

# [PDF] Just Do It: The Nike Spirit In The Corporate World

Donald Katz - pdf download free book

---



**Books Details:**

Title: Just Do It: The Nike Sp

Author: Donald Katz

Released: 1994-05-24

Language:

Pages: 336

ISBN: 0679432752

ISBN13: 978-0679432753

ASIN: 0679432752

[\*\*CLICK HERE FOR DOWNLOAD\*\*](#)

---

pdf, mobi, epub, azw, kindle

**Description:**

**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.

---

- Title: Just Do It: The Nike Spirit in the Corporate World
  - Author: Donald Katz
  - Released: 1994-05-24
  - Language:
  - Pages: 336
  - ISBN: 0679432752
  - ISBN13: 978-0679432753
  - ASIN: 0679432752
-

Start reading Just Do It on your Kindle in under a minute. Don't have a Kindle? Get your Kindle here, or download a FREE Kindle Reading App. 3.0 out of 5 stars A view of Nike's history from the corporate side. Reviewed in the United States on 31 December 2014. Verified Purchase. Used in conjunction with Strasser and Becklund's much more meticulous and detailed 'Swoosh' and such volumes as Geoff Hollister's 'Out of Nowhere', this is useful for a sense of balance and perspective. On its own, it falls short of the kind of detail one expects from a corporate history. Read more. 2 people found this helpful. Ultimately, it intends to sell Nike's product, shoes. But I think it has an interesting root in psychology and could be one of the greatest slogans in history because of what it implies. Let me explain: The toolbox fallacy. I can't do X until I have Y; - Once I have the gym membership, then I'll be able to get in shape. - Once I have a laptop, then I'll be able to write. Try and do the simplest thing involved in the hobby at first. For example; Learn to play a few chords properly before trying to play Stairway to Heaven by Led Zeppelin. The idea is that if you go in bit-sized, achievable chunks, you will complete them easier and be more motivated to carry on. 3 - Do it for free or cheap. Don't go and buy climbing shoes to climb, put on your old running shoes, or go barefoot, and climb that wall! Just Do It book. Read 29 reviews from the world's largest community for readers. Selling nearly 200 pairs every minute of every day, Nike is a \$4 billion... Now I understand why Nike is so different in the product and the spirit. Definitely gives interesting insight on the way a corporate worked. flag Like see review. Feb 03, 2018 Sunny rated it did not like it review of another edition. It covers the beginning of Nike into the 1990s. This book is very interesting and insightful. Read more. Report abuse. Benjamin. 3.0 out of 5 stars A view of Nike's history from the corporate side. Reviewed in the United States on 30 December 2014. Verified Purchase. 4.0 out of 5 stars good book for corporate culture understanding in the industry. Reviewed in the United States on 29 July 2011. Verified Purchase. Let me start this review being a little critic; it is a great book if you're open to understand how this industry works...but to be honest here we're missing the critic and internal discussion parts. It is the story of an entrepreneur and how he built his dream. Read more.