In this rollicking narrative, Nicholas K. Smith carries us through the long twentieth century as sneakers became the totem of subcultures from California skateboarders to New York rappers, the cause of gang violence and riots, the heart of a global economic controversy, the lynchpin in a quest to turn big sports into big business, and the muse of high fashion. Studded with larger-than-life mavericks and unexpected visionaries—from genius rubber inventor, Charles Goodyear, to road-warrior huckster Chuck Taylor, to the feuding brothers who founded Adidas and Puma, to the track coach who changed the sport by pouring rubber in his wife's waffle iron—Kicks introduces us to the sneaker's surprisingly influential, enduring, and evolving legacy.

Globalization and Sport Richard Giulianotti 2007-10-15 This collection places sport at the heart of debates on global processes. It features major critical interventions by some of the world's leading sociologists and anthropologists on the subject of sport.