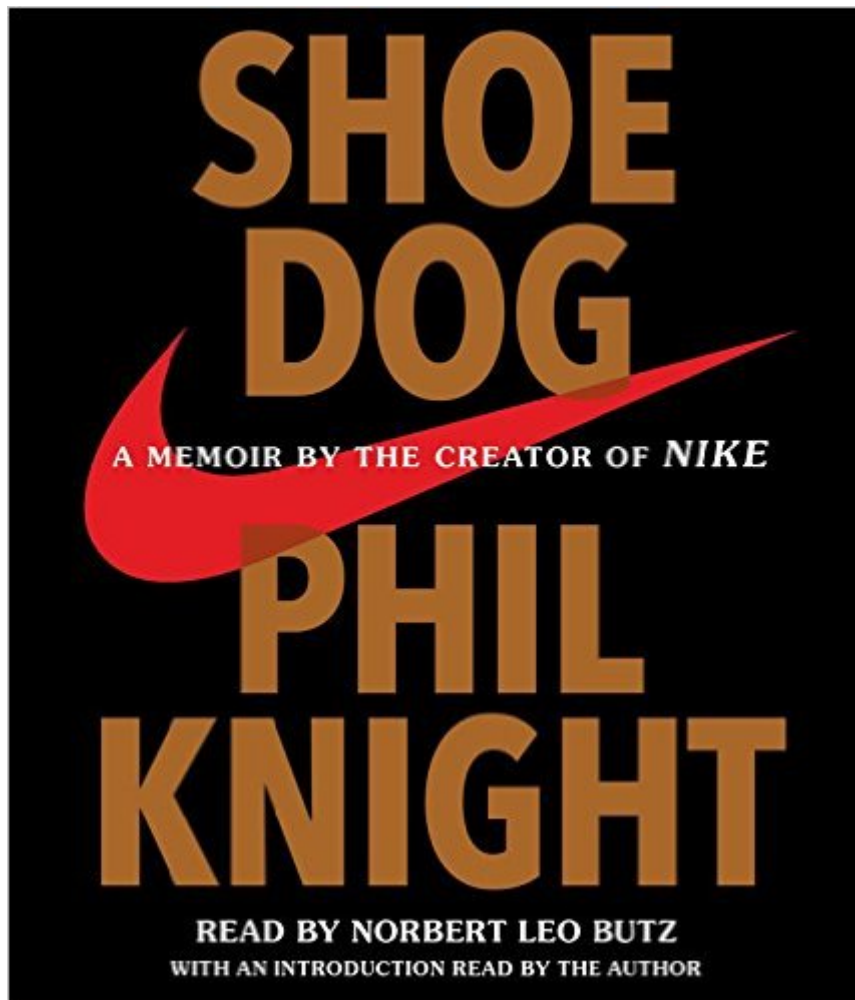


The book was found

Shoe Dog



Synopsis

In this candid and riveting memoir, for the first time ever, Nike founder and CEO 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. 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 trunk of his lime green Plymouth Valiant, Knight grossed \$8,000 his first year. Today, Nike's annual sales top \$30 billion. In an age of startups, Nike is the ne plus ultra of all startups, and the swoosh has become a revolutionary, globe-spanning icon, one of the most ubiquitous and recognizable symbols in the world today. But Knight, the man behind the swoosh, has always remained a mystery. Now, for the first time, in a memoir that is candid, humble, gutsy, and wry, he tells his story, beginning with his crossroads moment. At twenty-four, after backpacking around the world, he decided to take the unconventional path, to start his own business—a business that would be dynamic, different. Knight details the many risks and daunting setbacks that stood between him and his dream—along with his early triumphs. Above all, he recalls the formative relationships with his first partners and employees, a ragtag group of misfits and seekers who became a tight-knit band of brothers. Together, harnessing the transcendent power of a shared mission, and a deep belief in the spirit of sport, they built a brand that changed everything.

