

# Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma Family Feud That Forever Changed Business Of Sport Barbara Smit

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## **The Life and Legend of the Sultan Saladin**

Jonathan Phillips 2019-04-25 'Superbly researched and enormously entertaining... One of the outstanding books of the year' The Times An epic story of empire-building and bloody conflict, this ground-breaking biography of one of history's most venerated military and religious heroes opens a window on the Islamic and Christian worlds' complex relationship. WINNER OF THE SLIGHTLY FOXED BEST FIRST BIOGRAPHY PRIZE When Saladin recaptured Jerusalem from the Crusaders in 1187, returning the Holy City to Islamic rule, he sent shockwaves throughout Christian Europe and the Muslim Near East that reverberate today. It was the culmination of a supremely exciting life. Born into a significant Kurdish family in northern Iraq, this warrior and diplomat fought under the banner of jihad, but at the same time worked tirelessly to build an empire that stretched from North Africa to Western Iraq. Gathering together a turbulent coalition, he was able to capture Jerusalem, only to trigger the Third Crusade and face his greatest adversary, King Richard the Lionheart. Drawing on a rich blend of Arabic and European sources, this is a comprehensive account of both the man

and the legend to which he gave birth, describing vividly the relentless action of his life and tracing its aftermath through culture and politics all the way to the present day. 'An authoritative and brilliantly told account of the life of one of the world's greatest - and most famous - military leaders' Peter Frankopan

The BFG (Colour Edition) Roald Dahl 2016-09-13 'Human beans is not really believing in giants, is they? Human beans is not thinking we exist.' On a dark, silvery moonlit night, Sophie is snatched from her bed by a giant. Luckily it is the Big Friendly Giant, the BFG, who only eats snozzcumpers and glugs frobscottle. But there are other giants in Giant Country. Fifty foot brutes who gallop far and wide every night to find human beans to eat. Can Sophie and her friend the BFG stop them?

**Nigeria** John Campbell 2018 As the "Giant of Africa" Nigeria is home to about twenty percent of the population of Sub-Saharan Africa, serves as Africa's largest producer of oil and natural gas, comprises Africa's largest economy, and represents the cultural center of African literature, film, and music. Yet the country is plagued by problems that keep it from realizing its potential as a world power. Boko Haram, a

radical Islamist insurrection centered in the northeast of the country, is an ongoing security challenge, as is the continuous unrest in the Niger Delta, the heartland of Nigeria's petroleum wealth. There is also persistent violence associated with land and water use, ethnicity, and religion. In *Nigeria: What Everyone Needs to Know®*, John Campbell and Matthew Page provide a rich contemporary overview of this crucial African country. Delving into Nigeria's recent history, politics, and culture, this volume tackles essential questions related to widening inequality, the historic 2015 presidential election, the persistent security threat of Boko Haram, rampant government corruption, human rights concerns, and the continual conflicts that arise in a country that is roughly half Christian and half Muslim. With its continent-wide influence in a host of areas, Nigeria's success as a democracy is in the fundamental interest of its African neighbors, the United States, and the international community. This book will provide interested readers with an accessible, one-of-a-kind overview of the country.

**Swoosh** J. B. Strasser 1993-04-28 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.

**Art & Sole** 2012-01-18 In recent years the sneaker scene has exploded with artist and designer collaborations. These specialist shoes are produced as short runs, using innovative or luxury materials, and often have bespoke packaging. Some even push the design of the shoes themselves, creating hybrids or new incarnations of classic designs. Focusing exclusively on contemporary, cutting-edge sneaker design, *Art & Sole* sets out to explore and to celebrate the creative side of sneaker culture showing the best and most original rarities and collaborations. These are not shoes that can be found in your average sports store. This book is a must for any enthusiast of sneaker design or collector of the shoes themselves.

**Sneakers** U-Dox 2014 Presents information about over three hundred special limited edition sneaker designs from fifteen brands issued in the last ten years, many of them featuring collaborations with graffiti artists, musicians, or fashion designers.

