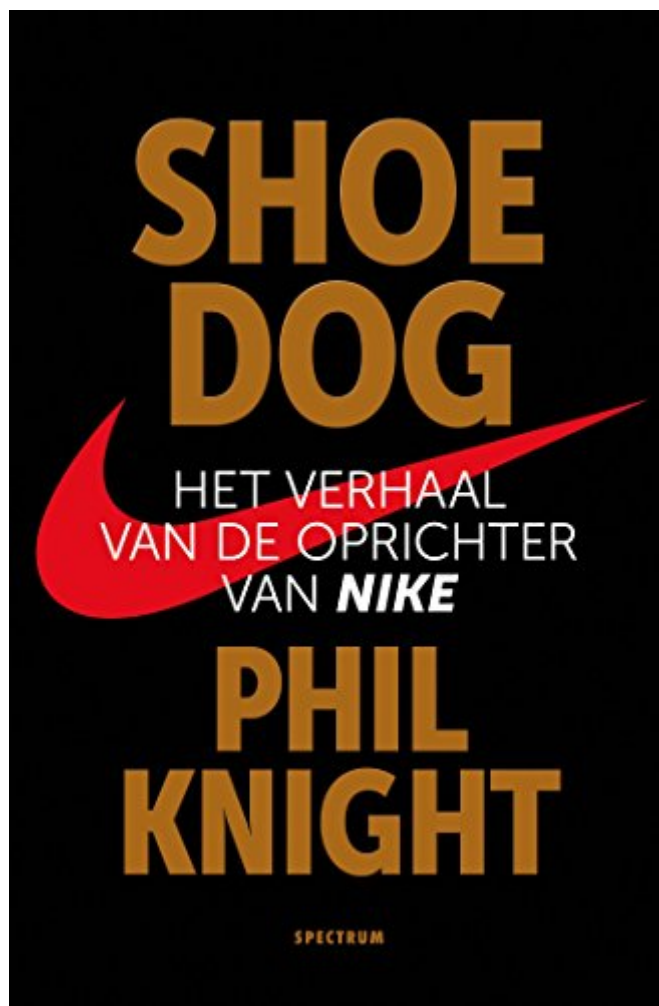


The book was found

Shoe Dog (Dutch Edition)



Synopsis

Autobiografie van de grootste sportschoenenmaker ter wereld Phil Knight richtte in 1964 samen met hardlooptcoach Bill Bowerman Blue Ribbon Sports op, in het begin als distributeur voor de Japanse schoenmaker Onitsuka Tiger. Ze begonnen met een startkapitaal van slechts \$1200. In 1971 ging het bedrijf verder als Nike Inc. Knight wilde het oorspronkelijk Dimension 6 noemen. Jeff Johnson, Knights eerste werknemer, verzoon de naam Nike " uitgesproken als naikie. Phil Knight over de naam Nike: 'Er spookten een heleboel dingen door mijn hoofd. Ten eerste dat Johnson erop gewezen had dat alle grote merken korte namen hebben. Twee lettergrepen of minder. En dat ze allemaal een harde klank in de naam hebben, een letter als de K of de X, die in je hoofd blijft hangen. Dat klonk allemaal zinnig. En was van toepassing op Nike. Ik vond het mooi dat Nike de godin van de overwinning was. Ik wilde winnen.' De swoosh van Nike werd in 1971 voor slechts \$ 35 ontworpen door Carolyn Davidson. Knight was niet razend enthousiast over het logo. 'Ik zal er wel aan wennen,' was zijn eerste reactie.

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