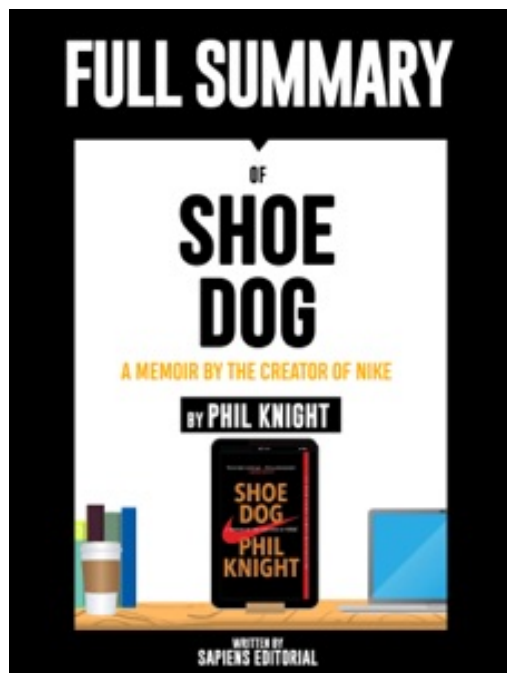


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Baixar livros gratuitos Full Summary Of "Shoe Dog: A Memoir by the Creator of Nike - By Phil Knight" Written By Sapiens Editorial (PDF|ePub|Mobi|Mp3|Txt) Sapiens Editorial amor, ABOUT THE ORIGINAL BOOK

Today there is no person who has not heard, even if only once, the Nike brand. Nike is known for being one of the best sporting goods brands in the world, with its slogan "Just Do It" and a great advertising campaign, Nike has reached millions of people.

"Just Do It" is a short phrase, but of great impact that projects the seasoned spirit that its co-founders maintained during the first years of the company. Like many large companies, the story of Nike came about as a result of an "impossible" idea and the desire of a humble person to triumph against the odds. The creator of this brand was not a millionaire who

simply invested in a good opportunity; Phil Knight was simply a young man with no business experience who was passionate about running.

This book called "Never Stop " contains the memories of Phil Knight about the founding of Nike and all the processes and setbacks that he had to overcome in order for his brand to become what it is today. In this work you will discover the process by which Knight went from selling shoes in the trunk of his car to owning a brand that is not only used by famous athletes, but by a large part of the world's population.

"Never Stop " is an excellent example that illustrates how if we follow our dreams, we think creatively and we are governed by our values, there will be no obstacles or limits that stop us on our way to success.

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