**Sneaker Wars** Barbara Smit 2008-03-25 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.

**Sports Business Management** George Foster 2020-08-10 This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

**These Hollow Vows** Lexi Ryan 2021-07-20 From New York Times best-selling author Lexi Ryan, *Cruel Prince* meets *A Court of Thorns and Roses* in this sexy, action-packed fantasy about a girl who is caught between two treacherous faerie courts and their dangerously seductive princes. Brie hates the Fae and refuses to have anything to do with them, even if that means starving on the street. But when her sister is sold to the sadistic king of the Unseelie court to pay a debt, she'll do whatever it takes to get her back--including making a deal with the king himself to steal three magical relics from the Seelie court. Gaining unfettered access to the Seelie court is easier said than done. Brie's only choice is to pose as a potential bride for Prince Ronan, and she soon finds herself falling for him. Unwilling to

let her heart distract her, she accepts help from a band of Unseelie misfits with their own secret agenda. As Brie spends time with their mysterious leader, Finn, she struggles to resist his seductive charm. Caught between two dangerous courts, Brie must decide who to trust with her loyalty. And with her heart.

**Slavery and the Commerce Power** David L. Lightner 2006-01-01 Born in Warsaw, raised in a Hasidic community, and reaching maturity in secular Jewish Vilna and cosmopolitan Berlin, Abraham Joshua Heschel (1907-1972) escaped Nazism and immigrated to the United States in 1940. This lively and readable book tells the comprehensive story of his life and work in America, his politics and personality, and how he came to influence not only Jewish debate but also wider religious and cultural debates in the postwar decades. A worthy sequel to his widely-praised biography of Heschel's early years, Edward Kaplan's new volume draws on previously unseen archives, FBI files, interviews with people who knew Heschel, and analyses of his extensive writings. Kaplan explores Heschel's shy and private side, his spiritual radicalism, and his vehement defence of the Hebrew prophets' ideal of absolute integrity and truth in ethical and political life. Of special interest are Heschel's interfaith activities, including a secret meeting with Pope Paul VI during Vatican II, his commitment to civil rights with Martin Luther King, Jr., his views on the state of Israel, and his opposition to the Vietnam War. A tireless challenger to spiritual and religious complacency, Heschel stands as a dramatically important witness.

**Kicksology** Brian Metzler 2019-10-15 Kicksology is your all-access pass into the fascinating, colorful world of running shoes—and what makes up a perfect pair of kicks. Sports journalist and veteran shoe tester Brian Metzler takes runners and kicksologists deep inside the \$10 billion dollar running shoe industry with a behind-the-curtain look at what makes iconic running shoe brands tick. Kicksology follows a shoe from inspiration to store shelf to show how innovative ideas evolve into industry-wide trends and fads. Metzler tours shoe labs where scientists advance our understanding of shoes and running mechanics as well as the domestic and overseas shoe factories where the world's favorite kicks

are assembled. A dedicated shoe nerd and running junkie, Metzler shares his love of great shoes in this fascinating look at the intersections of shoe culture and history, science and storytelling, intel from the innovators with on-the-ground insight from top runners. Kicksology is filled with information as entertaining as it is surprising, tapping into the passion runners have for their kicks and feeding their curiosity about what makes a great shoe.

**Classic Drucker** Peter Ferdinand Drucker 2006 This book gathers together Peter Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the Review's Editor Tom Stewart One of this century's most highly regarded students of management, Drucker has sought out, identified, and examined the most important issues confronting managers, from corporate strategy to management style to social change. Through his unique lens, this volume gives us the rare opportunity to trace the evolution of the great shifts in our workplaces, and to understand more clearly the role of managers. This book gathers together Drucker's articles from Harvard Business Review and frames them with a thoughtful introduction from the review's editor Thomas A. Stewart.

