

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

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[These Hollow Vows](#) Lexi Ryan 2021-07-20 From New York Times best-selling author Lexi Ryan, Cruel Prince meets A Court of Thorns and Roses in this sexy, action-packed fantasy about a girl who is caught between two treacherous faerie courts and their dangerously seductive princes. Brie hates the Fae and refuses to have anything to do with them, even if that means starving on the street. But when her sister is sold to the sadistic king of the Unseelie court to pay a debt, she'll do whatever it takes to get her back—including making a deal with the king himself to steal three magical relics from the Seelie court. Gaining unfettered access to the Seelie court is easier said than done. Brie's only choice is to pose as a potential bride for Prince Ronan, and she soon finds herself falling for him. Unwilling to let her heart distract her, she accepts help from a band of Unseelie misfits with their own secret agenda. As Brie spends time with their mysterious leader, Finn, she struggles to resist his seductive charm. Caught between two dangerous courts, Brie must decide who to trust with her loyalty. And with her heart.

Roone Rooney Arledge 2010-10-26 Rooney 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. **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.

[The Hottentot Venus](#) Rachel Holmes 2016-05-19 'A significant and timely book ... Holmes has produced a laceratingly powerful story' Frances Wilson, Literary Review In 1810 the slave turned showgirl Sarah Baartman, London's most famous curiosity, became its legal cause célèbre. Famed for her exquisite physique - in particular her shapely bottom - she was stared at, stripped, pinched, painted, worshipped and ridiculed. This talented, tragic young South African woman became a symbol of exploitation, colonialism - and defiance. In this scintillating and vividly written book Rachel Holmes traces the full arc of Baartman's extraordinary life for the first time.

[The Jungle Book](#) Rudyard Kipling 1920

[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.

[For Cause and Comrades](#) James M. McPherson 1997-04-03 General John A. Wickham, commander of the famous 101st Airborne Division in the 1970s and subsequently Army Chief of Staff, once visited Antietam battlefield. Gazing at Bloody Lane where, in 1862, several Union assaults were brutally repulsed before they finally broke through, he marveled, "You couldn't get American soldiers today to make an attack like that." Why did those men risk certain death, over and over again, through countless bloody battles and four long, awful years? Why did the conventional wisdom -- that soldiers become increasingly cynical and disillusioned as war progresses -- not hold true in the Civil War? It is to this question--why did they fight--that James McPherson, America's preeminent Civil War historian, now turns his attention. He shows that, contrary to what many scholars believe, the soldiers of the Civil War remained powerfully convinced of the ideals for which they fought throughout the conflict. Motivated by duty and honor, and often by religious faith, these men wrote frequently of their firm belief in the cause for which they fought: the principles of liberty, freedom, justice, and patriotism. Soldiers on both sides harkened back to the Founding Fathers, and the ideals of the American Revolution. They fought to defend their country, either the Union--"the best Government ever made"--or the Confederate states, where their very homes and families were under siege. And they fought to defend their honor and manhood. "I should not like to go home with the name of a coward," one Massachusetts private wrote, and another private from Ohio said, "My wife would sooner hear of my death than my disgrace." Even after three years of bloody battles, more than half of the Union soldiers reenlisted voluntarily. "While duty calls me here and my country demands my services I should be willing to make the sacrifice," one man wrote to his protesting parents. And another soldier said simply, "I still love my country." McPherson draws on more than 25,000 letters and nearly 250 private diaries from men on both sides. Civil War soldiers were among the most literate soldiers in history, and most of them wrote home frequently, as it was the only way for them to keep in touch with homes that many of them had left for the first time in their lives. Significantly, their letters were also uncensored by military authorities, and are uniquely frank in their criticism and detailed in their reports of marches and battles, relations between officers and men, political debates, and morale. For Cause and Comrades lets these soldiers tell their own stories in their own words to create an account that is both deeply moving and far truer than most books on war. Battle Cry of Freedom, McPherson's Pulitzer Prize-winning account of the Civil War, was a national bestseller that Hugh Brogan, in The New York Times, called "history writing of the highest order." For Cause and Comrades deserves similar accolades, as McPherson's masterful prose and the soldiers' own words combine to create both an important book on an often-overlooked aspect of our bloody Civil War, and a powerfully moving account of the men who fought it.

