

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

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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.

Kicks Nicholas Smith 2018-05-01 A cultural history of sneakers, tracing the footprint of one of our most iconic fashions across sports, business, pop culture, and American identity When the athletic shoe graduated from the beaches and croquet courts of the wealthy elite to streetwear ubiquity, its journey through the heart of American life was just getting started. In this rollicking narrative, Nicholas K. Smith carries us through the long twentieth century as sneakers became the totem of subcultures from California skateboarders to New York rappers, the cause of gang violence and riots, the heart of a global economic controversy, the lynchpin in a quest to turn big sports into big business, and the muse of high fashion. Studded with larger-than-life mavericks and unexpected visionaries—from genius rubber inventor, Charles Goodyear, to road-warrior huckster Chuck Taylor, to the feuding brothers who founded Adidas and Puma, to the track coach who changed the sport by pouring rubber in his wife's waffle iron—Kicks introduces us to the sneaker's surprisingly influential, enduring, and evolving legacy.

Playing the Game Rainer Karlsch 2019-02-19

My Life Alhaji Sir Ahmadu Bello 1962-01-02 Alhaji Sir Ahmadu Bello, the Premier of the Northern Region of Nigeria, was thought by many to be the most powerful figure in Nigeria. The descendant of the great reformer, Shehu Usman dan Fodio, the Sardauna grew up in the atmosphere of the Muslim and aristocratic tradition of the Fulani conquerors of Northern Nigeria. He reached maturity in a Nigeria that was rapidly advancing towards independent nationhood, with political institutions deriving largely from the traditions of the Christian West. As leader of the Northern Peoples Congress, the majority political party in Northern Nigeria, the Sardauna became the first Premier of that region in 1954.

Circus Maximus Andrew Zimbalist 2020-06-30 Beyond the headlines of the world's most beloved sporting events Brazil hosted the 2016 men's World Cup at a cost of \$15 billion to \$20 billion, building large, new stadiums in cities that have little use for them anymore. The projected cost of Tokyo's 2020 Summer Olympic Games is estimated to be as high as \$30 billion, much of it coming from the public trough. In the updated and expanded edition of his bestselling book, *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*, Andrew Zimbalist tackles the claim that cities chosen to host these high-profile sporting events experience an economic windfall. In this new edition he looks at upcoming summer and winter Olympic games, discusses the recent Women's World Cup, and the upcoming men's tournament in Qatar. *Circus Maximus* focuses on major cities, like London, Rio, and Barcelona, that have previously hosted these sporting events, to provide context for future host cities that will bear the weight of exploding expenses, corruption, and protests. Zimbalist offers a sobering and candid look at the Olympics and the World Cup from outside the echo chamber.

For Cause and Comrades James M. McPherson 1997-04-03 General John A. Wickham, commander of the famous 101st Airborne Division in the 1970s and subsequently Army Chief of Staff, once visited Antietam battlefield. Gazing at Bloody Lane where, in 1862, several Union assaults were brutally repulsed before they finally broke through, he marveled, "You couldn't get American soldiers today to make an attack like that." Why did those men risk certain death, over and over again, through countless bloody battles and four long, awful years? Why did the conventional wisdom -- that soldiers become increasingly cynical and disillusioned as war progresses -- not hold true in the Civil War? It is to this question--why did they fight--that James McPherson, America's preeminent Civil War historian, now turns his attention. He shows that, contrary to what many scholars believe, the soldiers of the Civil War remained powerfully convinced of the ideals for which they fought throughout the conflict. Motivated by duty and honor, and often by religious faith, these men wrote frequently of their firm belief in the cause for which they fought: the principles of liberty, freedom, justice, and patriotism. Soldiers on both sides harkened back to the Founding Fathers, and the ideals of the American Revolution. They fought to defend their country, either the Union--"the best Government ever made"--or the Confederate states, where their very homes and families were under siege. And they fought to defend their honor and manhood. "I should not lik to go home with the name of a couhard," one Massachusetts private wrote, and another private from Ohio said, "My wife would sooner hear of my death than my disgrace." Even after three years of bloody battles, more than half of the Union soldiers reenlisted voluntarily. "While duty calls me here and my country demands my services I should be willing to make the sacrifice," one man wrote to his protesting parents. And another soldier said simply, "I still love my country." McPherson draws on more than 25,000 letters and nearly 250 private diaries from men on both sides. Civil War soldiers were among the most literate soldiers in history, and most of them wrote home frequently, as it was the only way for them to keep in touch with homes that many of them had left for the first time in their lives. Significantly, their letters were also uncensored by military authorities, and are uniquely frank in their criticism and detailed in their reports of marches and battles, relations between officers and men, political debates, and morale. For *Cause and Comrades* lets these soldiers tell their own stories in their own words to create an account that is both deeply moving and far truer than most books on war. *Battle Cry of Freedom*, McPherson's Pulitzer Prize-winning account of the Civil War, was a national bestseller that Hugh Brogan, in *The New York Times*, called "history writing of the highest order." For *Cause and Comrades* deserves similar accolades, as McPherson's masterful prose and the soldiers' own words combine to create both an important book on an often-overlooked aspect of our bloody Civil War, and a powerfully moving account of the men who fought it.