**Heroes of Democracy** Joe Igbokwe 1999  
**Billionaire Raj** James Crabtree 2018-07-05 SHORTLISTED FOR THE FT & MCKINSEY BUSINESS BOOK OF THE YEAR AWARD 2018 A Financial Times Book of the Year and an Amazon Top 100 Book of the Year India's explosive rise has driven inequality to new extremes, with millions trapped in slums as billionaires spend lavishly and dodge taxes. Controversial prime minister Narendra Modi promised 'to break the grip' of the Bollygarchs, but many tycoons continue to thrive amidst the scandals, exerting huge influence over business and politics. But who are these titans of politics and industry shaping India through this period of breakneck change? And what kind of superpower are they creating? A vivid portrait of a deeply divided nation, The Billionaire Raj makes clear that India's destiny - prosperous democratic giant or corrupt authoritarian regime - is something that should concern us all.

**Casuals** Phil Thornton 2003-01 First came the Teds, then the Mods and the Rockers, then

Hippies, Skinheads and Punks. But by the late '70s, there was a new youth culture, one whose followers formed violent gangs, and were known as 'scallies,' 'trendies' and 'dressers' until the name Casuals finally stuck. Definitively tracing the roots of this inner-city Liverpool movement through first-person interviews with the main 'faces' of the gangs, Casuals explains how these hooligans evolved through the working-class fascination with sharp dressing to form bitter rivalries across England. With 16 pages of photos.

*A Story of Heroes and Epics* Wiebe Karl Boer  
2018

**Globalization and Sport** Richard Giulianotti  
2007-10-15 This collection places sport at the heart of debates on global processes. It features major critical interventions by some of the world's leading sociologists and anthropologists on the subject of sport.

*Survival of the Friendliest* Brian Hare 2020-07-14  
A powerful new theory of human nature suggests that our secret to success as a species is our unique friendliness "Brilliant, eye-opening, and absolutely inspiring—and a riveting read. Hare and Woods have written the perfect book for our time."—Cass R. Sunstein, author of *How Change Happens* and co-author of *Nudge* For most of the approximately 300,000 years that *Homo sapiens* have existed, we have shared the planet with at least four other types of humans. All of these were smart, strong, and inventive. But around 50,000 years ago, *Homo sapiens* made a cognitive leap that gave us an edge over other species. What happened? Since Charles Darwin wrote about "evolutionary fitness," the idea of fitness has been confused with physical strength, tactical brilliance, and aggression. In fact, what made us evolutionarily fit was a remarkable kind of friendliness, a virtuosic ability to coordinate and communicate with others that allowed us to achieve all the cultural and technical marvels in human history. Advancing what they call the "self-domestication theory," Brian Hare, professor in the department of evolutionary anthropology and the Center for Cognitive Neuroscience at Duke University and his wife, Vanessa Woods, a research scientist and award-winning journalist, shed light on the mysterious leap in human cognition that allowed *Homo sapiens* to thrive. But this gift for friendliness

came at a cost. Just as a mother bear is most dangerous around her cubs, we are at our most dangerous when someone we love is threatened by an "outsider." The threatening outsider is demoted to sub-human, fair game for our worst instincts. Hare's groundbreaking research, developed in close coordination with Richard Wrangham and Michael Tomasello, giants in the field of cognitive evolution, reveals that the same traits that make us the most tolerant species on the planet also make us the cruelest. *Survival of the Friendliest* offers us a new way to look at our cultural as well as cognitive evolution and sends a clear message: In order to survive and even to flourish, we need to expand our definition of who belongs.

*The Perfect Scent* Chandler Burr 2008-01-22  
From the New York Times perfume critic, a stylish, fascinating, unprecedented insider's view of the global perfume industry, told through two creators working on two very different scents. No journalist has ever been allowed into the ultrasecretive, highly pressured process of originating a perfume. But Chandler Burr, the New York Times perfume critic, spent a year behind the scenes observing the creation of two major fragrances. Now, writing with wit and elegance, he juxtaposes the stories of the perfumes -- one created by a Frenchman in Paris for an exclusive luxury-goods house, the other made in New York by actress Sarah Jessica Parker and Coty, Inc., a giant international corporation. We follow Coty's mating of star power to the marketing of perfume, watching Sex and the City's Parker heading a hugely expensive campaign to launch a scent into the overcrowded celebrity market. Will she match the success of Jennifer Lopez? Does she have the international fan base to drive worldwide sales? In Paris at the elegant Hermès, we see Jean Claude Ellena, his company's new head perfumer, given a challenge: he must create a scent to resuscitate Hermès's perfume business and challenge le monstre of the industry, bestselling Chanel No. 5. Will his pilgrimage to a garden on the Nile supply the inspiration he needs? *The Perfect Scent* is the story of two daring creators, two very different scents, and a billion-dollar industry that runs on the invisible magic of perfume.