[No Room for Small Dreams](#) Shimon Peres 2017-09-14 In 1934, eleven-year-old Shimon Peres emigrated to the land of Israel from his native Poland, leaving behind an extended family who would later be murdered in the Holocaust. Few back then would have predicted that this young man would eventually become one of the towering figures of the twentieth century. Peres would indeed go on to serve the new state as prime minister, president, foreign minister, and the head of several other ministries. In this, his final work, finished only weeks before his passing, Peres offers a long-awaited examination of the crucial turning-points in Israeli history through the prism of having been a decision-maker and eyewitness. Told with the frankness of someone aware this would likely be his final statement, No Room for Small Dreams spans decades and events, examining pivotal moments in Israel's rise. Peres explores what makes for a great leader, how to make hard choices in a climate of uncertainty and distress, the challenges of balancing principles with policies, and the liberating nature of imagination and unpredicted innovation. In doing so, he not only charts a better path forward for his beloved country but provides deep and universal wisdom for younger generations who seek to lead - be it in politics, business or the broader service of making our planet a safer, more peaceful and just place.

[Circus Maximus](#) Andrew Zimbalist 2015-01-13 Athletes compete for national honor in Olympic and World Cup games. But the road to these mega events is paved by big business. We all know who the winners on the field are—but who wins off the field? The numbers are staggering: China spent \$40 billion to host the 2008 Summer Olympic Games in Beijing and Russia spent \$50 billion for the 2014 Sochi Winter Games. Brazil's total expenditures are thought to have been as

much as \$20 billion for the World Cup this summer and Qatar, which will be the site of the 2022 World Cup, is estimating that it will spend \$200 billion. How did we get here? And is it worth it? Those are among the questions noted sports economist Andrew Zimbalist answers in Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup. Both the Olympics and the World Cup are touted as major economic boons for the countries that host them, and the competition is fierce to win hosting rights. Developing countries especially see the events as a chance to stand in the world's spotlight. Circus Maximus traces the path of the Olympic Games and the World Cup from noble sporting events to exhibits of excess. It exposes the hollowness of the claims made by their private industry boosters and government supporters, all illustrated through a series of case studies ripping open the experiences of Barcelona, Sochi, Rio, and London. Zimbalist finds no net economic gains for the countries that have played host to the Olympics or the World Cup. While the wealthy may profit, those in the middle and lower income brackets do not, and Zimbalist predicts more outbursts of political anger like that seen in Brazil surrounding the 2014 World Cup.

[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.

The Real All Americans Sally Jenkins 2007-05-08 Sally Jenkins, bestselling co-author of It's Not About the Bike, revives a forgotten piece of history in The Real All Americans. In doing so, she has crafted a truly inspirational story about a Native American football team that is as much about football as Lance Armstrong's book was about a bike. If you'd guess that Yale or Harvard ruled the college gridiron in 1911 and 1912, you'd be wrong. The most popular team belonged to an institution called the Carlisle Indian Industrial School. Its story begins with Lt. Col. Richard Henry Pratt, a fierce abolitionist who believed that Native Americans deserved a place in American society. In 1879, Pratt made a treacherous journey to the Dakota Territory to recruit Carlisle's first students. Years later, three students approached Pratt with the notion of forming a football team. Pratt liked the idea, and in less than twenty years the Carlisle football team was defeating their Ivy League opponents and in the process changing the way the game was played. Sally Jenkins gives this story of unlikely champions a breathtaking immediacy. We see the legendary Jim Thorpe kicking a winning field goal, watch an injured Dwight D. Eisenhower limping off the field, and follow the glorious rise of Coach Glenn "Pop" Warner as well as his unexpected fall from grace. The Real All Americans is about the end of a culture and the birth of a game that has thrilled Americans for generations. It is an inspiring reminder of the extraordinary things that can be achieved when we set aside our differences and embrace a common purpose.

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.

The Shadow Commander Arash Azizi 2020-11-10 When the US assassinated Qassem Soleimani in January 2020, he was one of the most powerful men in Iran. The military spearhead for Iranian foreign policy, he enacted the wishes of the country's Supreme Leader, establishing the Islamic Republic as a major force in the Middle East. He masterminded interventions in Afghanistan, Iraq, Lebanon, Syria and Yemen, supporting Iran's allies and campaigning against the Taliban, US forces, Israel and ISIS. But all this was a long way from where he began - on the margins of a country whose ruler was regarded as a friend of the West. In this gripping account, Arash Azizi examines Soleimani's life, regional influence and future ambitions. He breaks new ground through interviews with Iranians, Afghans, Iraqis and Syrians who knew Soleimani for years, including his personal driver, the aides who accompanied him to his Moscow meeting with Vladimir Putin, and his brother. Through Soleimani, Azizi reveals the true nature of Iran's global ambitions, providing a rare insight into a country whose actions are much talked about but seldom understood.

