

Nike Inc Company Profile

In the newly revised 19th Edition of Contemporary Business, a distinguished team of business experts delivers an accessible and intuitive introduction to central concepts in business and management. Designed to engage with and cultivate interest in the world of business, the book explores topics as varied as entrepreneurship, promotion and pricing strategies, the role of technology in modern business, and customer-driven marketing.

Human Capital in Gender and Development addresses timely feminist debates about the relationship between feminism, neoliberalism, and international development. The book engages with human capital theory, a labour economics theory associated with the Chicago School that now animates a wide range of political and economic governance. The book argues that human capital theory has been instrumental in constructing an economic vision of gender equality as a tool for economic growth, and girls and women of the global South as the quintessential entrepreneurs of the post-global financial crisis era. The book's critique of human capital theory and its role in Gender and Development gives insights into the kinds of development interventions that typify the 'Gender Equality as Smart Economics' agenda of the World Bank and other international development institutions. From the World Bank, to NGOs, and private businesses, discourses about the economic benefits of gender equality and women's empowerment underpin a range of development interventions that aim to unlock the 'untapped' potential of the world's women. Its implications are both conceptual and material, producing more interventionist forms of development governance, increased power by private sector actors in development, and de-politicization of gender equality issues. Human Capital in Gender and Development will be of particular interest to feminist scholars in Politics, International Relations, Development Studies, and Human Geography. It will also be a useful resource for teaching key debates about feminism, neoliberalism, and international development.

This critical introduction to consumption and its geographies provides an engaged summary of the consumption literature and demonstrates that consumption is intimately related to the production of space in everyday life. In Geographies of Consumption Juliana Mansvelt provides readers with a detailed explanation of political-economic and social-cultural perspectives on consumption at different scales. She opens with overview chapters on the history and conceptualisation of consumption and moves on to thematic chapters on consumption spaces; the body and identity; commodity chains; globalization commercial cultures. The text is illustrated throughout with comparative case study-material and features boxes and annotated notes for further reading. A review of consumption from a spatial perspective, this critical analysis of the key debates is the first synoptic overview in the geographic literature. Geographies of Consumption will be widely used in modules in economic and social geography, and should be the core text for those with a focus on consumption. Covers more than 400 prominent companies most studied by students. Entries follow a standard set of rubrics to facilitate comparison between companies. Also included are company logos, illustrations and ticker symbols, current market share, new products, and where to write for an annual report.

"An eye-opening look into the story of Knight before his multibillion dollar company." —School Library Journal "A great story about how an ambition turned into a business...serves as a guide for accomplishing great things." —VOYA In this young reader's edition of the New York Times bestseller, Nike founder and board chairman Phil Knight "offers a rare and revealing look at the notoriously media-shy man behind the swoosh" (Booklist, starred review), opening up about how he went from being a track star at an Oregon high school to the founder of a brand and company that changed everything. You must forget your limits. It was only when Nike founder Phil Knight got cut from the baseball team as a high school freshman that his mother

suggested he try out for track instead. Knight made the track team and found that not only could he run fast but also, more importantly, he liked it. Ten years later, young and searching, Knight borrowed fifty dollars from his father and launched a company with one simple mission: import high quality running shoes from Japan. Selling the shoes from the trunk of his car to start, he and his gang of friends and runners built one of the most successful brands ever. Phil Knight encountered risks and setbacks along the way, but always followed his own advice. Just keep going. Don't stop. Whatever comes up, don't stop. Filled with wisdom, humanity, humor, and heart, the young readers edition of the bestselling Shoe Dog is a story of determination that inspires all who read it. The Young Readers Edition is an abridged version of the internationally bestselling adult book and it features original front matter and back matter, including a new introduction and "A Letter to the Young Reader" containing advice from Phil Knight for budding entrepreneurs.

EBOOK: Managing Brands

After 4.5 billion years of change, is the planet Earth a complex and delicate ecosystem? It is well-known that some human activities may be part of a climate-change process that affects global warming. Environmental scientists continue to make substantial progress in advancing our understanding of how such activities affect climate change. Since the year 1989, hundreds of global-warming related patents have been granted by the United States Patent and Trademark Office. This original and important book thus provides an easy-to-read summary of such patents. Within many of the summaries, there are inventor profiles and news articles that are insightful and thought-provoking. Pioneering inventors hail from many locations including Brazil, Great Britain, India, Japan, Mexico, and Taiwan. At the beginning of several chapters, contradictory opinions on climate change are provided in the form of quotes. Chapter Seven offers an example of a fascinating application that failed to gain US patent protection. In the final chapter, several significant climate-change issues that continue to be addressed are outlined.