**First in Thirst** Darren ROVELL 2005-09-02  
Selected as one of Soundview Executive Book

Summaries's the "30 Best Business Books" of the year. Remember the Cola Wars, with Coke and Pepsi battling it out year after year for supremacy in the soft drink market? Or what about the Burger Wars, the legendary slugfests between McDonald's and Burger King? Then of course, there were the Sports Drink Wars. If you blinked, you might have missed them, because Gatorade has swiftly and decisively fended off every would-be rival. Although a few other brands hold slim market shares, the fact is that Gatorade single-handedly created the sports drink industry 40 years ago and has absolutely ruled it ever since. But Gatorade is more than just a triumph of branding. First, it's a trusted product that has been scientifically proven to do what it claims to do. Second, Gatorade is an enthralling story, brought to life in bright color and sharp detail in *First in Thirst*. Author Darren Rovell, a skilled, objective, and passionate journalist, chronicles every astonishing milestone of the company's history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures past and present, Rovell recounts the sweat-drenched University of Florida football practices, the first (unpalatable) prototypes, and the commercial and financial interest that quickly took hold following the drink's first on-field successes. Then came the advertising, sponsorships, product placements (many of them fortuitous), and finally the two milestones that cemented Gatorade's iconic status once and for all -- the ubiquitous Gatorade bath and the Michael Jordan "'Be Like Mike'" endorsement deal. With refreshing candor, *First in Thirst* also offers an inside look at the negotiations, battles, lawsuits, mergers and acquisitions, product strategies, lucky breaks, and even the missteps (there have not been many) that have attended Gatorade's reign as the 800-pound gorilla of the sports-drink scene. Rovell places the reader inside labs and brainstorming sessions, at board meetings and ad shoots, on the sidelines and in the dugouts, even in the winner's circle at NASCAR events -- where Gatorade manages maximum exposure even at tracks whose official sponsors include chief rival POWERade. The book identifies the nine Gatorade Rules, business principles that have helped Gatorade become one of the most dominant brands ever. By

adhering to these principles, businesses in other industries may achieve greater brand recognition and market share. Long before America knew what "'deep-down body thirst'" was, a team of university scientists had already invented something to quench it. First in Thirst is the story of the product and the company, and of America's fascination with the one and only Gatorade.

**Hirschfeld** Geoffrey Brooks 2011-11-11 Whilst there have been many memoirs written by U-boat commanders of the Second World War, a book such as this, based upon the diaries of a senior Petty Officer telegraphist, written in 'real time' is something very special. Wolfgang Hirschfeld, whose diaries Geoffrey Brooks has translated is a born story teller. The principal chapters describe his experiences during six war patrols in U-109, in which he served as the senior telegraphist. His is a tale which covers the whole kaleidoscope of emotions shared by men at war—a story of immense courage and fortitude, of remarkable comradeship born of the dangers, frustrations and privations shared and of transitory moments of triumph. Throughout runs a vein of humour, without which resistance to stress would have been virtually impossible. We get to know one of Germany's great U-boat aces, 'Ajax' Bleichrodt, holder of the Knight's Cross of the Iron Cross with Oak Leaves and, in a special biographical appendix, learn how he finally cracked under the strain. The role of Admiral Karl Donitz, the dynamic commander of the U-boat service, so fascinatingly described by Hirschfeld, is of special interest—not least because even this dedicated Nazi had clearly realized by September, 1942, that the war was fast being lost. In 1944 Hirschfeld was promoted Warrant Officer and found himself on a large, schnorkel-equipped boat (U-234) heading for Japan with a load of high technology equipment and, in addition, a quantity of uranium ore. The possible significance of that uranium has been deeply researched by Geoffrey Brooks and is discussed in a second appendix.

