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Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma And The Family Feud That Forever Changed The Business Of Sports

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Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success.

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Prologue An army of lawyers, businessmen and entertainment managers swarmed around the 31-year-old soccer player as he prepared to announce an eye-popping deal: on January 11, 2007, David Beckham...

'Sneaker Wars: The Enemy Brothers Who Founded Adidas and ...

Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a

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Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success.

Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down separate, often contentious paths. Out of the fires of their animosity, two rival sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.

Traces the fierce rivalry between brothers Adi and Rudi Dassler, who launched a successful shoe business from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

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The remarkable story of how Joe Foster developed Reebok into one of the world's most famous sports brands, having started from a small factory in Bolton. Since the late 19th century, the Foster family had been hand-making running shoes, supplying the likes of Eric Liddell and Harold Abrahams - later immortalised in the film Chariots of Fire - as well as providing boots to most Football League clubs. But a family feud between Foster's father and uncle about the direction of their business led to Joe and his brother Jeff setting up a new company, inspired by the success of Adidas and Puma, and so Reebok was born. At first, money was so short that Joe and his wife had to live in their rundown factory, while the machinery that made the shoes was placed around the edge of the floor, because it was so weak it could have collapsed if they'd been positioned in the middle. But, from this inauspicious start, a major new player in the sports equipment field began to emerge, inspired by Joe's marketing vision. By the 1980s, Reebok had become a global phenomenon, when they were the first to latch onto the potential of the aerobics craze inspired by Jane Fonda. Soon, Reeboks were being seen on Hollywood red carpets and even in the film Aliens, where Sigourney Weaver wore a pair of Reebok Alien Stompers. Like the international bestseller Shoe Dog, by Nike's Phil Knight, Shoemaker is a powerful tale of triumph against all the odds, revealing the challenges and sacrifices that go into

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Creating a world-beating brand; it is also the story of how a small local business can transform itself, with the right products and the right vision, into something much, much bigger.

Offers an inspirational portrait of the Native American football team of the Carlisle Indian Industrial School, a championship squad that included the legendary Jim Thorpe and that defeated its Ivy League opponents, in a history that is set against a backdrop of the early days of football and the rise and fall of Coach Glenn "Pop" Warner. Reprint. 25,000 first printing.

Unlacing the story of how sport became so full of money Today, sport is big business, and Adidas and Puma are two of the biggest global brands, paying stars, clubs and competitions to wear their label, dominating everywhere from football pitches to magazine pages. This is the incredible story of how the rivalry between two brothers turned sport into an industry. Pitch Invasion also tells the tales of some of the greatest sportsmen of all time, revealing the Pele pact, Boris Becker's unfortunate contribution to the demise of Puma, and just how Adidas helped Mohammed Ali win his biggest fight. Reaching right up to today's world of multibillion-dollar corporations, looking at how the arrival of Nike affected the pitch and the significance of Adidas's recent takeover of Reebok, this is an incredible sporting drama of competition, greed, bribery, passion and shoes.

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This book provides a compelling insider's account of how Nike became the world's largest sports and fitness company. It includes a dedicated mailing and e-mail campaign to targeted sports interest media & organisations. How does a young boy from a small Oregon town get swept up in the politics of his chosen sport and become an integral part of

Traces the single-generation transformation of sports from a cottage industry to a global business, reflecting on how elite athletes, agents, TV executives, coaches, owners, and athletes who once had to take second jobs worked together to create the dominating, big-ticket industry of today.

The unauthorized national-best-selling sensation revealing the absorbing story of the rise, fall, and recovery of Nike, by a former employee and a Los Angeles Times reporter.

Roone Arledge's extraordinary career of more than a half century mirrors the history of the television industry he helped create. Roone is the vivid, intimate account of his own rise to fame and power as the head of both ABC Sports and ABC News as well as an up-close-and- personal story of his era, peopled with friends and foes alike.

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