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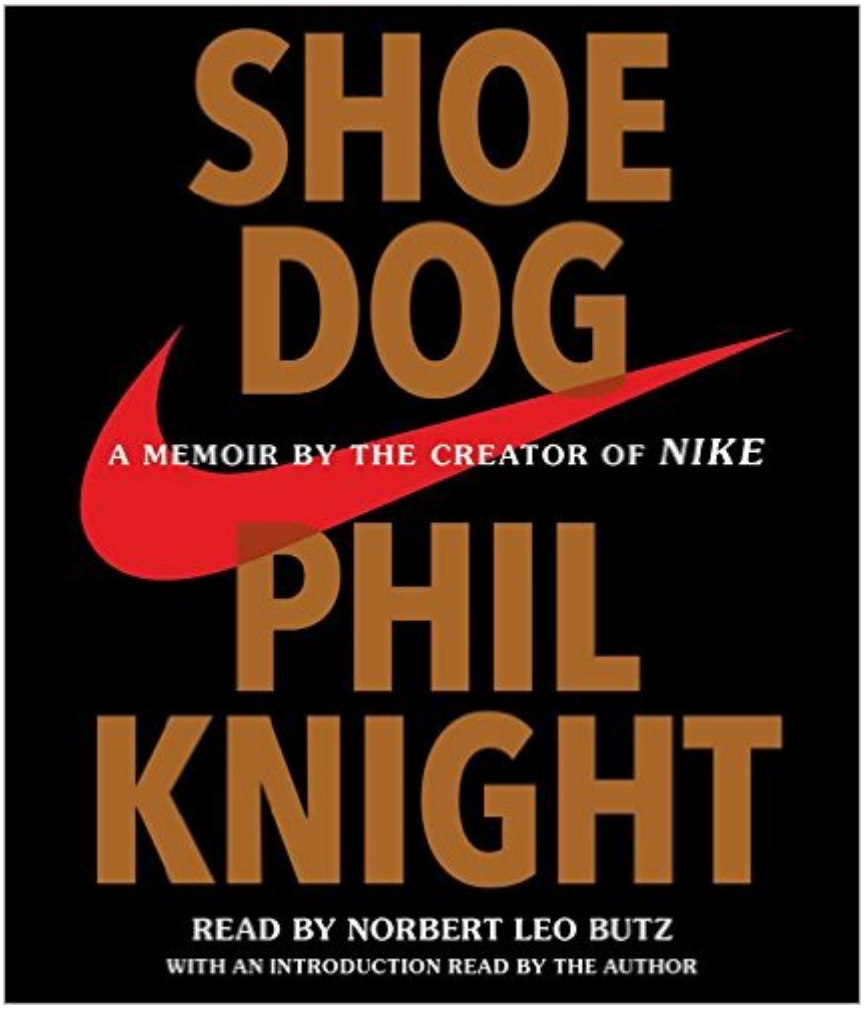
Shoe Dog



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Synopsis

In this candid and riveting memoir, for the first time ever, Nike founder and CEO Phil Knight shares the inside story of the companyâ ™s early days as an intrepid start-up and its evolution into one of the worldâ ™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, Nikeâ ™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 businessâ ”a business that would be dynamic, different. Knight details the many risks and daunting setbacks that stood between him and his dreamâ ”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.

Book Information

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Customer Reviews

â œWhat remains, however, is this one comforting certainty, this one anchoring truth that will never

go away. At twenty-four I did have a Crazy Idea, and somehow, despite being dizzy with existential angst, and fears about the future, and doubts about myself, as all young men and women in their midtwenties are, I did decide that the world is made up of crazy ideas. History is one long processional of crazy ideas. The things I loved mostâ ”books, sports, democracy, free enterpriseâ ”started as crazy ideas.For that matter, few ideas are as crazy as my favorite thing, running. Itâ ™s hard. Itâ ™s painful. Itâ ™s risky. The rewards are few and far from guaranteed. When you run around an oval track, or down an empty road, you have no real destination. At least, none that can fully justify the effort. The act itself becomes the destination. Itâ ™s not just that thereâ ™s no finish line; itâ ™s that you define the finish line. Whatever pleasure or gains you derive from the act of running, you must find them within. Itâ ™s all in how you frame it, how you sell it to yourself.â •~ Phil Knight from Shoe DogPhil Knight created Nike.This book is a *phenomenally* well-written, funny, tear-jerking, inspiring look at how he and his eclectic team of misfit geniuses made Nike one of the most iconic brands in the world.Memoirs and biographiesâ ”although not self-help per seâ ”often provide the most valuable and authentically human (and entertaining) perspectives on how we can optimize and actualize. This one certainly does.I’m excited to share some of my favorite Big Ideas:1. Crazy Idea - How’s yours?2. Nike - = Victory.3. A Billionaire - Getting his credit card declined.4. Business - Red blood cells, profit and purpose.5.

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