**The Johns Hopkins Guide to Digital Media** Marie-Laure Ryan 2014-04-15 The study of what is collectively labeled "New Media"—the cultural and artistic practices made possible by digital technology—has become one of the most vibrant areas of scholarly activity and is rapidly turning

into an established academic field, with many universities now offering it as a major. The Johns Hopkins Guide to Digital Media is the first comprehensive reference work to which teachers, students, and the curious can quickly turn for reliable information on the key terms and concepts of the field. The contributors present entries on nearly 150 ideas, genres, and theoretical concepts that have allowed digital media to produce some of the most innovative intellectual, artistic, and social practices of our time. The result is an easy-to-consult reference for digital media scholars or anyone wishing to become familiar with this fast-developing field.

**Playing the Game** Rainer Karlsch 2019-02-19

**Remaking Nigeria** 2020-12-05 On October 1, 2020, Nigeria celebrated its 60th year of political independence. After sixty years of independence, most Nigerians, particularly the youth, hold the view that the country has failed to work for them in a way that is satisfactory and enduring. This book seeks to give voice to young Nigerians, the critical change agents, to help the country understand and sharpen its focus on those issues that hold the key to its collective survival.

Clearly, the new decade will be a defining moment for Nigeria. Sixty years after independence, fifty years after a civil war, and at the beginning of a new decade, it is important that a new generation of citizens is challenged to reposition the country. From interaction with young people and discussions on social media, there appears to be a knowledge and information gap among young Nigerians about the history and socio-political evolution of the country.

Beyond the lack of understanding of history, there is also a dearth of ideas on what needs to be done and how to get Nigeria out of its current situation. This book addresses these problems.

Contributors to the book are young Nigerians with fresh ideas on nationhood, democracy, and development. The book focuses on issues such as federalism, elections and democracy, constitutionalism, environmental justice, data and ICT, the economy and social inclusion, media and press freedom, youth engagement, law and human rights, education and social services, religion and multiculturalism, leadership challenge and good governance, corruption and accountability, foreign policy and regional cooperation. A quarter of a century ago, Nobel

laureate, Prof Wole Soyinka, posed the fundamental question: When is a nation? Based on their background, experience and research, contributors to this book reflected on this question and other important questions with the aim of helping Nigerians understand and appreciate the formula for nation building, and the strategic goals in the construction of a modern nation-state. The essays are analytical, insightful, pragmatic and offer solutions to "the trouble with Nigeria." We hope that they will inspire a new generation of Nigerians on what the country needs to do to fulfil the promise and hope of independence. A new Nigeria is possible. But it must be a Nigeria built around the motto of freedom, equality, and opportunity. It must be a Nigeria created in the image of Nigerians of the 21st century; not one created in the image of the British Empire, the Royal Niger Company, Sir Frederick Lugard, internal colonialists or the new imperialists. For young Nigerians to whom this book is directed, it is time to stop looking back or looking up, and as John F. Kennedy admonished, "...accept our own responsibility for the future."

**The Adidas Archive. the Footwear Collection**

2020 The adidas story is one of groundbreaking designs, epic moments, and conceiving the all-around sports shoe, worn by the likes of Lionel Messi, Run DMC, and Madonna. A mecca for sneaker fans, this book presents adidas's history through more than 350 pairs of shoes from the "adidas Archive", including one-of-a-kind originals, vintage models, ...

**Pitch Invasion** Barbara Smit 2007-08-02

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.