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$24.1 billion in its fiscal year 2012 (ending May 31, 2012). As of 2012, it employed more than 44,000 people worldwide. In 2014 the brand alone was valued at \$19 billion, making it the most valuable brand among sports businesses. As of 2017, the Nike brand is valued at \$29.6 billion. Nike ranked No. 89 in the 2018 Fortune 500 list of the largest United States corporations by total revenue. The company was founded on January 25, 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including Brand Jordan, and Converse. Nike also owned Bauer Hockey (later renamed Nike Bauer) from 1995 to 2008, and previously owned Cole Haan Umbro, and Hurley International. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Niketown name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

As an initial attempt to understand innovation in fashion, this volume focuses on

product innovations, realizing that this industry is truly an innovative sector in which diverse technologies, science, art, and tradition have been merged, synthesized, and utilized to solve the needs and concerns of the end-users. In doing so, this book categorizes product innovation into three levels—materials, style and product development—and aims to present the broader scope of innovation in the global fashion industry with the hope that other sectors can learn from these developments and be inspired.

These Case Studies were written from students at the EBC-university of applied sciences Düsseldorf. The students from 6th semester of the study "International Business Management" have visited the lecture "Case Studies in International Management". In this book Case studies from 8 different companies will be presented. The development of their enterprises, the position in the market and the strategies (Internationalisation, Merger, Sustainability). At the end of each Case Study are questions, so that other students can answer these questions and with the Case Study. Strategize! allows learners to try out the strategy models and concepts and get feedback regarding their understanding and application of strategic management theory. The book presents a number of experiential exercises and projects for use in class and assignments. Because the exercises include thought, action, and feedback-assessment components, they promote an understanding of strategic management through comprehensive active learning. Strategize! offers an important complement to any standard strategic management text.

BUSINESS LAW TODAY: STANDARD EDITION, 11E combines the legal credibility, authoritativeness, and comprehensiveness of a traditional business law book with strong visual appeal and reader-friendly features. This book's engaging, high-interest presentation is complemented by the essential detail and information necessary to completely explain business law topics. BUSINESS LAW TODAY: STANDARD EDITION offers in a credible business law source that you will want to read. The book explicitly meets the AACSB curriculum requirements. This edition covers contemporary topics that impact today's business world, such as the financial crisis and its impact on business law, identity theft, immigration law, and diversity issues. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

As the economy recovers, the stock market has soared. And you--you're looking for profitable places to put your money. Well, search no further! The stocks listed in previous editions of this book have consistently beaten the market average by more than 6 percent. In addition to naming 100 top-performing investments, this newest edition of this classic guide will tell you how to: Reduce risk Develop an investment strategy Evaluate value Know when to buy and when to sell Invest for retirement Whether you're a first-time stock buyer or an experienced trader, this quick-reference volume remains your essential and trusted tool for building your investment portfolio. This book introduces the integrated management concept of "Sustainable Value Creation", which delivers sustainability 'inside-out' from the core business. It is based on the premise that sustainability can provide a platform for growth, if it is implemented in a company's products, services and supply chains (combined also known as the 'Value Chain'). Managing the Value Chain from the outset with a sustainability mindset subsequently allows profitable economical, ecological and societal growth. It combines

the need for increased sustainability and its implementation in the operations of a company. The book addresses the following issues: How do economic, environmental and societal factors impact the value-creation process of a company? What requirements and expectations need to be met to balance economic, ecologic and societal value creation? What are the building blocks and measures that can be utilized on the journey towards building a sustainable value chain? What benefits can be achieved through sustainable value chains? What are the practical examples of sustainable value chains in leading companies that can inspire others to follow? The book includes contributions from the following organisations and companies: Beiersdorf, SAP, Klenk und Hoursch, VAUDE, Infineon Technologies, Independent Capital Management, BASF, Nanogate, the Federal German Council for Sustainable Development, Henkel, Symrise, shared.value.chain, Siemens, Fairphone and Thin Air Factory

Features 20 case studies from around the world outlining policies and practices to implement human rights within business operations. Among the companies profiled are: ABB, Achilles, Anglogold Ashanti, AREVA, Barloworld, BASF, Eskom, Ipek Kagit, Ketchum, MAS Holdings, Newmont Mining Corporation, NIKE Inc, Novartis, Sasol, Royal Dutch Shell, Starbucks, Titan Industries, Volkswagen and Westpac Banking Corporation.