[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.

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

[Out of My Mind](#) Sharon M. Draper 2012-05 Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a technological device that will allow her to speak for the first time.

[War and Peace](#) Leo Tolstoy 2019-01-16 Hailed as one of the greatest novels of all time and a classic of world literature, War and Peace is a tale of strivers in a world fraught with conflict, social and political change, and spiritual confusion, Tolstoy's magnificent work continues to entertain, enlighten, and inspire readers around the world. Both an intimate study of individual passions and an epic history of Russia and its people, 'War and Peace' is nothing more or less than a complete portrait of human existence. Among its many unforgettable characters is Prince Andrey Bolkonsky, a proud, dashing man who, despising the artifice of high society, joins the army to achieve glory. Badly wounded at Austerlitz, he begins to discover the emptiness of everything to which he has devoted himself. His death scene is considered one of the greatest passages in Russian literature. Terror swiftly engulfs the country as Napoleon's army marches on Russia, and the lives of three young people are changed forever. The stories of quixotic Pierre, cynical Andrey and impetuous Natasha interweave with a huge cast, from aristocrats and peasants, to soldiers and Napoleon himself. In War and Peace (1868-9), Tolstoy entwines grand themes—conflict and love, birth and death, free will and fate.

[Sophie's World](#) Jostein Gaarder 2010-07-15 The international bestseller about life, the universe and everything. When 14-year-old Sophie encounters a mysterious mentor who introduces her to

philosophy, mysteries deepen in her own life. Why does she keep getting postcards addressed to another girl? Who is the other girl? And who, for that matter, is Sophie herself? To solve the riddle, she uses her new knowledge of philosophy, but the truth is far stranger than she could have imagined. A phenomenal worldwide bestseller, SOPHIE'S WORLD sets out to draw teenagers into the world of Socrates, Descartes, Spinoza, Hegel and all the great philosophers. A brilliantly original and fascinating story with many twists and turns, it raises profound questions about the meaning of life and the origin of the universe.

Tangled Emma Chase 2013-08-02 In New York Times bestselling author Emma Chase's sizzling and hilarious debut novel, Drew Evans—gorgeous, arrogant, irreverent, and irresistibly charming—meets his match in new colleague Kate Brooks. When rich, handsome, and arrogant meets beautiful, brilliant, and ambitious, things are bound to get tangled... Drew Evans makes multimillion-dollar business deals and seduces New York's most beautiful women with just a smile. So why has he been shuttered in his apartment for seven days, miserable and depressed? He'll tell you he has the flu, but we all know that's not really true. When Katherine Brooks is hired as the new associate at Drew's father's investment banking firm, every aspect of the dashing playboy's life is thrown into a tailspin. The professional competition she brings is unnerving, his attraction to her is distracting, his failure to entice her into his bed is exasperating. How can one woman turn a smooth-talking player into a broken, desperate man? By making the one thing he never wanted in life the only thing he can't live without.

The Global Economics of Sport Chris Gratton 2012-08-21 Sport has become a global business. There is no corner of the Earth that isn't reached by coverage of global sporting mega-events such as the Olympics or the World Cup, events managed by international governing bodies such as the IOC and FIFA that operate like major international businesses. Companies such as Nike now design, produce, distribute and market their products across every continent, while an increasingly important part of every country's sport market is now international in terms of its influences and opportunities. This book is the first to examine the economics of contemporary sport using the global market as the primary unit of analysis. Starting with a survey of the changing nature of the sports market over the last hundred years, the book explores the difficulties of measuring the true scale and impact of the global sports economy, employing a wealth of empirical data to define and analyze the sports market and all its sub-sectors. In doing so, the book draws on case studies from the UK, Europe, North America and beyond. This book is essential reading for any student or professional with an interest in the economics of sport.

