

Shoe Dog

By Phil Knight

Download now

Read Online

Shoe Dog By Phil Knight

In this candid and riveting memoir, for the first time ever, Nike founder and CEO Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands.

In 1962, fresh out of business school, Phil Knight borrowed $50 from his father and created a company with a simple mission: import high-quality, low-cost athletic shoes from Japan. Selling the shoes from the trunk of his lime green Plymouth Valiant, Knight grossed $8,000 his first year. Today, Nike's annual sales top $30 billion. In an age of startups, Nike is the *ne plus ultra* of all startups, and the swoosh has become a revolutionary, globe-spanning icon, one of the most ubiquitous and recognizable symbols in the world today.

But Knight, the man behind the swoosh, has always remained a mystery. Now, for the first time, in a memoir that is candid, humble, gutsy, and wry, he tells his story, beginning with his crossroads moment. At twenty-four, after backpacking around the world, he decided to take the unconventional path, to start his own business—a business that would be dynamic, *different.*

Knight details the many risks and daunting setbacks that stood between him and his dream—along with his early triumphs. Above all, he recalls the formative relationships with his first partners and employees, a ragtag group of misfits and seekers who became a tight-knit band of brothers. Together, harnessing the transcendent power of a shared mission, and a deep belief in the spirit of sport, they built a brand that changed everything.

Download Shoe Dog ...pdf

Read Online Shoe Dog ...pdf

Shoe Dog

By Phil Knight

Shoe Dog By Phil Knight

In this candid and riveting memoir, for the first time ever, Nike founder and CEO Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands.

In 1962, fresh out of business school, Phil Knight borrowed $50 from his father and created a company with a simple mission: import high-quality, low-cost athletic shoes from Japan. Selling the shoes from the trunk of his lime green Plymouth Valiant, Knight grossed $8,000 his first year. Today, Nike's annual sales top $30 billion. In an age of startups, Nike is the *ne plus ultra* of all startups, and the swoosh has become a revolutionary, globe-spanning icon, one of the most ubiquitous and recognizable symbols in the world today.

But Knight, the man behind the swoosh, has always remained a mystery. Now, for the first time, in a memoir that is candid, humble, gutsy, and wry, he tells his story, beginning with his crossroads moment. At twenty-four, after backpacking around the world, he decided to take the unconventional path, to start his own business—a business that would be dynamic, *different.*

Knight details the many risks and daunting setbacks that stood between him and his dream—along with his early triumphs. Above all, he recalls the formative relationships with his first partners and employees, a ragtag group of misfits and seekers who became a tight-knit band of brothers. Together, harnessing the transcendent power of a shared mission, and a deep belief in the spirit of sport, they built a brand that changed everything.

Shoe Dog By Phil Knight Bibliography

- Sales Rank: #211163 in Books
- Published on: 2016-04-26
- Released on: 2016-04-26
- Formats: Audiobook, CD, Unabridged
- Original language: English
- Number of items: 11
- Dimensions: 5.75" h x 1.20" w x 5.06" l,
- Running time: 43200 seconds
- Binding: Audio CD

Download Shoe Dog ...pdf

Read Online Shoe Dog ...pdf

Download and Read Free Online Shoe Dog By Phil Knight

Editorial Review

Review
'A refreshingly honest reminder of what the path to business success really looks like. It's a messy, perilous, and chaotic journey riddled with mistakes, endless struggles, and sacrifice... In the pages of Shoe Dog, however, Knight opens up in a way few CEOs are willing to do. He's incredibly tough on himself and his failings... Knight is amazingly honest about the accidental nature of his company's success... It's an amazing tale. It's real.' -- Bill Gates 'I've known Phil Knight since I was a kid, but I didn't really know him until I opened this beautiful, startling, intimate book. And the same goes for Nike. I've worn the gear, with pride, but I didn't realize the remarkable saga of innovation and survival and triumph that stood behind every swoosh. Candid, funny, suspenseful, literary this is a memoir for people who love sport, but above all it's a memoir for people who love memoirs.' -- Andre Agassi 'A touching, highly entertaining adventure odyssey, with much to teach about innovation and creativity. Phil Knight takes us back to the Big Bang of the swoosh, recalls how he first begged and borrowed from reluctant banks, how he assembled a crew of eccentric but brilliant misfits, how they all worked together to build something unique and paradigm-changing. An inspiration for everyone with an unconventional dream.' -- Michael Spence, Nobel Prize-winning economist 'Shoe Dog is a great American story about luck, grit, know-how and the magic alchemy of a handful of eccentric characters who came together to build Nike. That it happened at all is a miracle, because as I learned from this book, though we are a nation that extols free enterprise, we also excel at thwarting it. This is Phil Knight, one on one, no holds barred. The lessons he imparts about entrepreneurship and the obstacles one faces in trying to create something, are priceless. The pages I folded down are too many to mention.' -- Abraham Verghese, author of 'Cutting for Stone' 'The best book I read last year was Shoe Dog, by Nike's Phil Knight. Phil is a very wise, intelligent and competitive fellow who is also a gifted storyteller' -- Warren Buffett

About the Author
One of the world’s most influential business executives, Phil Knight is the founder of Nike, Inc. He served as CEO of the company from 1964 to 2004, as board chairman through 2016, and he is currently Chairman Emertius. He lives in Oregon with his wife, Penny.

Users Review

From reader reviews:

Lynda Wright:

The book Shoe Dog can give more knowledge and also the precise product information about everything you want. So just why must we leave the good thing like a book Shoe Dog? Several of you have a different opinion about guide. But one aim this book can give many info for us. It is absolutely suitable. Right now, try to closer together with your book. Knowledge or info that you take for that, you are able to give for each other; you are able to share all of these. Book Shoe Dog has simple shape but the truth is know: it has great and massive function for you. You can appear the enormous world by open and read a reserve. So it is very wonderful.

Judy Young:

Book is to be different per grade. Book for children till adult are different content. To be sure that book is very important normally. The book Shoe Dog had been making you to know about other information and of course you can take more information. It is quite advantages for you. The reserve Shoe Dog is not only giving you far more new information but also to be your friend when you experience bored. You can spend your own spend time to read your book. Try to make relationship with all the book Shoe Dog. You never really feel lose out for everything should you read some books.

Thomas Manna:

Can you one of the book lovers? If so, do you ever feeling doubt if you find yourself in the book store? Try to pick one book that you just dont know the inside because don't assess book by its deal with may doesn't work here is difficult job because you are frightened that the inside maybe not because fantastic as in the outside seem likes. Maybe you answer can be Shoe Dog why because the wonderful cover that make you consider concerning the content will not disappoint anyone. The inside or content will be fantastic as the outside or even cover. Your reading 6th sense will directly show you to pick up this book.

Nicole Williams:

Reading a e-book make you to get more knowledge from that. You can take knowledge and information from the book. Book is prepared or printed or created from each source this filled update of news. On this modern era like currently, many ways to get information are available for an individual. From media social like newspaper, magazines, science e-book, encyclopedia, reference book, novel and comic. You can add your knowledge by that book. Isn't it time to spend your spare time to open your book? Or just searching for the Shoe Dog when you desired it?

Download and Read Online Shoe Dog By Phil Knight #72OT3HXJCSY

Read Shoe Dog By Phil Knight for online ebook

Shoe Dog By Phil Knight 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 Shoe Dog By Phil Knight books to read online.

Online Shoe Dog By Phil Knight ebook PDF download

Shoe Dog By Phil Knight Doc

Shoe Dog By Phil Knight Mobipocket

Shoe Dog By Phil Knight EPub

72OT3HXJCSY: Shoe Dog By Phil Knight