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 explore 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.

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 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.

Every Town Is a Sports Town George Bodenheimer 2015-05-05 A Best Business Book of 2015, Strategy Business ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer. It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything. George Bodenheimer knows. Initially hired to work in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world. In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

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.

The Jungle Book Rudyard Kipling 1920

Ikigai Héctor García 2017-09-07 THE INTERNATIONAL BESTSELLER We all have an ikigai. It's the Japanese word for 'a reason to live' or 'a reason to jump out of bed in the morning'. It's the place where your needs, desires, ambitions, and satisfaction meet. A place of balance. Small wonder that finding your ikigai is closely linked to living longer. Finding your ikigai is easier than you might think. This book will help you work out what your own ikigai really is, and equip you to change your life. You have a purpose in this world: your skills, your interests, your desires and your history have made you the perfect candidate for something. All you have to do is find it. Do that, and you can make every single day of your life joyful and meaningful. "I read it and it's bewitched me ever since. I'm spellbound." Chris Evans 'A refreshingly simple recipe for happiness.' Stylist 'Ikigai gently unlocks simple secrets we can all use to live long, meaningful, happy lives. Warm, patient, and kind, this book pulls you gently along your own journey rather than pushing you from behind.' Neil Pasricha, bestselling author of The Happiness Equation

Research Methods for Sport Management James Skinner 2014-10-30 Research methods courses have become a compulsory component of most degree programs in sport management. This is the first introductory research methods textbook to focus exclusively on sport management. Through the use of examples, cases and data taken from the real world of sport management it opens up a traditionally dry area of study, helping the student to understand the vital importance of sound methodology in their studies and subsequent professional practice. The book covers the full range of quantitative and qualitative methods across the whole span of the research process, from research design and the literature review to data analysis and report writing. Every chapter contains a range of useful features to aid student learning, including summaries, discussion questions and guides to further resources, as well as examples drawn from contemporary sport around the world. Research Methods for Sport Management is an essential course text for all sport management students and an invaluable reference for any sport management professional involved in operational research.

Joe Biden Evan Osnos 2020-10-27 The new biography of President Joe Biden by National Book Award winner and New Yorker staff writer Evan Osnos - A Financial Times, Guardian and Daily Express Book of the Year 'A thoroughly readable primer' Guardian 'Biden has overcome unimaginable tribulation, multiple presidential primary humiliations, a potentially crippling speech impediment and his own mediocrity. Now he carries the hopes of billions upon his shoulders' Sunday Times President Joseph R. Biden Jr. has been called both the luckiest man and the unluckiest - fortunate to have sustained a fifty-year political career that reached the White House, but also marked by deep personal losses that he has suffered. Yet even as Biden's life has been shaped by drama, it has also been powered by a willingness, rare at the top ranks of politics, to confront his shortcomings, errors and reversals of fortune. His trials have forged in him a deep empathy for others in hardship - an essential quality as he addresses a nation at its most dire hour in decades. Blending up-close journalism and broader context, Evan Osnos illuminates Biden's life and captures the characters and meaning of an extraordinary presidential election. He draws on lengthy interviews with Biden and on revealing conversations with more than a hundred others, including President Barack Obama, Cory Booker, Amy Klobuchar, Pete Buttigieg, and a range of progressive activists, advisers, opponents, and Biden family members. In this nuanced portrait, Biden emerges as flawed, yet resolute, and tempered by the flame of tragedy - a man who just may be uncannily suited for his moment in history.

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 Real All Americans Sally Jenkins 2008 Offers an inspirational portrait of the Native American football team of the Carlisle Indian Industrial School, a championship squad that included the legendary Jim Thorpe and that defeated its Ivy League opponents, in a history that is set against a backdrop of the early days of football and the rise and fall of Coach Glenn "Pop" Warner. Reprint. 25,000 first printing.

The Pope Anthony McCarten 2019-04-04 On 28 February 2013, a 600-year-old tradition was shattered: Pope Benedict XVI made a startling announcement. He would resign. From the prize-winning screenwriter of The Theory of Everything and Darkest Hour, The Pope is a fascinating, revealing and often funny tale of two very different men whose destinies converge with each other and the wider world. How did these two men become two of the most powerful people on Earth? What does the future hold for the Catholic Church? What is it like to be the Pope? The Pope is a dual biography that masterfully combines these two popes' lives into one gripping narrative. From Benedict and Francis' experiences of war in their homelands - when they were still Joseph and Jorge - and the Church's sexual abuse scandal that shocked the world, to the smoke signals announcing the election of a new pope failing and Benedict's robes being too small, The Pope glitters with the lighter and the darker details of life inside one of the world's most opaque but significant institutions.

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.

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.