Chuck Taylor, All Star Abe Aamidor 2006-03-02 The true story of a man, a company, a sport, and a nation. In 1921, Converse hired 20-year-old Chuck Taylor as a salesman, sparking a nearly 50-year career that defined the Converse All Star basketball shoe. Although his name is on the label of the legendary All Stars, which have been worn by hundreds of millions, little is known about the man behind the name. For this biography, Abe Aamidor went on a three-year quest to learn the true story of Chuck Taylor. The search took him across the country, tracking down leads, separating fact from fiction, and discovering that the truth—warts and all—was much more interesting than the myth. Chuck Taylor was a basketball player who also served as a wartime coach with the US Army Air Forces and organized thousands of high school and college basketball clinics. He was a true “ambassador of basketball” in Europe and South America as well as all over the United States. And he was, to be sure, a consummate marketing genius who was inducted into the Sporting Goods Hall of Fame and the Naismith Memorial Basketball Hall of Fame. “A fascinating study on a pioneer . . . and an instructive look at the roots of a billion-dollar industry.” —American Way magazine

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 Beautiful Fall Alicia Drake 2012-07-13 The dazzling story of Karl Lagerfeld and Yves Saint Laurent: of two men without equal, their meteoric rise and their bitter rivalry In 1950s Paris, Yves Saint Laurent and Karl Lagerfeld were friends, the rising stars of the fashion world. But by the late sixties the city was invaded by a new mood of liberation and hedonism, and dominated by intrigue, infidelities, addiction and parties. Each designer created his own mesmerising world, so vivid and seductive that people were drawn to the power, charisma and fame, and it was to make them bitter rivals. The Beautiful Fall is a dazzling exposé of an era and the story of the two men who were its essence and who remain its most singular survivors.

The Heineken Story Barbara Smit 2014-11-06 Heineken is known all around the world, but few of the drinkers who eagerly watch the foam rise in their glass have heard of the business ploys, marketing tricks and extraordinary characters that transformed the Dutch family business into a global brand. Taking us on a journey from a small brewery in Amsterdam in 1864 to the present day, The Heineken Story tells the remarkable and sometimes controversial true story of one of the world's largest brewing companies, and of Alfred 'Freddy' Heineken, the singular business man who secured its position. From spectacular takeovers and inspired marketing campaigns, to a kidnapping that brought in the largest ransom ever paid for an individual, this is a gripping account of the battle for the international beer market. Barbara Smit has experience writing on family drama, marketing and consumer culture, and in The Heineken Story she has put together a narrative that is meticulously researched, and fizzing with competition, personalities and betrayal.

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.

Players Matthew Futterman 2016 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.

The Boko Haram Reader Abdulbasit Kassim 2018-07-01 Since it erupted onto the world stage in 2009, people have asked, what is Boko Haram, and what does it stand for? Is there a coherent vision or set of beliefs behind it? Despite the growing literature about the group, few if any attempts have been made to answer these questions, even though Boko Haram is but the latest in a long line of millenarian Muslim reform groups to emerge in Northern Nigeria over the last two centuries. The Boko Haram Reader offers an unprecedented collection of essential texts, documents, videos, audio, and nashids (martial hymns), translated into English from Hausa, Arabic and Kanuri, tracing the group's origins, history, and evolution. Its editors, two Nigerian scholars, reveal how Boko Haram's leaders manipulate Islamic theology for the legitimisation, radicalization, indoctrination and dissemination of their ideas across West Africa. Mandatory reading for anyone wishing to grasp the underpinnings of Boko Haram's insurgency, particularly how the group strives to delegitimize its rivals and establish its beliefs as a dominant strand of Islamic thought in West Africa's religious marketplace.

Black Market Merl Code 2022-03-01 From a former college basketball player and shoe rep for Nike, this explosive insider's account into the dark underworld of college basketball exposes the corrupt and racist systems that exploit young athletes and offers a new way forward For Merl Code, basketball was life. In college he played point guard for Clemson before turning pro. Later, with a keen eye for talent and vested interest in the basketball community, he pivoted to marketing, where he was eager to build relationships with young athletes who might one day become ambassadors for Nike and Adidas. But as his network expanded and his responsibilities as a shoe rep grew, he found himself thrust into the dark underbelly of profit-driven college basketball programs, and the storied coaches who led them. He realized that the NCAA's amateurism rules, which prohibit athletes from receiving compensation until they go pro, were exploiting young athletes, and athletes of color in particular. Colleges and universities, he observed, were using corporate sponsors to circumvent the NCAA's bylaws, and employees like Code were stuck in the middle. Now, for the first time, Code will share his side of the explosive story of college basketball's dark reality. Code has engaged with the sport at every level—from the AAU circuit, to college recruiting battles, to wooing NBA stars to sign sneaker deals. He's been responsible for recruiting athletes like Zion Williamson, Anthony Davis, and Giannis Antetokounmpo to endorse the shoes of his employers. But Code has also seen the darker side of college basketball. He recounts how he became the fall guy for a bribery scandal involving payments to college and high school athletes, while the storied coaches implicated by the FBI were not charged and still walk the sidelines. Highlighting stories of real athletes and their families and what's at stake for them, Code pulls back the curtain on the systemic problem of using players for financial gain in college athletics. Propulsive, urgent, and eye-opening, Black Market exposes the truth to offer a more just way forward for both colleges and athletes.

