Shoe Dog: A memoir by the creator of NIKE

Abstract

Shoe Dog' is the memoir of Phil Knight is the founder and CEO of NIKE. He 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. Phil Knight started his shoe company, in 1963 by selling shoes from the trunk of his Plymouth Valiant. He grossed around $8,000 that first year and this was the beginning of a now $30 billion dollar company called Nike.

The book is peppered with historical, spiritual and inspirational quotes that provide motivation for business and for life. If you read this book you will get the impression "What did he actually do?" for NIKE to become so successful. It's a great source for how to start a business or what should to do for entrepreneurs. JUST DO IT. Those words are the life story of Phil Knight 'Shoe Dog'

Full Text: PDF

Refbacks
There are currently no refbacks.