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 Sokoto Caliphate Murray Last 1967

Out of Nowhere Geoff Hollister 2009-01-01 How does a boy from a small Oregon farm town get swept up in the politics of his chosen sport? Out of Nowhere takes the reader along on Geoff Hollister's 33 year journey at the center of Nike, the company that would change not only the world of athletic shoes and apparel but the business of sport itself. Nike began with a handshake and a few hundred dollars passed between Phil Knight and legendary track coach Bill Bowerman. Hollister was coached by him at the University of Oregon and was Bowerman's pick as Nike's third employee. Before he had even graduated Hollister began selling shoes out of the trunk of his car for Blue Ribbon Sports, the company that became Nike. Out of Nowhere provides an inside look for the entrepreneur, from someone who experienced the humble beginnings, lived and breathed the first 33 years of Nike, now the largest sports and fitness company in the world. Hollister takes you on the rollercoaster ride of success and failure.

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.

A Thousand Splendid Suns Khaled Hosseini 2009-02-24 Mariam is only fifteen when she is sent to Kabul to marry Rasheed. Nearly two decades later, a friendship grows between Mariam and a local teenager, Laila, as strong as the ties between mother and daughter. When the Taliban take over, life becomes a desperate struggle against starvation, brutality and fear. Yet love can move a person to act in unexpected ways, and lead them to overcome the most daunting obstacles with a startling heroism.

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.

The Warrior Elite Dick Couch 2009-02-19 With a postscript describing SEAL efforts in Afghanistan, The Warrior Elite takes you into the toughest, longest, and most relentless military training in the world. What does it take to become a Navy SEAL? What makes talented, intelligent young men volunteer for physical punishment, cold water, and days without sleep? In The Warrior Elite, former Navy SEAL Dick Couch documents the process that transforms young men into warriors. SEAL training is the distillation of the human spirit, a tradition-bound ordeal that seeks to find men with character, courage, and the burning desire to win at all costs, men who would rather die than quit.

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.

War and Peace Leo Tolstoy 2019-01-16 Hailed as one of the greatest novels of all time and a classic of world literature, War and Peace is a tale of strivers in a world fraught with conflict, social and political change, and spiritual confusion, Tolstoy's magnificent work continues to entertain, enlighten, and inspire readers around the world. Both an intimate study of individual passions and an epic history of Russia and its people, 'War and Peace' is nothing more or less than a complete portrait of human existence. Among its many unforgettable characters is Prince Andrey Bolkonsky, a proud, dashing man who, despising the artifice of high society, joins the army to achieve glory. Badly wounded at Austerlitz, he begins to discover the emptiness of everything to which he has devoted himself. His death scene is considered one of the greatest passages in Russian literature. Terror swiftly engulfs the country as Napoleon's army marches on Russia, and the lives of three young people are changed forever. The stories of quixotic Pierre, cynical Andrey and impetuous Natasha interweave with a huge cast, from aristocrats and peasants, to soldiers and Napoleon himself. In War and Peace (1868-9), Tolstoy entwines grand themes—conflict and love, birth and death, free will and fate.

Roone 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.

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.

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.

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 competitors 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 Beckers 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 recent takeover of Reebok, this is an incredible sporting drama of competition, greed, bribery, passion and shoes.

Beautiful Disaster Signed Limited Edition Jamie McGuire 2012-11-27 Travis Maddox, Eastern University's playboy, makes a bet with good girl Abby that if he loses, he will remain abstinent for a month, but if he wins, Abby must live in his apartment for the same amount of time.

A Combatant in Government David M. Jemibewon 1978

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.

Out of My Mind Sharon M. Draper 2012-05 Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a technological device that will allow her to speak for the first time.

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, ...

The Comfort of Things Daniel Miller 2013-04-24 What do we know about ordinary people in our towns and cities, about what really matters to them and how they organize their lives today? This book visits an ordinary street and looks into thirty households. It reveals the aspirations and frustrations, the tragedies and accomplishments that are played out behind the doors. It focuses on the things that matter to these people, which quite often turn out to be material things - their house, the dog, their music, the Christmas decorations. These are the means by which they express who they have become, and relationships to objects turn out to be central to their relationships with other people - children, lovers, brothers and friends. If this is a typical street in a modern city like London, then what kind of society is this? It's not a community, nor a neighbourhood, nor is it a collection of isolated individuals. It isn't dominated by the family. We assume that social life is corrupted by materialism, made superficial and individualistic by a surfeit of consumer goods, but this is misleading. If the street isn't any of these things, then what is it? This brilliant and revealing portrayal of a street in modern London, written by one of the most prominent anthropologists, shows how much is to be gained when we stop lamenting what we think we used to be and focus instead

on what we are now becoming. It reveals the forms by which ordinary people make sense of their lives, and the ways in which objects become our companions in the daily struggle to make life meaningful.

Strengthening Forensic Science in the United States National Research Council 2009-07-29 Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. *Strengthening Forensic Science in the United States: A Path Forward* provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. *Strengthening Forensic Science in the United States* gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

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