*The Heineken Story* Barbara Smit 2014-11-06 Heineken is known all around the world, but few of the drinkers who eagerly watch the foam rise in their glass have heard of the business ploys, marketing tricks and extraordinary characters that transformed the Dutch family business into a global brand. Taking us on a journey from a small brewery in Amsterdam in 1864 to the present day, *The Heineken Story* tells the remarkable and sometimes controversial true story of one of the world's largest brewing companies, and of Alfred 'Freddy' Heineken, the singular business man who secured its position. From spectacular takeovers and inspired marketing campaigns, to a kidnapping that brought in the largest ransom ever paid for an individual, this is a gripping account of the battle for the international beer market. Barbara Smit has experience writing on family drama, marketing and consumer culture, and in *The Heineken Story* she has put together a narrative that is meticulously researched, and fizzing with competition, personalities and betrayal.

*Players* Matthew Futterman 2017-04-18 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 Real All Americans** Sally Jenkins 2007-05-08 Sally Jenkins, bestselling co-author of *It's Not About the Bike*, revives a forgotten piece of history in *The Real All Americans*. In doing so, she has crafted a truly inspirational story about a Native American football team that is as much about football as Lance Armstrong's book was about a bike. If you'd guess that Yale or Harvard ruled the college gridiron in 1911 and 1912, you'd be wrong. The most popular team belonged to an institution called the Carlisle Indian Industrial School. Its story begins with Lt. Col. Richard Henry Pratt, a fierce abolitionist who believed that Native Americans deserved a place in American society. In 1879, Pratt made a treacherous journey to the Dakota Territory to recruit Carlisle's first students. Years later, three students approached Pratt with the notion of

forming a football team. Pratt liked the idea, and in less than twenty years the Carlisle football team was defeating their Ivy League opponents and in the process changing the way the game was played. Sally Jenkins gives this story of unlikely champions a breathtaking immediacy. We see the legendary Jim Thorpe kicking a winning field goal, watch an injured Dwight D. Eisenhower limping off the field, and follow the glorious rise of Coach Glenn "Pop" Warner as well as his unexpected fall from grace. *The Real All Americans* is about the end of a culture and the birth of a game that has thrilled Americans for generations. It is an inspiring reminder of the extraordinary things that can be achieved when we set aside our differences and embrace a common purpose.

**True Originals** Marlon Knispel 2017-11 This book is a fan tribute to the original adidas models, the so-called "OG's" - it includes original adidas basketball, tennis, and running shoes from the 70s, 80s, and 90s. This exceptional book presents legendary sneakers, as well as athletes and musicians who have been memorialized by adidas with their own signature models. Interviews with contemporary sneakerheads, collectors, and retailers illustrate the "magical" development of the brand.

*Sneaker Wars* Barbara Smit 2009-03-17 *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.

*The Accidental President* A J Baime 2018-02-08 Heroes are often defined as ordinary characters who find themselves facing extraordinary circumstances and, through courage and a dash of luck, cement their place in history. Chosen as President Roosevelt's fourth term Vice President

for his admired work ethic, good judgement and lack of enemies, Harry S. Truman was the prototypical ordinary man from small-town America. That is, until he was thrust in over his head following the sudden death of Roosevelt. With the world still caught up in the inferno of the Second World War, Truman found himself playing the roles of both judge and jury during the founding of the UN, the Potsdam Conference, the Manhattan Project, the German surrender, the liberation of the Nazi concentration camps and the decision to drop the Bomb and bring the war to the end. Tightly focused, meticulously researched and drawing on documentation not available to previous biographers, *The Accidental President* escorts readers into the situation room with Truman during this tumultuous, history-making four months - when the stakes were high and the challenges even higher . . .

**The Shadow Commander** Arash Azizi 2020-11-10 When the US assassinated Qassem Soleimani in January 2020, he was one of the most powerful men in Iran. The military spearhead for Iranian foreign policy, he enacted the wishes of the country's Supreme Leader, establishing the Islamic Republic as a major force in the Middle East. He masterminded interventions in Afghanistan, Iraq, Lebanon, Syria and Yemen, supporting Iran's allies and campaigning against the Taliban, US forces, Israel and ISIS. But all this was a long way from where he began - on the margins of a country whose ruler was regarded as a friend of the West. In this gripping account, Arash Azizi examines Soleimani's life, regional influence and future ambitions. He breaks new ground through interviews with Iranians, Afghans, Iraqis and Syrians who knew Soleimani for years, including his personal driver, the aides who accompanied him to his Moscow meeting with Vladimir Putin, and his brother. Through Soleimani, Azizi reveals the true nature of Iran's global ambitions, providing a rare insight into a country whose actions are much talked about but seldom understood.