Survival of the Friendliest Brian Hare 2020-07-14 A powerful new theory of human nature suggests that our secret to success as a species is our unique friendliness “Brilliant, eye-opening, and absolutely inspiring—and a riveting read. Hare and Woods have written the perfect book for our time.”—Cass R. Sunstein, author of How Change Happens and co-author of Nudge For most of the approximately 300,000 years that Homo sapiens have existed, we have shared the planet with at least four other types of humans. All of these were smart, strong, and inventive. But around 50,000 years ago, Homo sapiens made a cognitive leap that gave us an edge over other species. What happened? Since Charles Darwin wrote about “evolutionary fitness,” the idea of fitness has been confused with physical strength, tactical brilliance, and aggression. In fact, what made us evolutionarily fit was a remarkable kind of friendliness, a virtuosic ability to coordinate and communicate with others that allowed us to achieve all the cultural and technical marvels in human history. Advancing what they call the “self-domestication theory,” Brian Hare, professor in the department of evolutionary anthropology and the Center for Cognitive Neuroscience at Duke University and his wife, Vanessa Woods, a research scientist and award-winning journalist, shed light on the mysterious leap in human cognition that allowed Homo sapiens to thrive. But this gift for friendliness came at a cost. Just as a mother bear is most dangerous around her cubs, we are at our most dangerous when someone we love is threatened by an “outsider.” The threatening outsider is demoted to sub-human, fair game for our worst instincts. Hare's groundbreaking research, developed in close coordination with Richard Wrangham and Michael Tomasello, giants in the field of cognitive evolution, reveals that the same traits that make us the most tolerant species on the planet also make us the cruelest. Survival of the Friendliest offers us a new way to look at our cultural as well as cognitive evolution and sends a clear message: In order to survive and even to flourish, we need to expand our definition of who belongs.

Playing the Game Rainer Karlsch 2019-02-19

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.

Beautiful Disaster Signed Limited Edition Jamie McGuire 2012-11-27 Travis Maddox, Eastern University's playboy, makes a bet with good girl Abby that if he loses, he will remain abstinent for a month, but if he wins, Abby must live in his apartment for the same amount of time.

Nike Inc- Complete Analysis BANKIM CHANDRA PANDEY 2017-11-27 Nike competitor analysis Adidas-Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar. Adidas is one of the biggest Nike competitors. The main advantage of this company is its brand value and having a strong subsidiary in Reebok. Reebok- The company has world revenue three billion US dollar and brand valuation of around one billion US dollar. It is a subsidiary company of Adidas which operates independently. The company is mainly famous for its designer footwear for sports. Puma- The company has revenue around 3.4 billion and third Nike competitor which is known for its running shoes and sports apparel. The founder of Puma and Adidas were brothers but they got separated in 1948. Adidas is far ahead of Puma but Puma is global Nike competitor. Although Puma lacks in sports sponsorship revenue generated by Puma is enormous. Fila- The company is one of the largest manufacturing companies in footwear brand. Fila is not the premium category in comparison to Nike. The fila adopt penetration pricing technique by giving the cheaper branded product in comparison to NIKE. The company main policy revolves around cost advantage then its design or differentiation.

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.

Every Town Is a Sports Town George Bodenheimer 2015-05-05 A Best Business Book of 2015, Strategy Business ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer. It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything. George Bodenheimer knows. Initially hired to work in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world. In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

Sport 2.0 Andy Miah 2017-02-17 Ramifications of the convergence of sports and digital technology, from athlete and spectator experience to the role of media innovation at the Olympics. Digital technology is changing everything about modern sports. Athletes and coaches rely on digital data to monitor and enhance performance. Officials use tracking systems to augment their judgment in what is an increasingly superhuman field of play. Spectators tune in to live sports through social media, or even through virtual reality. Audiences now act as citizen journalists whose collective shared data expands the places in which we consume sports news. In Sport 2.0, Andy Miah examines the convergence of sports and digital cultures, examining not only how it affects our participation in sport but also how it changes our experience of life online. This convergence redefines how we think of about our bodies, the social function of

sports, and the kinds of people who are playing. Miah describes a world in which the rise of competitive computer game playing—e-sports—challenges and invigorates the social mandate. Miah also looks at the Olympic Games as an exemplar of digital innovation in sports, and offers a detailed look at the social media footprint of the 2012 London Games, discussing how organizers, sponsors, media, and activists responded to the world's largest media event. In the end, Miah does not argue that physical activity will cease to be central to sports, or that digital corporeality will replace the nondigital version. Rather, he provides a road map for how sports will become mixed-reality experiences and abandon the duality of physical and digital.