Book Information

Audio CD

Publisher: Simon & Schuster Audio; Unabridged edition (April 26, 2016)

Language: English

ISBN-10: 1508211809

ISBN-13: 978-1508211808

Product Dimensions: 5.1 x 1.2 x 5.8 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars— See all reviews (721 customer reviews)

Best Sellers Rank: #314,007 in Books (See Top 100 in Books) #32 in Books > Books on CD > Sports & Outdoors #200 in Books > Books on CD > Business > General #225 in Books > Books on CD > Biographies & Memoirs

Customer Reviews

—What remains, however, is this one comforting certainty, this one anchoring truth that will never

go away. At twenty-four I did have a Crazy Idea, and somehow, despite being dizzy with existential angst, and fears about the future, and doubts about myself, as all young men and women in their midtwenties are, I did decide that the world is made up of crazy ideas. History is one long procession of crazy ideas. The things I loved most—books, sports, democracy, free enterprise—started as crazy ideas. For that matter, few ideas are as crazy as my favorite thing, running. It's hard. It's painful. It's risky. The rewards are few and far from guaranteed. When you run around an oval track, or down an empty road, you have no real destination. At least, none that can fully justify the effort. The act itself becomes the destination. It's not just that there's no finish line; it's that you define the finish line. Whatever pleasure or gains you derive from the act of running, you must find them within. It's all in how you frame it, how you sell it to yourself.

~ Phil Knight from Shoe Dog

Phil Knight created Nike. This book is a *phenomenally* well-written, funny, tear-jerking, inspiring look at how he and his eclectic team of misfit geniuses made Nike one of the most iconic brands in the world. Memoirs and biographies—although not self-help per se—often provide the most valuable and authentically human (and entertaining) perspectives on how we can optimize and actualize. This one certainly does. I'm excited to share some of my favorite Big Ideas:

1. Crazy Idea - How's yours?
2. Nike - = Victory.
3. A Billionaire - Getting his credit card declined.
4. Business - Red blood cells, profit and purpose.
- 5.

[Download to continue reading...](#)

Shoe Dog: A Memoir by the Creator of Nike
 Shoe Dogs: Dog Care- Puppy Care- How To Take Care Of And Train Your Dog Or Puppy (Dog Care, Puppy Care, Dog Training, Puppy Training)
 Shoes My Favorite Shoes: A touch-and-feel shoe-stravaganza
 Whose Shoes?: A Shoe for Every Job
 Dancing Shoes (The Shoe Books)
 Red, Blue, Yellow Shoe
 The Hot Shoe Diaries: Big Light from Small Flashes
 One, Two Buckle My Shoe (BBC Audio Crime)
 Namasi, the shoe maker: How the Ndorobo are cleverer than the Masai (Volume 2)
 The Mermaid and the Shoe
 Dog Training: The Complete Dog Training Guide for a Happy, Obedient, Well Trained Dog
 Australian Cattle Dog Calendar - Only Dog Breed
 Australian Cattle Dogs Calendar - 2016 Wall calendars - Dog Calendars - Monthly Wall Calendar by Avonside
 Newfoundland Calendar - Newfoundland Dog Calendar - Dog Breed Calendars 2017 - Dog Calendar - Calendars 2016 - 2017 wall calendars - 16 Month Wall Calendar by Avonside
 Bernese Mountain Dog Calendar - Dog Breed Calendars 2017 - Dog Calendar - Calendars 2016 - 2017 wall calendars - 16 Month Wall Calendar by Avonside
 Good Dog, Bad Dog, New and Revised: Dog Training Made Easy
 Dia De Los Perros
 Dog Sugar Skull Colouring Book: Midnight Edition: A Unique Dog Lover Black Background Paper Adult Colouring Book Featuring Day Of ... Stress Relief & Zen Colour Therapy)
 Dog Sugar Skull Coloring Book: Dia

de Los Perros: A Unique White & Black Background Paper Adult Coloring Book For Dog Lovers,
Men, Women, Teens & ... Relaxation Stress Relief & Art Color Therapy) How to Be Your Dog's Best
Friend: A Training Manual for Dog Owners

[Dmca](#)