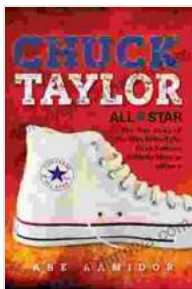


The Phil Knight Story: The True Story Of The Man Behind The Most Famous Athletic Shoe In History

Phil Knight is the co-founder and chairman of Nike, Inc., one of the world's most successful and well-known companies. His story is one of innovation, risk-taking, and determination.

Knight was born in Portland, Oregon, in 1938. He was a talented runner, and he attended the University of Oregon on a track scholarship. After graduating from college, Knight served in the U.S. Army. When he returned to civilian life, he worked as an accountant for a short time.



Chuck Taylor, All Star: The True Story of the Man behind the Most Famous Athletic Shoe in History

by Anne Williams

★★★★☆ 4.7 out of 5

Language : English

File size : 1516 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Print length : 202 pages

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In 1962, Knight and his former track coach, Bill Bowerman, founded Blue Ribbon Sports, which would later become Nike. The company started out by selling Japanese running shoes in the United States. Knight and Bowerman were both passionate about running, and they believed that

they could create a better running shoe than the ones that were available at the time.

The early years of Blue Ribbon Sports were tough. The company had very little money, and Knight and Bowerman often had to work long hours. But they were determined to make their business a success. In 1971, the company changed its name to Nike, after the Greek goddess of victory.

Nike quickly became one of the most popular athletic shoe brands in the United States. The company's success was due in part to Knight's innovative marketing strategies. He was one of the first to use celebrity endorsements to promote his products. Nike also became known for its catchy advertising slogans, such as "Just Do It."

Today, Nike is one of the most successful companies in the world. The company sells its products in more than 160 countries and employs over 70,000 people. Knight is still the chairman of Nike, and he is considered one of the most successful entrepreneurs in history.

Phil Knight's story is an inspiration to anyone who has ever dreamed of starting their own business. He is a reminder that with hard work, determination, and a little bit of luck, anything is possible.

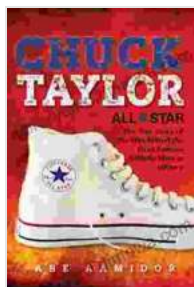
Here are some of the key takeaways from Phil Knight's story:

- **Don't be afraid to take risks.** Knight and Bowerman were willing to risk everything to start their own business. They had no guarantee of success, but they were determined to make their dream a reality.
- **Be passionate about your work.** Knight and Bowerman were both passionate about running, and they believed that they could create a

better running shoe than the ones that were available at the time. Their passion for their work helped them to overcome the challenges they faced.

- **Don't give up.** There were many times when Knight and Bowerman wanted to give up. But they persevered, and they eventually achieved their goals. Never give up on your dreams, no matter how difficult they may seem.

Phil Knight's story is a reminder that anything is possible if you have the determination and the willingness to work hard. So go out there and chase your dreams!



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