Thoroughly revised, updated, and expanded, The SAGE Encyclopedia of Business Ethics and Society, Second Edition explores current topics, such as mass social media, cookies, and cyber-attacks, as well as traditional issues including accounting, discrimination, environmental concerns, and management. The new edition also includes an in-depth examination of current and recent ethical affairs, such as the dangerous work environments of off-shore factories for Western retailers, the negligence resulting in the 2010 BP oil spill, Apple's exploitation of outdated tax code, the gender wage gap, the minimum wage debate and increasing income disparity and the unparalleled level of debt in the U.S. and other countries with the challenges it presents to many societies and the considerable impact on the ethics of intergenerational wealth transfers. Key features include: seven volumes, with more than 1,200 signed entries by significant figures in the field cross-references and suggestions for further readings to guide students to in-depth resources Thematic Reader's Guide groups related entries by general topics Index allows for thorough browse-and-search capabilities in the electronic edition.

THE LEGAL ENVIRONMENT TODAY: BUSINESS IN ITS ETHICAL, REGULATORY, E-COMMERCE, AND GLOBAL SETTING, 8th Edition equips students with the working knowledge of business-related laws recommended by the Association to Advance Collegiate Schools of Business while strengthening the reasoning skills they need to interpret and apply them. Using carefully selected cases, the text challenges students to analyze and resolve legal issues facing today's businesses. Hypothetical situations and exercises, ethical discussions, and international considerations illustrate how business law applies to students' everyday lives and their future careers. The Eighth Edition includes

an overall emphasis on how the digital landscape is affecting business law as well as an all-new chapter on Law, Social Media, and Privacy. Chapters also cover the latest on corporate responsibility, financial and credit card reforms, health-care laws, and much more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book introduces readers to state-of-the-art cases and tools for managing innovation in today's rapidly changing business environment. It provides a wealth of methodological knowhow and guidance on practical applications, as well as case studies that reveal various challenges in technology and innovation management. Written by a mix of academic scholars and practitioners, the respective chapters present tools and approaches for the early detection of emerging fields of innovation, as well as relevant processes and resources. The contributing authors hail from leading innovative companies including Google, Amazon, Intel, Daimler-Benz, and NASA.

Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors. This book provides an all-encompassing, practical, and conceptual map of contemporary experiential case studies, which together offer insights into this exciting approach to customer experience. Experiential Marketing incorporates 36 international case studies from 12 key sectors, from technology, consumer goods, and B2B to luxury, events, and tourism sectors. With a selection of case studies from leading brands, such as Coca-Cola, Nutella, Chanel, NASA, The New York Times, Pfizer, and Amtrak, the reader will learn and practice the experiential marketing tools and strategies through these examples. Expert testimonials, practical applied exercises, and the author's online videos provide both theoretical foundations and concrete application. This is a must-read for advanced undergraduate and postgraduate Marketing and Customer Experience students and an excellent teaching resource. It should also be of great use to practitioners – particularly those studying for professional qualifications – who are interested in learning experiential marketing strategies and developing knowledge about the way big brands in different sectors are designing the customer experience online and offline. Online material includes lecture slides, a test bank of questions, an instructor's manual, and explanatory videos.

Trends: Business and Culture Reports, Book 2, brings you thirty topical Business Reports that will entertain, inform, and prompt your adult intermediate and advanced students toward lively discussions. Utilizing charts, graphs, puzzles, surveys, discussion activities, and more, these Business Reports invite students to explore and compare cultural, business, and language matters.

Readers discover the excitement of cutting-edge business law as **BUSINESS LAW TODAY: COMPREHENSIVE, 11E** immerses learners in a wide selection of intriguing new cases and thorough coverage that reflects the latest developments in the field. This successful edition makes the study of business law appealing

and relevant without sacrificing the legal credibility and comprehensive coverage. Each chapter's visually engaging, time-tested learning tools illustrate how law is applied to real-world business problems. Excerpted cases in the language of the court familiarize readers with legal language while emphasizing the relevance of case decisions. Readers see how landmark cases, statutes, and other laws significantly impact the way businesses today operate both within the United States and across the globe. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Interesting, clear, and applied, BUSINESS LAW TODAY, THE ESSENTIALS: TEXT AND SUMMARIZED CASES, 11E is a concise guide to the law and what it means in the business world -- from contracts and secured transactions to warranties and government regulations. Easy to understand with an engaging writing style that is matched by vibrant visuals, BUSINESS LAW TODAY: THE ESSENTIALS includes coverage of contemporary topics that impact not only the business world, but also the reader's personal life. The book examines timely issues, such as the financial crisis and its impact on business law, identity theft, immigration law, and diversity issues. Fascinating features and intriguing cases highlight the practicality of the concepts highlighted in the book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Recommendations for one hundred stocks which have a history of beating the stock market average and have positive investment potential based on a variety of investment criteria. This guide provides business profiles, hiring and workplace culture information on more than 30 top employers, including 3M, Coca-Cola Company, Kraft, and more.

