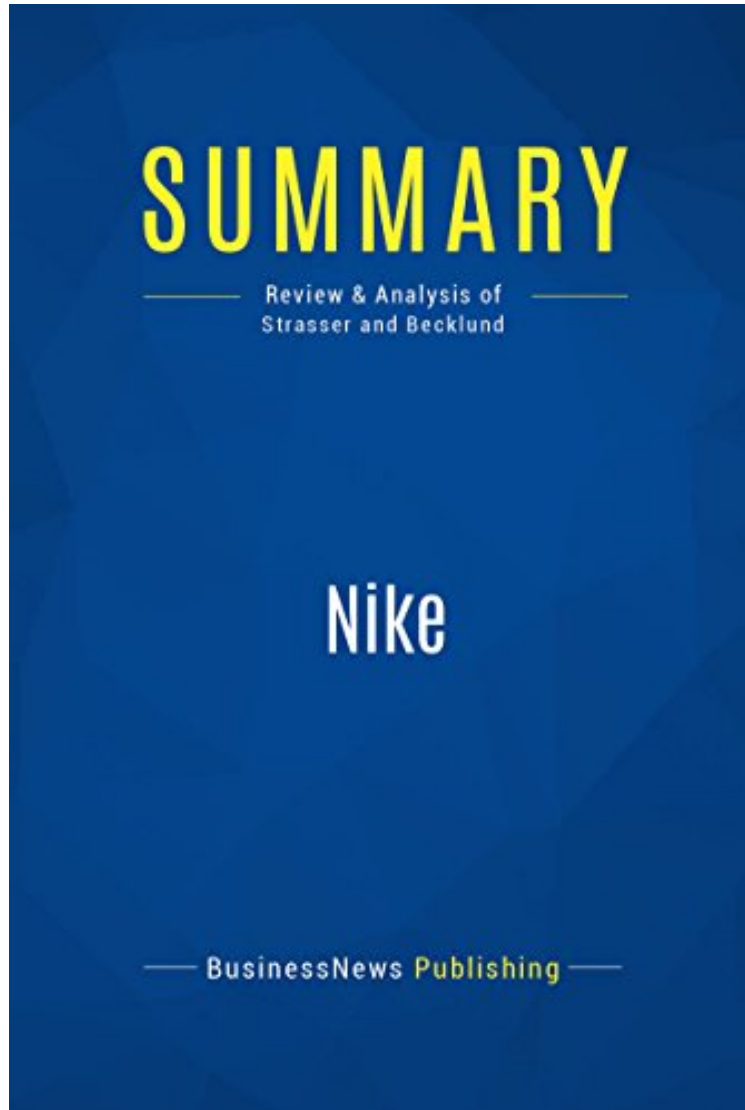


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Sports) in 1964 which became the most successful sporting apparel business in the United States. Based on interviews and archival material, this book tells the rise, fall and recovery of Nike. The authors describe the six men who, along with Knight, made the small company a billion-dollar giant. Added-value of this summary:bull; Save timebull; Understand key conceptsbull; Expand your knowledgeTo learn more, read "Swoosh" and discover the story behind Nike's success.