



Just Do It: The Nike Spirit in the Corporate World

By Donald Katz

Download now

Read Online 

Just Do It: The Nike Spirit in the Corporate World By Donald Katz

An award-winning author penetrates Nike--a company of the future, a dream machine that seeks to redefine culture through the power of sports--to provide this portrait of Phil Knight, who pioneered the company from a two-man operation into a four billion-dollar corporation.

 [Download Just Do It: The Nike Spirit in the Corporate World ...pdf](#)

 [Read Online Just Do It: The Nike Spirit in the Corporate Wor ...pdf](#)

Just Do It: The Nike Spirit in the Corporate World

By Donald Katz

Just Do It: The Nike Spirit in the Corporate World By Donald Katz

An award-winning author penetrates Nike--a company of the future, a dream machine that seeks to redefine culture through the power of sports--to provide this portrait of Phil Knight, who pioneered the company from a two-man operation into a four billion-dollar corporation.

Just Do It: The Nike Spirit in the Corporate World By Donald Katz Bibliography

- Sales Rank: #329602 in Books
- Published on: 1995-04
- Original language: English
- Number of items: 1
- Dimensions: .93" h x 5.48" w x 8.43" l,
- Binding: Paperback
- 336 pages

 [Download Just Do It: The Nike Spirit in the Corporate World ...pdf](#)

 [Read Online Just Do It: The Nike Spirit in the Corporate Wor ...pdf](#)

Editorial Review

From School Library Journal

YA-The rise of Phil Knight and his Nike empire began with his trip to a Japanese shoe factory in 1963. Joined by Bill Bowerman, his old track coach and an inveterate seeker of a better running shoe, he began to import Tiger running shoes and sell them at high-school track meets. In 1966, Bowerman designed his own product, which was made by the Japanese firm, and in 1972 the first Nikes were introduced. Katz examines the enterprise historically, as a cultural phenomenon and as a multimillion-dollar company. Students seeking information about successful businesses in our global economy, marketing, research and development, or retailing will be profitably engaged by this text.

Barbara Hawkins, Oakton High School, Fairfax, VA

Copyright 1994 Reed Business Information, Inc.

From Library Journal

Katz (Home Fires, LJ 5/15/92), who spent 17 months among Nike's senior management during a tumultuous period in the company's history, offers a meticulous, well-written report about the high-pressure decision-making behind Nike's famous marketing campaigns. Lamentably, however, he glosses over controversial issues like the substandard wages paid by the company's Third World manufacturing operations. And he declines to draw interpretive conclusions about Nike's domineering influence over college and professional sports management. This lack of critical perspective constitutes a serious flaw in an otherwise diligent work of corporate reportage. Still, readers will find this a more balanced and up-to-date treatment than J.B. Strasser's *Swoosh* (LJ 1/92). Recommended for general business collections.

A.G. Wright, Harvard Coll. Lib., Cambridge, Mass.

Copyright 1994 Reed Business Information, Inc.

From [Booklist](#)

Blessed by Nike CEO Phil Knight, Katz tackles, with admiration tempered by journalistic inquisitiveness, the question of the company's successes and failures. Personalities are sketched but not overanalyzed; he examines all aspects of Nike--the campus in Beaverton, its Far East factories, retailers, the symbiotic relationship between athletes and the company, and its antiestablishment company culture. Much is made of the pros who, in the 1980s, enabled Nike's growth, including Michael Jordan, Charles Barkley, and Andre Agassi. And much is made, too, of the company's preoccupation with image. *Barbara Jacobs*

Users Review

From reader reviews:

Ronda Caesar:

Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite guide and reading a e-book. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled Just Do It: The Nike Spirit in the Corporate World. Try to make the book Just Do It: The Nike Spirit in the Corporate World as your friend. It means that it can to get your friend when you truly feel alone and beside those of course make you smarter than before. Yeah, it is very fortunated to suit your needs. The book makes you considerably more confidence because you can know every little thing by the book. So , let us make new experience and knowledge with this book.

Jackson Cabrera:

What do you concentrate on book? It is just for students as they are still students or it for all people in the world, the particular best subject for that? Simply you can be answered for that question above. Every person has different personality and hobby for each and every other. Don't to be forced someone or something that they don't want do that. You must know how great along with important the book Just Do It: The Nike Spirit in the Corporate World. All type of book is it possible to see on many options. You can look for the internet resources or other social media.

Brandon Huff:

This book untitled Just Do It: The Nike Spirit in the Corporate World to be one of several books this best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit on it. You will easily to buy this kind of book in the book retail store or you can order it by means of online. The publisher of the book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Cell phone. So there is no reason to you to past this e-book from your list.

David Blackwood:

People live in this new time of lifestyle always attempt to and must have the time or they will get great deal of stress from both lifestyle and work. So , once we ask do people have free time, we will say absolutely yes. People is human not really a huge robot. Then we consult again, what kind of activity do you possess when the spare time coming to anyone of course your answer will certainly unlimited right. Then do you try this one, reading textbooks. It can be your alternative in spending your spare time, the particular book you have read is usually Just Do It: The Nike Spirit in the Corporate World.

Download and Read Online Just Do It: The Nike Spirit in the Corporate World By Donald Katz #4WE6JQVBI3G

Read Just Do It: The Nike Spirit in the Corporate World By Donald Katz for online ebook

Just Do It: The Nike Spirit in the Corporate World By Donald Katz Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Just Do It: The Nike Spirit in the Corporate World By Donald Katz books to read online.

Online Just Do It: The Nike Spirit in the Corporate World By Donald Katz ebook PDF download

Just Do It: The Nike Spirit in the Corporate World By Donald Katz Doc

Just Do It: The Nike Spirit in the Corporate World By Donald Katz Mobipocket

Just Do It: The Nike Spirit in the Corporate World By Donald Katz EPub

4WE6JQVBI3G: Just Do It: The Nike Spirit in the Corporate World By Donald Katz