The five volumes of this ultimate resource recognize the inherent unity between business ethics and business and society, that stems from their shared primary concern with value in commerce. This Encyclopedia spans the relationships among business, ethics, and society by including more than 800 entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

Originally submitted as a doctoral dissertation at the Vienna U. of Economics and Business Administration in Austria, this text looks at how use ethical language on the Web in order to present themselves externally as ethical players. Drawing on the disciplines of corporate communication, applied linguistics, and corporate ethics, the author distinguishes between three different paradigms of corporate ethics and applies discourse analysis to six case studies (two from each paradigm). Annotation 2004 Book News, Inc., Portland, OR (booknews.com).

The Fourth Industrial Revolution signals a sea change in the way we lead our organisations. Moving away from relational leadership and horizontal, organisationally-led development, it is imperative that business leaders are able to adapt to more networked organisations and shift away from dated assumptions of positional power. Constructing Leadership 4.0 breaks new ground by explaining the urgent challenges facing managers and business leaders. It will teach you how to: Approach leadership development as a system rather than a programme Develop an organisational ecosystem to support leadership 4.0 Build collaborative networks Cultivate a responsive mindset through sensemaking Use non-classroom based learning methodologies for educating leaders Rooted in leadership development methodology and underpinned by cutting-edge research, this book calls for businesses to cultivate responsive leaders through a theory of connectivism and swarm intelligence that reflects the coming cybernetic revolution. Presents recommendations for one hundred stocks which have a history of beating the stock

market average and have positive investment potential based on a variety of investment criteria.

Updated for today's market, important and timely advice—based on a proven methodology—on which stocks you should invest in right now, in this edition of the 100 Best Stocks series. Even though the economy is in constant flux, there's still plenty of opportunity for smart investors to make a profit. The 100 Best Stocks to Buy in 2019 shows you how to protect your money with stock picks that have consistently beaten the S&P average. In easy-to-understand and highly practicable language, authors Peter Sander and Scott Bobo clearly explain their value-investing philosophy, as well as offer low-volatility investing tips and how to find stocks that consistently perform and pay dividends. An essential guide for anyone investing in today's stock market, The 100 Best Stocks to Buy in 2019 is a proven source of solid, dependable advice you can take to the bank.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

This guide provides business profiles, hiring and workplace culture information on more than 30 top employers, including 3M, Coca-Cola Company, Kraft, and more

The 2020 edition of the 100 Best Stocks series picks the top stocks for you to buy based on authors Peter Sander and Scott Bobo's value-investing philosophy, the same philosophy followed by Warren Buffett. Even though the economy is in constant flux, there are still plenty of opportunities for smart investors to make a profit. The 100 Best Stocks to Buy in 2020 demonstrates how to protect your money with stock picks that have consistently performed. In their easy-to-understand and highly practical language, authors Peter Sander and Scott Bobo clearly explain their value-investing philosophy, as well as offer low-volatility investing tips and advice to finding stocks that consistently perform and pay dividends. The 100 Best Stocks to Buy in 2020 is an essential guidebook for anyone looking to invest in today's market providing a proven source of solid, dependable advice you can take to the bank.

How can one be a Christian in the world of business, not just on the weekend? How can one be honorable in business? Through the integration of the Christian worldview and business ethics, this book provides Christians with a mental framework with which

to answer these important questions. Beginning with Genesis as the foundation for the Christian's worldview and the Ten Commandments as the outline for the Christian's ethical obligations, the authors develop principles upon which ethical choices can be made, even when working in a primarily non-Christian-oriented business environment. The book is designed to be helpful both to those beginning their career in business and those already employed in business who struggle with how to engage in today's business environment while maintaining their commitment to God's vision for life to be both meaningful and honorable. Topics of business ethics such as employee rights, discrimination, technology and privacy, insider trading and accounting fraud, and the special challenges of working internationally are covered. The added value this book brings to these discussions lies in its serious consideration of the Christian worldview as foundational to ethical decision-making in everyday areas of business.

Product Innovation in the Global Fashion IndustrySpringer

[Copyright: 271c8633f9b7f88514a5e9d85053530f](#)