The Handshake Ella Al-Shamahi 2021-03-25 'It's a little book of wonder, it's fantastic' Chris Evans 'A fabulously sparky, wide-ranging and horizon-broadening little study ... joyously unborning' Sunday Times Friends do it, strangers do it and so do chimpanzees - and it's not just deeply embedded in our history and culture, it may even be written in our DNA. The humble handshake, it turns out, has a rich and surprising history. So let's join palaeoanthropologist Ella Al-Shamahi as she embarks on a funny and fascinating voyage of discovery - from the handshake's origins (at least seven million years ago) all the way to its sudden disappearance in March 2020. Drawing on new research, anthropological insights and first-hand experience, she'll reveal how this most friendly of gestures has played a role in everything from meetings with uncontacted tribes to political assassinations - and what it tells us about the enduring power of human contact. Because the story of the handshake ... is far from over.

Act of War Jack Cheevers 2013-12-03 WINNER OF THE SAMUEL ELIOT MORISON AWARD FOR NAVAL LITERATURE "I devoured Act of War the way I did Flyboys, Flags of Our Fathers and Lost in Shangri-la."—Michael Connelly, #1 New York Times Bestselling Author In 1968, the small, dilapidated American spy ship USS Pueblo set out to pinpoint military radar stations along the coast of North Korea. Though packed with advanced electronic-surveillance equipment and classified intelligence documents, its crew, led by ex-submarine officer Pete Bucher, was made up mostly of untested young sailors. On a frigid January morning, the Pueblo was challenged by a North Korean gunboat. When Bucher tried to escape, his ship was quickly surrounded by more boats, shelled and machine-gunned, forced to surrender, and taken prisoner. Less than forty-

eight hours before the Pueblo's capture, North Korean commandos had nearly succeeded in assassinating South Korea's president. The two explosive incidents pushed Cold War tensions toward a flashpoint. Based on extensive interviews and numerous government documents released through the Freedom of Information Act, *Act of War* tells the riveting saga of Bucher and his men as they struggled to survive merciless torture and horrendous living conditions set against the backdrop of an international powder keg.

The Moon Dragon (The Secrets of Droon #26) Tony Abbott 2016-02-23 A hidden door. A magical staircase. Discover the world of Droon! There's no place like home! Eric and his friends have finally restored the Rainbow Stairs, but that was the easy part. Now Gethwing is loose in the Upper World, and the Moon Dragon is causing big trouble. Eric, Julie, and Neal have to protect their town, but they're up against mysterious creatures, strangely-behaving parents, and powerful magic. Can the kids stop Gethwing before he destroys the Upper World -- for good?

The Perfect Scent Chandler Burr 2008-01-22 From the New York Times perfume critic, a stylish, fascinating, unprecedented insider's view of the global perfume industry, told through two creators working on two very different scents. No journalist has ever been allowed into the ultrasecretive, highly pressured process of originating a perfume. But Chandler Burr, the New York Times perfume critic, spent a year behind the scenes observing the creation of two major fragrances. Now, writing with wit and elegance, he juxtaposes the stories of the perfumes -- one created by a Frenchman in Paris for an exclusive luxury-goods house, the other made in New York by actress Sarah Jessica Parker and Coty, Inc., a giant international corporation. We follow Coty's mating of star power to the marketing of perfume, watching Sex and the City's Parker heading a hugely expensive campaign to launch a scent into the overcrowded celebrity market. Will she match the success of Jennifer Lopez? Does she have the international fan base to drive worldwide sales? In Paris at the elegant Hermès, we see Jean Claude Ellena, his company's new head perfumer, given a challenge: he must create a scent to resuscitate Hermès's perfume business and challenge le monstre of the industry, bestselling Chanel No. 5. Will his pilgrimage to a garden on the Nile supply the inspiration he needs? *The Perfect Scent* is the story of two daring creators, two very different scents, and a billion-dollar industry that runs on the invisible magic of perfume.