**Yoruba Myths** Ulli Beier 1980-10-02 This mysterious, poetic and often amusing collection of myths illustrates the religion and thought of the West African Yoruba People.

**Roone** Arledge 2010-10-26 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.

**I Am My Brother's Keeper** Jeffrey Weiss 1998 Based on recently declassified documents and more than two hundred interviews, *I Am My Brothers Keeper* tells the story of the more than one thousand Americans and Canadians, Jews and non-Jews, who fought in Israel's War of Independence. This is a story about men like Rudy Augarten (shown on the front cover), who interrupted his studies at Harvard to fly for Israel. This, despite the fact that Augarten had been shot down over occupied France during World War II, and survived sixty-three days behind enemy lines. It's about Chris Magee, a World War II ace and veteran of Pappy Boyington's Black Sheep Squadron who felt the Jews deserved a homeland. And about American Indian Jesse Slade, who believed that fighting for Israel was the Christian thing to do. And Buzz Beurling, the legendary Falcon of Malta who sought to recapture the glory days of World War II. *I Am My Brothers Keeper* captures the powerful story of those Jews and Christians who stood up to be counted at a critical time in Jewish history. Only three years after the Holocaust, these volunteers helped establish the State of Israel. This story will forever change your understanding of the relationship between Americans and Israelis.

**Salvatore** Natasha Knight 2016 Lucia It all started with a contract signed by him, then by me, while our families watched. While my father sat silent, a man defeated, giving his daughter to the Benedetti monsters. I obeyed. I played my part. I signed my name and gave away my life. I became their living, breathing trophy, a constant symbol of their power over us. That was five years ago. Then came the time for him to claim me. For Salvatore Benedetti to own me. I had vowed vengeance. I had learned hate. And yet, nothing could have prepared me for the man who now ruled my life. I expected a monster, one I would destroy. But nothing is ever black or white. No one is either good or evil. For all his darkness, I saw his light. For all his evil, I saw his good. As much as he made me hate him, a passion hotter than the fires of hell burned inside me. I was his,

and he was mine. My very own monster. Salvatore I owned the DeMarco Mafia Princess. She belonged to me now. We had won, and they had lost. And what better way to teach a lesson than to take from them that which is most precious? Most beloved? I was the boy who would be king. Next in line to rule the Benedetti Family. Lucia DeMarco was the spoils of war. Mine to do with as I pleased. It was my duty to break her. To make her life a living hell. My soul was dark, I was hell bound. And there was no way out, not for either of us. Because the Benedetti family never lost, and in our wake, we left destruction. It's how it had always been. How I believed it would always be. Until Lucia.

**Sneaker Wars** Barbara Smit 2008-03-25 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.

**Formation** Fola Fagbule 2021-05-18 Formation tracks the unlikely series of events and characters that led to the creation of the modern Nigerian nation: from 1804 when the first Jihadists began their attack on a collection of independent nations to 1914 when the current shape of Nigeria was completed as a British colony through amalgamation. Formation sheds light on an increasingly forgotten and largely mythologised period of Nigeria's history; revealing an incredibly complicated portrait of a

nation with a tangled history, where violence was and remains a primary organising principle for elite competition and political negotiations. Influential figures loom large over the narrative including: Usman dan Fodio, Modibbo Adama, Fred Lugard, Samuel Ajayi-Crowther, Funmilayo Ransome-Kuti, Flora Shaw, Joseph Chamberlain alongside other well-known and many less familiar names.

**Sneakers** Yuniya Kawamura 2016-01-28 This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.