



Swoosh: Unauthorized Story of Nike and the Men Who Played There, The

By J. B. Strasser, Laurie Becklund

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

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Editorial Review

From Library Journal

This is the incredible story of how Phil Knight, with literally no financial backing, founded a small shoe company, Blue Ribbon Sports, which within one year became a billion-dollar company, today known as Nike. Strasser, Nike's first advertising manager, and Becklund, a Los Angeles Times writer, describe the six men who, along with Knight, made Nike the most successful sporting apparel company in U.S. history. The authors take us through the hurdles that the company encountered along the way to success, including unappealing advertisements, problems with Japanese suppliers, lawsuits, credit difficulties, quota and tariff problems, and the tough competitor, Adidas. They also outline in detail Nike's interesting and creative promotional methods from freebees for athletic teams to expensive celebrity endorsements. The book is unique in that it not only gives historical information but also delves into the thoughts of those who built Nike from an idea. Recommended for public and academic libraries.

- *Teresa Brady, Holy Family Coll., Philadelphia*

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From Kirkus Reviews

An unusually entertaining and informative corporate history that traces the rise, fall, and recovery of NIKE Inc., the world-class supplier of athletic shoes and casual clothing. Though the authors had no cooperation from either the company or its enigmatic founder, Philip H. Knight, they offer an authoritative, unsparing account of how a fledgling firm whose first sales reps sold sneakers from car trunks at track meets became a pace-setting multinational. Strasser, NIKE's first advertising manager, married a lawyer who, until his 1987 resignation, was one of the boss's closest cronies; Becklund, Strasser's sister, is a staff writer at The Los Angeles Times. Drawing on inside information and interviews as well as archival material, they recount how Knight, a long-distance runner at Oregon Univ., parlayed his Stanford MBA thesis into a lucrative global business venture that caught the crest of the stateside booms in jogging and fitness, generating annual revenues exceeding \$3 billion. Along the way, Knight recruited a ragtag crew of blithe spirits who prized the Animal House camaraderie of the company's formative years. Having survived an unfortunate penchant for cutting corners, NIKE hit its stride during the 1970's, besting Adidas, Converse, Puma, et al. and permitting the company to go public in 1980. It found it difficult, however, to meet the expectations of investors and Wall Street analysts. In fact, management stumbled badly, missing the markets for aerobic and fashion footwear pioneered by archrival Reebok. Thanks in large measure to the prescient signing of such all-pro spokesmen as Michael Jordan and Bo Jackson, though, plus some innovative new products, NIKE bootstrapped its way back onto the fast track. But turnaround carried a price, since many of the freewheelers who had helped build the company jumped ship. The authors wonder whether an institutionalized NIKE can maintain its momentum, let alone meet the challenges of a fast-stepping marketplace. An engrossing narrative that evenhandedly assesses the making and maturation of a consequential enterprise. -- *Copyright ©1991, Kirkus Associates, LP. All rights reserved.*

Review

"A lively and an engrossing account...as told from the perspective of the men who fought to push Nike from nowhere to the front ranks of its industry."-- "New York Times Book Review"

Users Review

From reader reviews:

Charlotte Kuester:

Have you spare time for a day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a wander, shopping, or went to the actual Mall. How about open or read a book entitled Swoosh: Unauthorized Story of Nike and the Men Who Played There, The? Maybe it is for being best activity for you. You know beside you can spend your time using your favorite's book, you can more intelligent than before. Do you agree with it has the opinion or you have some other opinion?

Anita Jones:

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Antonio Mock:

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