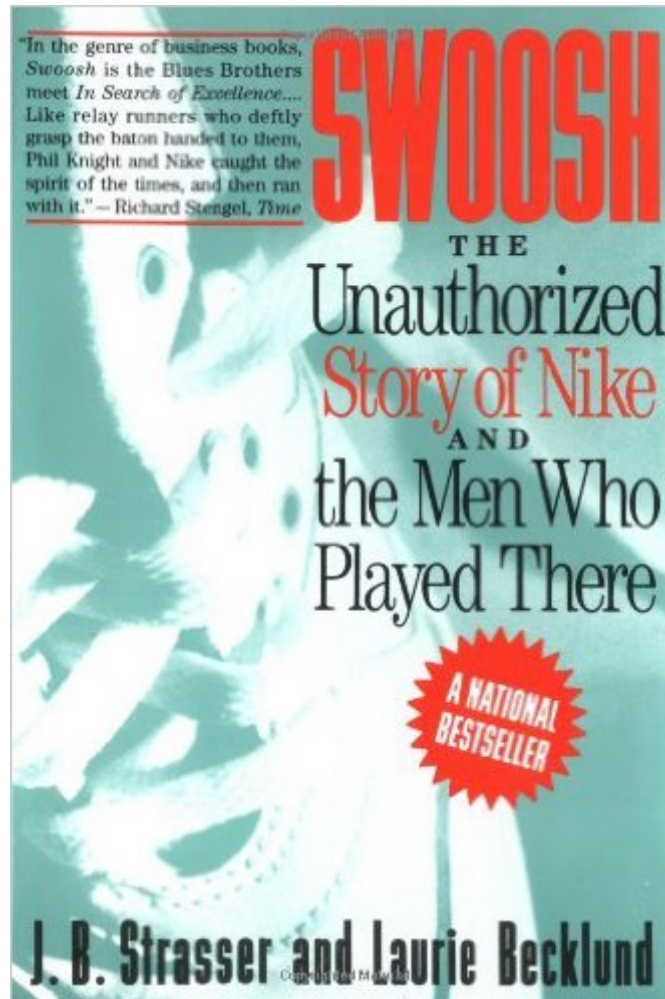


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Swoosh: Unauthorized Story Of Nike And The Men Who Played There, The



Synopsis

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.

Book Information

Paperback: 556 pages

Publisher: HarperBusiness; Reprint edition (April 28, 1993)

Language: English

ISBN-10: 0887306225

ISBN-13: 978-0887306228

Product Dimensions: 5.3 x 1.3 x 8 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (22 customer reviews)

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Customer Reviews

Nike's story is one of the most fascinating in business, especially for those of us that grew up in Nike's prime. The authors did an incredible job of storytelling, starting with a young Phil Knight and his MBA thesis all the way to the early 90's... Lots of inside "dirt" but hardly a gossipy work. You will be amazed at the inner workings of this company.

Enjoyed reading this as it takes you from the inception of the company through early 1991. The chaos within the company very possibly lead to some unnecessary problems but that might also have just been the magic that allowed this enterprise to survive what anyone would consider formidable odds. As an entrepreneur myself I enjoy these types of books primarily to see how these companies manage to get through the initial phases. So many people jump off because they are going to get into "something better" and it should serve as a lesson that a little hard work and sacrifice for the right project leads to much better results than job hopping. Without the loyalty of key people in these endeavors they would never make it. Knight himself is the key in the initial phases of the book but you also get the impression that as the company developed he laid a lot of responsibility on these key people and might be rightly accused of lacking in the same sort of loyalty in return. Worth the read anyway.

The test of a great book is what you remember most about it years after completing it. "Swoosh.." was an exhaustive study (In depth and breadth) of one of the biggest brands in business history. In reflection, the most salient points were not how methodical Phil Knight and company were in triumphing over adversity, but how fortune favored their passion. In many instances, Knight isn't even in the picture. It's usually other people fuelling the passion for the brand. These individuals were not motivated by creating the behemoth that Nike became, but for the love of running (track and field). Like most empires, it would be a misnomer to characterize Nike as one man's dream being manifested. In this instance, it was truly a collective endeavor. The old saying about success being defined as "preparation meeting luck" takes on a whole new meaning in "Swoosh... ." In this instance, a more apt definition would be, "When passion meets opportunity plus risk equals success." Also, "Swoosh..." is a product of its times when people believed in something bigger than themselves, not out of fear, but out of love. Business bookshelves are riddled with the latest in "New" leadership models. Nike wasn't built on Phil Knight's directing his core group to innovate athletic wear. These individuals latched on to an idea and took off on their own. Phil Knight isn't Apple's Steve Jobs in "Swoosh... ." He's more like Jed Clampett of "The Beverly Hill Billies" who had to be more or less told he was sitting on a goldmine. By and large, "Swoosh..." is a great book for business lovers and potential "Captains of Industry" interested in uncovering how big brands are created. It is a testament of how far "relevant" passion can go. Edward Brown
Core Edge Image & Charisma Institute[....]

This is one of the best marketing books I know of. Written by a marketing pro (and wife of Nike's first marketing head Rob Strasser) the reader is shown the inner workings of one of the premiere marketing driven corporations of the western world. This is not the story told by some outsider, who collected his information from interviews with present and former managers, wrote the book under the dictate of some format guidelines from his publisher (not over 300 pages etc.) who then turned to another project. My belief is, that J.B. Strasser put her very heart into this book to commemorate the work and achievements of her deceased husband and his work mates at Nike. So she shares with the reader the key facts and episodes, which made Nike successful. As a marketing pro she also presents a rich picture about those key episodes and actions, which propelled Nike to success.

Great Book! It really surpassed my expectations. A must read for everyone who wants to learn more of sports brands history! great inside stories too...

This a must read book to understand what Philip Knight, Bill Bowerman and others started as BRS that morphed and grew to become Nike. One consistent theme, is Phil Knight's lack of communication, which served as a "set-up" for many around him and served his ego by playing the Lone Ranger riding back into town and "saving" the day. The founding member were able to laugh at themselves, and plot their growth for the future. Many of the principles that BRS started are still being applied today, and Nike has figured out how to sell "cool" and they aren't afraid to push the envelope and strut all the way to the bank.

great book, well written. i know more about phil knight than i care to know. a long book but a real page turner. great accompanying book to Out of Nowhere (The inside story of how Nike Marketed...) by Geoff Hollister. highly recommend both.

This is the book that made me want to be an entrepreneur. Most people think that you can scientifically start any business. This book let's you know that ingenuity to solve problems and luck matter as well.

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