



# Nike (Corporations That Changed the World)

By Tracy Carbasho

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**Nike (Corporations That Changed the World)** By Tracy Carbasho

This compelling book provides a comprehensive examination of Nike, utilizing never-before-heard interviews with top sports celebrities and the informed perspectives of marketing gurus to explain why Nike has ruled the sports world for more than four decades.

- Contains one-on-one interviews with star athletes, coaches, marketing experts, and business executives that showcase the power and influence of Nike
- Provides a vivid chronology depicting the company's modest beginnings, the creation of its early technology, the birth of memorable advertising campaigns, endorsement deals with sports celebrities, controversy about child labor allegations, noteworthy recognition for supporting social and environmental causes, and Nike's future
- Includes photographs of Nike co-founders Bill Bowerman and Phil Knight, as well as Nike-sponsored athletes such as Deion Sanders, Bo Jackson, Michael Jordan, John McEnroe, Serena Williams, Didier Drogba, Lance Armstrong, and Tiger Woods
- A helpful index makes it easy to locate celebrities' comments within the text and to track the many Nike technologies used since the company's inception

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## **Editorial Review**

About the Author

**Tracy Carbasho** is an award-winning journalist who has published articles in newspapers and magazines throughout the United States and the United Kingdom.

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